

**SRI MEENAKSHI GOVT. ARTS COLLEGE FOR WOMEN
(AUTONOMOUS),**

MADURAI – 2



DEPARTMENT OF BUSINESS ADMINISTRATION

Syllabus

M.B.A.

For students who are admitted in the academic year 2023- 2024

M.B.A. General Choice Based Credit System

- **Program Outcomes:**

PO1: Problem Solving Skill: Application of tools & techniques relevant to management theories and practices in analyzing & solving business problems.

PO2: Decision Making Skill: Fostering analytical and critical thinking abilities for data-based decision making.

PO3: Ethical Value: Ability to develop value based leadership attributes.

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

PO5: Individual and Team Leadership Skill: Ability to be self-motivated in leading & driving a team towards achievement of organizational goals and contributing effectively to establish industrial harmony.

PO6: Employability Skill: Foster and enhance employability skills through relevant industry subject knowledge.

PO7: Entrepreneurial Skill: Equipped with skills and competencies to become a global entrepreneur.

- **Program Educational Outcomes;**

PEO 1 – Employability: To develop students with industry specific knowledge & skills to meet the industry requirements and also join Public sector undertaking through competitive examinations.

PEO 2 - Entrepreneur: To create effective business service owners, with a growth mindset by enhancing their critical thinking, problem solving and decision-making skills.

PEO3 – Research and Development: To instill and grow a mindset that focusses efforts towards inculcating and encouraging the students in the field research and development.

PEO 4 – Contribution to Business World: To produce ethical and innovative business professionals to enhance growth of the business world.

PEO 5 – Contribution to the Society: To work and contribute towards holistic development of society by producing competent MBA professionals.

- **Course description:**

MBA Program of Sri Meenakshi Govt. Arts College for Women (A) was initiated in the year 2004 with broad vision to impart management knowledge by continuous updating of syllabi and interaction with corporate for enhancing employability among rural women students. The program is supported with effort by an effective and efficient team of well qualified and dedicated faculty. The quality of management program is enhanced with good infrastructure and other amenities like well equipped library, computer lab and class rooms with smart board and LCD projector. In the year 2013, M.Phil in Management was also started to enhance the research skills among Management students. In 2017, the under graduate programme BBA was also introduced in the department.

Eligibility for MBA Admission

Any degree with 50 % Marks(45 % in the case of candidates belonging to reserved category)and admission is through TANCET Counselling.

Duration: Full Time MBA Programme consists of 4 semesters in 2 Academic years.

- **Assessment criteria: Methods of Evaluation and Assessment**

Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

- **Evaluation Pattern for External Examination inclusive of Internship, Project and Extension Activity**
 - **The following question pattern with uniform distribution of marks from all 5 units to be followed as exist:**

Part A (Internal choice - either/or)
5 x 5 = 25
Part B (Internal choice - either/ or)
5 x 10 = 50
 - **The Project Work will be evaluated jointly by TWO Examiners (i.e. one Internal and the other External) for a Maximum of 225 Marks (9 Credits).**
 - **The Viva- Voce will be conducted with Two Examiners (i.e. one Internal and the other External) for a Maximum of 75 Marks (3 Credits).**

- **Subject Template**

FIRST SEMESTER

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23CK1	Management Principles and Business Ethics	Core	4	-	-	-	4	60	25	75	100
P23CK2	Quantitative Techniques and Research Methods in Business	Core	3	1	-	-	4	60	25	75	100
P23CK3	Managing Organizational Behaviour	Core	4	-	-	-	4	60	25	75	100
P23CK4	Accounting for Managers	Core	3	1	-	-	4	60	25	75	100
P23CK5	Managerial Economics	Core	4	-	-	-	4	60	25	75	100
P23CK6	Legal Systems in Business	Core	4	-	-	-	4	60	25	75	100
P23KED1	Entrepreneurship Development	Extra Disciplinary	3	-	-	-	3	45	25	75	100
P23KSS1P	Soft Skills I – Executive Communication	Soft Skills	-	-	2	-	2	30	25	75	100

SECOND SEMESTER

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23CK7	Applied Operations Research	Core	3	1	-	-	4	60	25	75	100
P23CK8	Human Resource Management	Core	4	-	-	-	4	60	25	75	100
P23CK9	Marketing Management	Core	4	-	-	-	4	60	25	75	100
P23CK10	Operations Management	Core	3	1	-	-	4	60	25	75	100
P23CK11	Financial Management	Core	3	1	-	-	4	60	25	75	100
P23CK12	Strategic Management	Core	4	-	-	-	4	60	25	75	100
P23KED2	International Business	Extra Disciplinary	3	-	-	-	3	45	25	75	100
P23KSS2P	Soft Skills II – Business Etiquette	Soft Skills	-	-	2	-	2	30	25	75	100
P23KSS3P	Soft Skills III – Computing Skills	Soft Skills	-	-	2	-	2	30	25	75	100

THIRD SEMESTER

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23CK13	Information Systems for Business	Core	4	-	-	-	4	60	25	75	100
	**Choose any one from the list	Elective	3	-	-	-	3	45	25	75	100
	**Choose any one from the list	Elective	3	-	-	-	3	45	25	75	100
	**Choose any one from the list	Elective	3	-	-	-	3	45	25	75	100
	**Choose any one from the list	Elective	3	-	-	-	3	45	25	75	100
	**Choose any one from the list	Elective	3	-	-	-	3	45	25	75	100
	**Choose any one from the list	Elective	3	-	-	-	3	45	25	75	100
P23KED3	Employability skills	Extra Disciplinary	3	-	-	-	3	45	25	75	100
P23KSS4P	Soft Skills IV – Leadership and Team Building Skills	Soft Skills	-	-	2	-	2	30	25	75	100
P23SIK1	***Summer Internship	Internship	-	-	-	1	3	-	100	-	100

**** Students should choose six elective Course from the specialization list in consultation with the Head of the Institution.**

For the categorization of specialization students can either opt for either single or dual specialization.

In case of students opting for single specialization, they should compulsorily choose 6 elective papers from one area specialization from the list given below:

In case of students opting for dual specialization. They should choose 3 elective papers from respective area of specialization.

***** Internship will be carried out during the summer vacation after the first year. Viva Voce will be conducted by the college and marks shall be sent to the University and the same will be included in the Third Semester Marks Statement.**

FOURTH SEMESTER

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KPW	# Project Work & Viva- Voce	Core	-	-	-	Y	12	-	75	225	300

L-Lecture

T-Tutorial

P- Practical

O-Project

The Project Work will be evaluated jointly by TWO Examiners (i.e. one Internal and the other External) for a Maximum of 225 Marks (9 Credits).

The Viva- Voce will be conducted with Two Examiners (i.e. one Internal and the other External) for a Maximum of 75 Marks (3 Credits).

- **List of GEC/ DSE Courses**

Specialization Courses: Finance Management

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KF1	Corporate Finance	Elective	3	-	-	1	3	45	25	75	100
P23KF2	Security Analysis and Portfolio Management	Elective	3	-	-	1	3	45	25	75	100
P23KF3	Tax Management	Elective	3	-	-	1	3	45	25	75	100
P23KF4	Merchant Banking and Financial Services	Elective	3	-	-	1	3	45	25	75	100
P23KF5	Derivatives Management	Elective	2	-	1	-	3	45	25	75	100
P23KF6	Banking and Insurance	Elective	2	-	1	-	3	45	25	75	100

P23KF7	Behavioural Finance	Elective	2	-	1	-	3	45	25	75	100
P23KF8	Financial Modelling	Elective	2	-	1	-	3	45	25	75	100
P23KF9	Capital Markets and Financial Services	Elective	2	-	1	-	3	45	25	75	100
P23KF10	Financial Planning and Wealth Management	Elective	2	-	1	-	3	45	25	75	100
P23KF11	Fixed Income Securities	Elective	3	-	-	-	3	45	25	75	100
P23KF12P	Fintech and Investment Analysis [@]	Elective	-	-	3	-	3	45	40	60	100
P23KF13	International Financial Management	Elective	2	-	1	-	3	45	25	75	100
P23KF14	Risk Management in Banks	Elective	2	-	1	-	3	45	25	75	100

@This is a hands on Computer Laboratory Practical Course

Specialization Courses: Marketing Management

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KM1	Advanced Marketing Research and Consumer Behaviour	Elective	3	-	-	-	3	45	25	75	100
P23KM2	Advertising Management and Sales Promotion	Elective	3	-	-	-	3	45	25	75	100
P23KM3	Sales and Distribution Management	Elective	3	-	-	-	3	45	25	75	100
P23KM4	Brand Management	Elective	3	-	-	-	3	45	25	75	100
P23KM5	Industrial Marketing	Elective	3	-	-	-	3	45	25	75	100
P23KM6	Services Marketing	Elective	3	-	-	-	3	45	25	75	100
P23KM7	Customer Relations Management	Elective	3	-	-	-	3	45	25	75	100

P23KM8	Retail Marketing	Elective	3	-	-	-	3	45	25	75	100
P23KM9	Rural Marketing	Elective	3	-	-	-	3	45	25	75	100
P23KM10	International Marketing	Elective	3	-	-	-	3	45	25	75	100
P23KM11	Advanced Selling and Negotiation Skills	Elective	3	-	-	-	3	45	25	75	100
P23KM12	Channel Management Strategies	Elective	3	-	-	-	3	45	25	75	100
P23KM13	Customer Engagement Marketing	Elective	3	-	-	-	3	45	25	75	100
P23KM14	Digital Marketing	Elective	3	-	-	-	3	45	25	75	100
P23KM15	Marketing Analytics	Elective	3	-	-	-	3	45	25	75	100
P23KM16	Marketing Metrics	Elective	3	-	-	-	3	45	25	75	100
P23KM17	New Product Strategies	Elective	3	-	-	-	3	45	25	75	100
P23KM18	Strategic Marketing	Elective	3	-	-	-	3	45	25	75	100

Specialization Courses: Human Resource Management

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KHR1	Human Resources Development	Elective	3	-	-	1	3	45	25	75	100
P23KHR2	Performance Management	Elective	3	-	-	1	3	45	25	75	100
P23KHR3	Organizational Development	Elective	3	-	-	1	3	45	25	75	100
P23KHR4	Industrial and Labour Relations	Elective	3	-	-	1	3	45	25	75	100
P23KHR5	Career Management	Elective	3	-	-	1	3	45	25	75	100
P23KHR6	Emotional Intelligence for Managerial Effectiveness	Elective	3	-	-	1	3	45	25	75	100
P23KHR7	HR Analytics	Elective	2	-	1	-	3	45	25	75	100
P23KHR8	Learning and Development	Elective	2	-	1	-	3	45	25	75	100

P23KHR9	Organizational Change	Elective	2	-	1	-	3	45	25	75	100
P23KHR10	Strategic HRM	Elective	3	-	-	1	3	45	25	75	100
P23KHR11	Talent Management	Elective	3	-	-	1	3	45	25	75	100
P23KHR12	Workplace counselling	Elective	2	-	1	-	3	45	25	75	100
P23KHR13	Human Capital Planning	Elective	2	-	1	-	3	45	25	75	100
P23KHR14	Human Resources Information System	Elective	2	-	1	-	3	45	25	75	100
P23KHR15	Stress Management	Elective	2	-	1	-	3	45	25	75	100
P23KHR16	Competency mapping	Elective	2	-	1	-	3	45	25	75	100
P23KHR17	International HRD	Elective	3	-	-	-	3	45	25	75	100
P23KHR18	Compensation and Rewards Management	Elective	2	-	1	-	3	45	25	75	100

(An exclusive HRM Lab with Simulation, AI Facilities as a common facility regionwise is suggested)

Specialization Courses: Systems Management

Subject Code	Subject Name	Category	L	T	P	O	Credits		Marks		
								Inst. Hours	CIA	External	Total
P23KS1	Database Management System	Elective	3	-	-	-	3	45	25	75	100
P23KS2	System Analysis and Design	Elective	3	-	-	-	3	45	25	75	100
P23KS3	Decision Support System	Elective	3	-	-	-	3	45	25	75	100
P23KS4	E – Business	Elective	3	-	-	-	3	45	25	75	100
P23KS5	Internet of Things	Elective	3	-	-	-	3	45	25	75	100
P23KS6	Cloud Computing	Elective	3	-	-	-	3	45	25	75	100
P23KS7	Enterprise Resource Planning	Elective	3	-	-	-	3	45	25	75	100
P23KS8	Software project and quality management	Elective	3	-	-	-	3	45	25	75	100

P23KS9	Data Warehousing	Elective	3	-	-	-	3	45	25	75	100
P23KS10	Deep Learning and Artificial Intelligence	Elective	3	-	-	-	3	45	25	75	100

Specialization Courses: Logistics and Supply Chain Management

Subject Code	Subject Name	Category	L	T	P		O	Credits	Inst. Hours	Marks		
										CIA	External	Total
P23KL1	Supply Chain Management	Elective	3	-	-		-	3	45	25	75	100
P23KL2	Principles and Practice of Logistics Management	Elective	3	-	-		-	3	45	25	75	100
P23KL3	Inventory & Warehousing Management	Elective	3	-	-		-	3	45	25	75	100
P23KL4	Domestic and International Logistics	Elective	3	-	-		-	3	45	25	75	100
P23KL5	Purchasing Management	Elective	3	-	-		-	3	45	25	75	100
P23KL6	Logistics legal framework and Maritime documents	Elective	3	-	-		-	3	45	25	75	100
P23KL7	Export & Import Management	Elective	3	-	-		-	3	45	25	75	100
P23KL8	Strategic Logistics Management	Elective	3	-	-		-	3	45	25	75	100
P23KL9	Distribution Management	Elective	3	-	-		-	3	45	25	75	100
P23KL10	Multi-Modal Transportation	Elective	3	-	-		-	3	45	25	75	100
P23KL11	Logistics Infrastructure	Elective	3	-	-		-	3	45	25	75	100
P23KL12	Shipping Finance and Maritime Insurance	Elective	3	-	-		-	3	45	25	75	100
P23KL13	Packaging and Material Handling	Elective	3	-	-		-	3	45	25	75	100

Specialization Courses: Hospital Management

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KH1	Health Policy and Health Care System	Elective	3	-	-	-	3	45	25	75	100
P23KH2	Hospital Planning and Administration	Elective	3	-	-	-	3	45	25	75	100
P23KH3	Hospital Records Management	Elective	3	-	-	-	3	45	25	75	100
P23KH4	Hospital Core Services	Elective	3	-	-	-	3	45	25	75	100
P23KH5	Hospital Support Services	Elective	3	-	-	-	3	45	25	75	100
P23KH6	Quality Assurance in Health Care	Elective	3	-	-	-	3	45	25	75	100
P23KH7	Operations Management in health care	Elective	3	-	-	-	3	45	25	75	100
P23KH8	Health care Governance and Technology	Elective	3	-	-	-	3	45	25	75	100
P23KH9	Total Quality Management in Hospital	Elective	3	-	-	-	3	45	25	75	100
P23KH10	Health care accreditation and Law	Elective	3	-	-	-	3	45	25	75	100

Specialization Courses: Business Analytics

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KB1	Fundamentals of Business Analytics	Elective	3	-	-	-	3	45	25	75	100
P23KB2	Data Analytics with R Programming	Elective	3	-	-	-	3	45	25	75	100
P23KB3	Business Analytics Using Python	Elective	3	-	-	-	3	45	25	75	100

P23KB4	Data Visualization	Elective	3	-	-	-	3	45	25	75	100
P23KB5	Data Analytics in Business Functional Areas	Elective	3	-	-	-	3	45	25	75	100
P23KB6	Data Science	Elective	3	-	-	-	3	45	25	75	100
P23KB7	Business Intelligence, Big Data, Cloud Computing	Elective	3	-	-	-	3	45	25	75	100
P23KB8	Block Chain Technology	Elective	3	-	-	-	3	45	25	75	100
P23KB9	Software Project Management	Elective	3	-	-	-	3	45	25	75	100
P23KB10	Design and Analysis of Algorithm	Elective	3	-	-	-	3	45	25	75	100

Specialization Courses: Entrepreneurship and Family Business

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KE1	Introduction to Entrepreneurship	Elective	3	-	-	1	3	45	25	75	100
P23KE2	Family Business	Elective	3	-	-	1	3	45	25	75	100
P23KE3	Entrepreneurial Marketing and Sales Strategy	Elective	3	-	-	1	3	45	25	75	100
P23KE4	Financial Institutions and Funding for Entrepreneurs	Elective	2	-	1	-	3	45	25	75	100
P23KE5	Effective Business Plan Preparation	Elective	3	-	-	1	3	45	25	75	100
P23KE6	Entrepreneurial Innovation, Management and Design Thinking	Elective	2	-	1	-	3	45	25	75	100
P23KE7	Managing start-ups	Elective	3	-	-	1	3	45	25	75	100
P23KE8	Designing and Configuring Business Models	Elective	3	-	-	1	3	45	25	75	100
P23KE9	International Business Venture environment	Elective	3	-	-	1	3	45	25	75	100

(Campus Incubation Centre, Non-technical Business Start-ups can be created in few campuses in every region for giving practical exposure)

Specialization Courses: Operations Management

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KO1	Project Management	Elective	3	-	-	-	3	45	25	75	100
P23KO2	Total Quality Management	Elective	3	-	-	-	3	45	25	75	100
P23KO3	Six sigma	Elective	3	-	-	-	3	45	25	75	100
P23KO4	Materials Management	Elective	3	-	-	-	3	45	25	75	100
P23KO5	Services Operations Management	Elective	3	-	-	-	3	45	25	75	100
P23KO6	Process Management	Elective	3	-	-	-	3	45	25	75	100
P23KO7	Product design	Elective	3	-	-	-	3	45	25	75	100
P23KO8	Supply chain Analytics	Elective	3	-	-	-	3	45	25	75	100
P23KO9	Operations Strategy	Elective	3	-	-	-	3	45	25	75	100

Specialization Courses: Tourism and Hospitality Management

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KTH1	Destination Tourism	Elective	3	-	-	-	3	45	25	75	100
P23KTH2	Tourism Principles and Practices	Elective	3	-	-	-	3	45	25	75	100
P23KTH3	Tourism Products of India	Elective	3	-	-	-	3	45	25	75	100
P23KTH4	Strategic Tourism Management	Elective	3	-	-	-	3	45	25	75	100

P23KTH5	Hospitality management	Elective	3	-	-	-	3	45	25	75	100
P23KTH6	E Tourism	Elective	3	-	-	-	3	45	25	75	100
P23KTH7	Travel Agency and Tour Operations Management	Elective	3	-	-	-	3	45	25	75	100
P23KTH8	Tourism Entrepreneurship	Elective	3	-	-	-	3	45	25	75	100
P23KTH9	Eco Tourism and Sustainable Development	Elective	3	-	-	-	3	45	25	75	100
P23KTH10	Automation in Hospitality Industry	Elective	3	-	-	-	3	45	25	75	100
P23KTH11	Special Interest Tourism	Elective	3	-	-	-	3	45	25	75	100
P23KTH12	Service Quality Management In Hospitality	Elective	3	-	-	-	3	45	25	75	100

Specialization Courses: Shipping & Logistics Management

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KSL1	Global Maritime Business	Elective	3	-	-	-	3	45	25	75	100
P23KSL2	Maritime Economics	Elective	3	-	-	-	3	45	25	75	100
P23KSL3	Chartering and Commercial Geography	Elective	3	-	-	-	3	45	25	75	100
P23KSL4	Introduction to International Trade & Commerce	Elective	3	-	-	-	3	45	25	75	100
P23KSL5	Introduction to Maritime Management	Elective	3	-	-	-	3	45	25	75	100
P23KSL6	Export-Import Procedure & Documentation(EIP&D)	Elective	3	-	-	-	3	45	25	75	100

P23KSL7	Liner Shipping Business	Elective	3	-	-	-	3	45	25	75	100
P23KSL8	International Business	Elective	3	-	-	-	3	45	25	75	100
P23KSL9	Port Operations and Pricing	Elective	3	-	-	-	3	45	25	75	100
P23KSL10	Marine Insurance and Risk Management (MI&RM)	Elective	3	-	-	-	3	45	25	75	100
P23KSL11	Maritime Law and Customs Procedure	Elective	3	-	-	-	3	45	25	75	100
P23KSL12	Multimodal Transportation and Port Agency	Elective	3	-	-	-	3	45	25	75	100
P23KSL13	Shipping Finance and Marine Insurance		3	-	-	-	3	45	25	75	100

Specialization Courses: Export Import Management

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KI1	Export Business Environment	Elective	2	-	-	1	3	45	25	75	100
P23KI2	Export-Import Procedures, Documentation and Logistics	Elective	2	-	1	-	3	45	25	75	100
P23KI3	International Economics and Trade theories	Elective	2	-	1	-	3	45	25	75	100
P23KI4	International Marketing Management	Elective	2	-	-	1	3	45	25	75	100
P23KI5	International Financial Management	Elective	2	-	1	-	3	45	25	75	100
P23KI6	FOREX Management	Elective	2	-	1	-	3	45	25	75	100
P23KI7	Export Finance and Promotion	Elective	2	-	1	-	3	45	25	75	100

P23KI8	Global Supply Chain Management	Elective	2	-	-	1	3	45	25	75	100
P23KI9	International Trade Finance and Risk Management	Elective	2	-	1	-	3	45	25	75	100
P23KI10	Regulatory Framework for International Trade	Elective	2	-	1	-	3	45	25	75	100

Specialization Courses: Technology Management

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KT1	Technology Forecasting and Assessment	Elective	3	-	-	-	3	45	25	75	100
P23KT2	Technology Commercialization and Transfer	Elective	3	-	-	-	3	45	25	75	100
P23KT3	Research and Development Management	Elective	3	-	-	-	3	45	25	75	100
P23KT4	Intellectual Property Rights	Elective	3	-	-	-	3	45	25	75	100
P23KT5	Managing Technological Innovation	Elective	3	-	-	-	3	45	25	75	100
P23KT6	E - Business Management	Elective	3	-	-	-	3	45	25	75	100
P23KT7	Software Project and Quality management	Elective	3	-	-	-	3	45	25	75	100
P23KT8	Data Mining & Business Intelligence	Elective	3	-	-	-	3	45	25	75	100

Specialization Courses: Retail Management:

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KR1	Introduction to Retailing	Elective	3	-	-	-	3	45	25	75	100
P23KR2	Retail Economics and Retail Formats	Elective	3	-	-	-	3	45	25	75	100
P23KR3	Store Operations Management	Elective	3	-	-	-	3	45	25	75	100
P23KR4	Retail Strategies	Elective	3	-	-	-	3	45	25	75	100
P23KR5	Store Location , Store Layout – Design and Visual Merchandising	Elective	3	-	-	-	3	45	25	75	100
P23KR6	Retail Buying and Merchandise Management	Elective	3	-	-	-	3	45	25	75	100
P23KR7	Retail Selling and Customer Service	Elective	3	-	-	-	3	45	25	75	100

- **Course Abstract with credits and hours distribution**

COURSE STRUCTURE ABSTRACT -MBA

Course	Total No. of Courses	Hours	Credits	Marks
Core Courses	13	52	52	1300
Core Project with Viva voce	1	--	12	300
Generic Elective Course/ Discipline Specific Elective Courses	6	18	18	600
Skill Enhancement Courses	4	8	8	400
Internship/Industrial Activity	1	--	3	100
Extra Disciplinary	3	9	9	300
Total	28	87	102	3000

- **Programme Mapping**

PEO – PO MAPPING

	PO 1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
PEO 1	Y	Y	Y	Y	Y	Y	Y	Y
PEO 2	Y	Y	Y	Y	Y		Y	Y
PEO3	Y	Y	Y	Y	Y	Y		y
PEO 4	Y	Y	Y	Y	Y	Y	Y	Y
PEO 5	Y	Y	Y	Y	Y	Y	Y	Y

Y - Yes

SYLLABUS

SEMESTER I

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23CK1	Management Principles and Business Ethics	Core	4	-	-	-	4	60	25	75	100
Course Objectives											
C1	To familiarize the students to the basic concepts of management in order to aid in understanding how an organization functions.										
C2	To provide insights on Planning & Decision Making										
C3	To throw light on Organizing, Managing Change and Innovation										
C4	To elucidate on Leadership, Communication and Controlling.										
C5	To create awareness and importance of Business Ethics and Social Responsibility.										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	Introduction: Nature of Management – Concepts and Foundations of Management- Managerial Functions- Management Skills - The Evolution of Management Thought – Tasks of a Professional Manager – Organizational Culture - Environment – Systems Approach to Management – Levels in Management – Disaster Management							12	C1		
II	Planning & Decision Making: Steps in Planning Process – Scope and Limitations – Short Term and Long Term Planning – Flexibility in Planning – Characteristics of a Sound Plan – Management By Objectives (MBO). Strategic Management Process Decision Making Process and Techniques. Business Models							12	C2		
III	Nature of Organizing: Organization Structure and Design - Authority Relationships – Delegation of Authority and Decentralization – Interdepartmental Coordinator – emerging Trends in corporate Structure, Strategy and Culture – Impact of Technology on Organizational design – Mechanistic vs. Adoptive Structures – Formal and Informal Organization. Span of control – Pros and Cons of Narrow and Wide Spans of Control – Optimum Span - Managing Change and Innovation.							12	C3		

IV	Leadership and Control: Leadership: Approaches to Leadership and Communication. Control: Concept of Control – Application of the Process of Control at Different Levels of Management (top, middle and first line). Performance Standards – Measurements of Performance – Remedial Action - An Integrated Control system in an Organization – Management by Exception (MBE) –	12	C4
V	Business Ethics: Importance of Business Ethics – Ethical Issues and Dilemmas in Business - Ethical Decision Making and Ethical Leadership – Ethics Audit - Business Ethics and - CSR Models.	12	C5
Total		60	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Possess the knowledge on the basic concepts of management and understand how an organization functions.	PO4, PO6, PO8	
CO2	Possess knowledge on planning & decision making.	PO1, PO2	
CO3	Have insights on organizing, managing change and Innovation	PO5, PO6, PO7	
CO4	Learn leadership, communication and controlling skills.	PO4, PO5	
CO5	Have better understanding on business ethics and social responsibility.	PO3, PO8	
Reading List			
1.	https://deb.ugc.ac. In		
2.	http://www.managementconcepts. Com		
3.	International journal of Management Concepts and Philosophy		
4.	Journal of Management, Sage Publications		
References Books			
1.	Mukherjee, K., Principles of Management, 2 nd Edition, Tata McGraw Hill Education Pvt. Ltd., 2009		
2.	S. K. Mandal., Management Principles and practice, 3 rd Edition, Jaico Publishing House, Jan.2011.		
3.	Griffin, R. W., Management, 11 th Edition, South-Western College Publication, January 2018.		
4.	Koontz, H. and Weihrich, H., Essentials of Management: An International Perspective, 11 th Edition, Tata McGraw Hill Education Private Ltd., July 2020		
5.	Certo, S C. and Certo, T, Modern Management, 13 th Edition, Prentice Hall, January 2014.		
6.	Robbins, S and Coulter, M, 11 th Edition, Management, Prentice Hall, 11 th edition, January 2012		
7.	Shaikh Ubaid, Disaster Management, Technical publications, 1 st edition, 2020		

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				2		2		2
CO 2	2	3						
CO 3					2	2	2	
CO 4				3	3			
CO 5			3					3

3-Strong 2-Medium 1-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23CK2	Quantitative Techniques and Research Methods in Business	Core	3	1	-	-	4	60	25	75	100
Course Objectives											
C1	To provide the students with an introduction to probability theory and discuss how probability calculations may facilitate their decision making.										
C2	To construct a coherent research proposal that includes an abstract, literature review, research questions, ethical considerations and methodology.										
C3	To understand the basic statistical tools for analysis & interpretation of qualitative and quantitative data.										
C4	To recognize the principles and characteristics of the multivariate data analysis techniques.										
C5	To become familiar with the process of drafting a report that poses a significant problem										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	Introduction: Probability - Rules of probability- Probability distribution; Binomial, Poisson and Normal Distributions, their applications in Business and Industrial Problem- Baye's Theorem and its applications - Decision Making under risk and uncertainty; Maximax, Maximin, Regret Hurwitz and Laplace Criteria in Business and Decision Making - Decision tree.							17	C1		
II	Research Methods: Research - Definition - Research Process - Research Design – Definition- Types Of Research Design - Role of Theory in Research - Variables in Research – Objectives - Hypothesis - Types of Data; Preliminary Vs Secondary- Methods of Primary Data Collection; Survey, Observation, Experiments - Construction Of Questionnaire - Questionnaire Schedule- Validity and Reliability of Instruments - Types of Scales; Nominal, Ordinal, Interval - Types of Attitude Measurement Scales – Sampling Techniques; Probability And Non probability Techniques- Optimal Sample Size determination.							10	C2		
III	Data Preparation and Analysis: Data Preparation - Editing –Coding- Data Entry- Data Analysis- Testing Of Hypothesis Univariate and Bivariate Analysis -							15	C3		

	Parametric And Nonparametric Tests and Interpretation of Test Results- Chi-Square Test-Correlation; Karl Pearson's Vs Correlation Coefficient and Spearman's Rank Correlation- Regression Analysis - One Way and Two Way Analysis of Variance.		
IV	Multivariate Statistical Analysis: Exploratory and Confirmatory Factor Analysis -Discriminant Analysis-Cluster Analysis -Conjoint Analysis -Multiple Regression- Multidimensional Scaling- Their Application In Marketing Problems -Application of Statistical Software For Data Analysis- SEM Analysis	09	C4
V	Report Writing and Ethics in Business Research: Research Reports- Different Types -Report Writing Format- Content of Report- Need For Executive Summary- Chapterization -Framing the Title of the Report- Different Styles Of Referencing -Academic Vs Business Research Reports - Ethics In Research.	09	C5
Total		60	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Be able to develop problem-solving techniques needed to accurately calculate probabilities.	PO1, PO2, PO6, PO7	
CO2	Be able to devise research methods, techniques and strategies in the appropriate manner for managerial decision making and conduct research for the industry.	PO4, PO6	
CO3	Be able to apply and interpret the different types of quantitative and qualitative methods of data analysis.	PO4, PO6	
CO4	Be able to use multivariate techniques appropriately, undertake multivariate hypothesis tests, and draw appropriate conclusions.	PO4, PO6	
CO5	Be able to present orally their research or a summary of another's research in an organized, coherent, and compelling fashion.	PO4, PO6	
Reading List			
1.	https://www.dartmouth.edu/~chance/teaching_aids/books_articles/probability_book/amsbook.mac.pdf		
2.	https://study.com/academy/topic/probability.html		
3.	https://onlinecourses.nptel.ac.in/noc18_ma07/preview		
4.	https://hbr.org/1964/07/decision-trees-for-decision-making		
References Books			
1.	Kumar, R., Research Methodology: A Step-by-Step guide for Beginners, Sage, South Asia, 4th Edition, 2014.		
2.	Srivastava, T.N. and Rego, S., Statistics for Management, 2nd Edition, Tata McGraw Hill, 3rd Edition, 2016.		
3.	Cooper, D.R., Schindler, P. And Business Research Methods, Tata- McGraw		

	Hill,12th Edition, 2012.
4.	Cooper, D.R., Schindler, P. and Sharma, J.K., Business Research Methods,11th Edition, Tata-McGraw Hill, 12 th Edition, 2018.
5.	Johnson, R.A., and Wichern, D.W., Applied Multivariate Statistical Analysis, PHI Learning Pvt. Ltd., 6 th Edition, 2012.
6.	Anderson, Sweeny, Williams, Camm and Cochran, Statistics for business and Economics, Cengage Learning, New Delhi, 13th Edition, 2017

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	3				3	3	
CO 2				3		3		
CO 3				2		2		
CO 4				2		2		
CO 5				2		3		

3-Strong 2-Medium 1-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23CK3	Managing Organizational Behaviour	Core	4	-	-	-	4	60	25	75	100
Course Objectives											
C1	To familiarize the students to the basic concepts of managing Organizational Behaviour in order to aid in understanding how an men behave in an organization.										
C2	To provide insights on Individual Differences, perception, learning, Attitudes values and motivation										
C3	To throw light on Group Dynamics and Interpersonal Communication										
C4	To elucidate on Leadership, Politics, Conflicts and Negotiation.										
C5	To create awareness and importance of work stress and Emotional Intelligence and its influence on employees in an organization.										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	Introduction to Organizational Behaviour: Historical background of OB - Concept Relevance of OB – Contributing disciplines - to the field of OB, challenges and opportunities for OB, foundations of Individual Behaviour. Theory – social theory- Organizational Citizenship Behaviour							12	C1		
II	Individual Difference - Personality – concept and determinants of personality – theories of personality – type of theories – trait theory – psycho analytic theory - social learning theory – Erikson’s stages of Personality Development Chris Argyris Immaturity to Maturity Continuum. Personality – Job fit. Perception: Meaning Process – Factors influencing perception – Attribution theory Learning: Classical, Operant and Social Cognitive Approaches – Managerial implications. Attitudes and Values: – Components, Attitude – Behaviour relationship, formation, values. Motivation: Early Theories of Motivation – Hierarchy of needs theory, Theory X and Theory Y, Two factor theory, McClelland’s theory of needs and Contemporary theories of motivation – Self – Determination theory, Job Engagement, Goal Setting theory, Self– efficacy theory, Re – inforcement theory, Equity theory, Expectancy theory.							12	C2		

III	<p>Group Dynamics – Foundations of Group Behaviour – Group and Team - Stages of Group Development– Factors affecting Group and Team Performance - Group Decision making</p> <p>Interpersonal Communication – Communication Process – Barriers to Communication– Guidelines for Effective Communication</p>	12	C3
IV	<p>Leadership – Trait, Behavioural and Contingency theories, Leaders vs Managers Power and</p> <p>Politics: Sources of Power – Political Behaviour in Organizations – Managing Politics.</p> <p>Conflict and Negotiation: Sources and Types of Conflict –Negotiation Strategies– Negotiation Process.</p>	12	C4
V	<p>Work Stress: Stressors in the Workplace – Individual Differences on Experiencing Stress - Managing Workplace Stress. Organizational Culture and Climate: Concept and Importance – Creating and Sustaining Culture.</p> <p>Emotional Intelligence, Work Life Integration Practices. Knowledge based enterprise- systems and Processes; Networked and virtual organizations.</p>	12	C5
Total		60	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Possess the knowledge on the basic concepts of managing Organizational Behaviour in order to aid in understanding how an men behave in an organization	PO4	
CO2	Possess knowledge on Individual Differences, perception, learning, Attitudes values and motivation	PO3, PO6	
CO3	Have insights on Group Dynamics and Interpersonal Communication	PO2, PO4, PO5	
CO4	Learn Leadership, Politics, Conflicts and Negotiation.	PO5	
CO5	Have better understanding on work stress and Emotional Intelligence and its influence on employees in an organization.	PO6, PO8	
Reading List			
1.	www.himpub.com		
2.	https://iedunote.com/organisational-behaviour		
3.	www.yourarticlelibrary.com/organisation/		
4.	Journal of Organizational Behaviour – wiley Online Library		
References Books			
1.	Prasad .L.M., Organisational Behaviour ,Sultan Chand and Sons, 2019		
2.	C.B.Guptha, A Textbook Of Organisational Behaviours ,S.Chand & Company,2019		

3.	K. Aswattappa, Organisational Behaviour, Himalaya Publishing House, 12th Edition, 2016.
4.	Luthans, F. Organizational Behaviour, 12th Edition, Tata McGraw Hill Education, 2017.
5.	McShane, S.L., Von Glinow, M.A., and Sharma, R.R., Organizational Behaviour, 5th Edition, Tata McGraw-Hill Education Pvt. Ltd., 2011.
6.	Stephen P. Robins, Timothy A. Judge and Neharika Vohra, Essentials of Organisational Behaviour, 18th Edition, Pearson Education, 2019.

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				2				
CO 2			3			3		
CO 3		3		3	3			
CO 4					3			
CO 5						3		2

3-Strong 2-Medium 1-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23CK4	Accounting For Managers	Core	3	1	-	-	4	60	25	75	100
Course Objectives											
C1	To acquaint the students with the fundamentals of principles of financial, cost and management accounting										
C2	To enable the students to prepare, analyses and interpret financial statements										
C3	To acquaint the students with the tools and techniques of financial analysis										
C4	To enable the students to take decisions using management accounting tools.										
C5	To enable the students to prepare the reports with the accounting tools and facilitate managerial decision making.										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	Financial Accounting – Meaning - Objectives - functions. Branches of Accounting: Financial, Cost and Management Accounting - Accounting Concepts and conventions. Journal – Ledger – Trial Balance – Preparation of Final Accounts: Trading, Profit and Loss Account and Balance Sheet (problems); International Accounting Standards - IFRS							12	C1		
II	Financial Statement Analysis - Objectives - Techniques of Financial Statement Analysis: Common Size and Comparative Financial Statements, Trend analysis, Ratio Analysis. Fund Flow Statement - Statement of Changes in Working Capital - Preparation of Fund Flow Statement - Cash Flow Statement Analysis-Distinction between Fund Flow and Cash Flow Statement – problem.							12	C2		
III	Marginal Costing - Definition - distinction between marginal costing and absorption costing - Break even point Analysis - Contribution, p/v Ratio, margin of safety - Decision making under marginal costing system-key factor analysis, make or buy decisions, export decision, sales mix decision- Problems.							12	C3		
IV	Budget, Budgeting, and Budgeting Control - Types of Budgets - Preparation of Flexible and fixed Budgets, master budget and Cash Budget - Problems - Zero Base Budgeting.							12	C4		
V	Cost Accounting : meaning – Objectives - Elements of Cost – Cost Sheet(Problems) – classification of cost –							12	C5		

	Cost Unit and Cost Centre – Methods of Costing – Techniques of Costing. Standard costing and variance analysis Reporting to Management – Uses of Accounting information in Managerial decision-making. Reporting-Accounting Standards and Accounting Disclosure practices in India; Exposure to Practical Knowledge of using Accounting software-Open Source.		
	Total	60	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Be able to understand the fundamentals of principles of financial, cost and management accounting	PO6	
CO2	Be able to prepare, analyze and interpret financial statements	PO1, PO2, PO4, PO6, PO7	
CO3	Be able to use the tools and techniques of financial analysis.	PO1, PO2, PO3, PO6, PO7	
CO4	Be able to take decisions using management accounting tools.	PO1, PO2, PO6, PO7	
CO5	Be able to prepare the reports with the accounting tools and facilitate and take managerial decisions.	PO2, PO3, PO4, PO6, PO7, PO8	
Reading List			
1.	http://files.rajeshindukuristudyplace.webnode.com/200000014-9621c971b8/accounting%20for%20managers.pdf		
2.	http://shodhganga.inflibnet.ac.in/bitstream/10603/70588/9/09_chapter%201.pdf		
3.	http://educ.jmu.edu/~drakepp/principles/module6/capbudtech.pdf		
4.	https://www.researchgate.net/publication/313477460_concept_of_working_capital_management		
References Books			
1.	Gupta, A., Financial Accounting for Management: An Analytical Perspective, 5th Edition, Pearson, 2016.		
2.	Khan, M.Y. and Jain, P.K., Management Accounting: Text, Problems and Cases, 8th Edition, Tata McGraw Hill Education Pvt. Ltd., 2021.		
3.	Nalayiram Subramanian, Contemporary Financial Accounting and reporting for Management – a holistic perspective- Edn. 1, 2014 published by S. N. Corporate Management Consultants Private Limited		
4.	Horngren, C.T., Sundem, G.L., Stratton, W.O., Burgstahler, D. and Schatzberg, J., 16th Edition, Pearson, 2013		
5.	Noreen, E., Brewer, P. and Garrison, R., Managerial Accounting for Managers, 13th Edition, Tata McGraw-Hill Education Pvt. Ltd., 2009.		
6.	Rustagi, R. P., Management Accounting, 2nd Edition, Taxmann Allied Services Pvt. Ltd, 2011		

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1						2		2
CO 2	3	3		3		3	2	
CO 3	3	3	3			3	2	
CO 4	3	3				3	3	
CO 5		3	3	3		3	2	2

3-Strong 2-Medium 1-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23CK5	Managerial Economics	Core	4	-	-	-	4	60	25	75	100
Course Objectives											
C1	To familiarize the students about managerial economics and to know the fundamental concepts affecting business decisions.										
C2	To understand the concept of utility and demand analysis and demand forecasting										
C3	To know about production function and market structure										
C4	To have an idea and understanding about Macroeconomics like National Income, savings and investment, Indian economic policy and Planning.										
C5	To Provide insights on Money Market, Inflation and Deflation, Monetary and Fiscal policies, FDI and cashless economy.										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	Introduction: Definition of Managerial Economics. Decision Making and the Fundamental Concepts Affecting Business Decisions – the Incremental Concept, Marginalism, Equi-marginal Concept, the Time Perspective, Discounting Principle, Opportunity Cost Principle- Micro and Macro Economics.							12	C1		
II	Utility Analysis and the Demand Curve: Elasticity of Demand - Demand Analysis: Basic Concepts, and tools of analysis for demand forecasting. Use of Business Indicators: Demand forecasting for consumer, Consumer Durable and Capital Goods. Input-Output Analysis – Consumer Behavior-Consumer Equilibrium							12	C2		
III	The Production Function: Production with One Variable Input – Law of Variable Proportions – Production with Two Variable Inputs – Production Isoquants – Isocost Lines Estimating Production Functions- Returns to Scale– Economies Vs Diseconomies of Scale – Cost Concepts – Analysis of cost – Short and long run costs. Market Structure: Perfect and Imperfect Competition – Monopoly, Duopoly, Monopolistic Competition – Pricing Methods.							12	C3		
IV	Macro Economic Variables – National Income- Concepts – Gross Domestic Product, Gross National Product, Net National Product – Measurement of National Income, Savings, Investment - Business Cycles and Contracyclical Policies – Role of Economic							12	C4		

	Policy – Indian Economic Planning		
V	Commodity and Money Market: Demand and Supply of Money – Money Market Equilibrium – Monetary Policy – Inflation – Deflation – Stagflation-Role of Fiscal Policies- Indian Fiscal Policies - Government Policy towards Foreign Capital and Foreign Collaborations – Globalization and its Impact. Cashless economy and digitalized cash transfers; Economic models and its steps; FEMA-GST-Industrial Policy in India and its effects on growth.	12	C5
Total		60	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Be able to understand the basic concepts of managerial economics that helps the firm in decision making process.	PO2, PO4	
CO2	Be familiar about the Basic concepts of Demand, Supply and Equilibrium and their determinants	PO4, PO6, PO7	
CO3	Have better idea and understanding about production function and market structure	PO6, PO7	
CO4	Have better insights about macroeconomics concepts like National income, Savings and Investment, Indian Economic Policy and planning	PO8	
CO5	Possess better knowledge about Money market, Monetary and Fiscal policy, inflation and deflation, FDI and globalization and Cashless economy and digitalized cash transfers.	PO7	
Reading List			
1.	http://pearsoned.co.in/prc/book/paul-g-keat-managerial-economics-economic-tools-todays-decision-makers6e-6/9788131733530		
2.	http://www.onlinevideolecture.com/mba-programs/kmpetrov/managerial-economics/?courseid=4207		
3.	https://www.slideshare.net/dvy92010/nature-and-scope-of-managerial-economics-76225857		
4.	The Indian Economic Journal - SAGE Journals		
References Books			
1.	1. Damodaran, S., Managerial Economics, 2nd Edition, Oxford University Press, 2011.		
2.	Dwivedi, D.N., Managerial Economics, Vikas Publishing House, 2011.		
3.	R. L. Varshney , K.L. Maheshwari., Managerial Economics, Sultan Chand & Sons, 2014.		
4.	William F. Samuelson, Stephen G. Marks, Jay L., Zagorsky., Managerial Economics, Wiley Publishers, 9 th Edition (2021)		
5.	H. L. Ahuja., Managerial Economics., Atlantic Publishers and distributors(P)		

	Ltd., 2017.
6.	Dominick Salvatore, Managerial Economics: Principles and worldwide applications, 9E Adaptation, Oxford university press, 9 th Edition, 2020.

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1		2		3				
CO 2				3		2	2	
CO 3						3	3	
CO 4								2
CO 5							2	

3-Strong 2-Medium 1-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23CK6	Legal Systems in Business	Core	4	-	-	-	4	60	25	75	100
Course Objectives											
C1	To create knowledge and understanding on law of contracts										
C2	To describe about sale of goods and Negotiable instrument act										
C3	To have an overall understanding about partnership act and company law.										
C4	To familiarize various labor laws for effective administration of Human Resource of an organization.										
C5	To provide insights and awareness about consumer protection act, Cyber-crimes, Intellectual property Rights.										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	The Law of Contracts: Definition of Contract Offer and Acceptance – Essential Elements of a Valid Contract: Free Consent – Competency of Parties – Lawful Consideration – Legality of Object. Void, Voidable, Unenforceable and Illegal Contracts – Performance of Contracts – Privity of Contracts – Assignment of Contracts – By Whom Contract must be Performed – Time and Place of Performance – Performance of Reciprocal Promises – Contracts which need not be performed, Discharge of Contracts : By Performance, By Agreement, By Impossibility, By Lapse of Time, By Operation of Law and By Breach of Contracts – Remedies for Breach of Contracts.							12	C1		
II	Sale of Goods Act: Definition of a Sale and a Contract of Sale – Difference between (1) Sale and an Agreement to Sell (2) Sale and a Contract Form (3) Sale and Bailment (4) Sale and Mortgage of Goods (5) Sale and Time Purchase Conditions and Warranties – Passing of Property of Goods – Rights of an Unpaid Seller. Negotiable Instruments Act: Negotiable Instruments in General: Cheques, Bills of Exchange and Promissory Notes – Definition and Characteristics							12	C2		
III	Partnership Act: Evolution – Definition of Partnership – Difference between Partnership and Joint Family Business – Kinds of Partnerships – Registration – Rights and Liabilities of Partners – Dissolution. Company Law: Evolution of Company Form of Organisation – Companies Separate Legal Entity –							12	C3		

	Comparison of Company with Partnership and Joint Hindu Family Business – Kinds of Companies – Comparison of Private and Public Companies – Formation of Companies – General Idea About Memorandum and Articles of Association, Prospectus, Statement in lieu of Prospectus – Management of Companies – General Idea of Management of Companies – Officers, Meetings – Resolutions – Account and Audit – Winding up of Companies – General Idea of the Different Modes of Winding Up.		
IV	Labour Law: Factories Act, Minimum Wages Act, Industrial Disputes Act, Employees Compensation Act, Payment of Bonus Act 1965. Payment of Gratuity Act 1972. ESI Act, Employees Provident Fund and Miscellaneous Provisions Act 1952, Maternity Benefits Act, Child labour Abolition & Regulation Act, 1986- Inter-state Migrant Workmen (Regulation of Employment & Conditions of services) Act 1979- Bonded Labour system (Abolition) Act 1976- Sexual Harassment of women at Workplace (Prevention, Prohibition & Redressal) Act 2013- Contract Labour (Regulation and Abolition) Act- Four Labour Codes and Rules-RTI Act 2005.	12	C4
V	Consumer Protection Act, Competition Act 2002, Cyber Crimes, IT Act 2008 – Intellectual Property Rights: Types of Intellectual Property – Trademarks Act 1999 – The Copyright Act 1957 – International Copyright Order, 1999 – Design Act, 2000; UNICITRAL – United Nations Commission on International Trade Law.	12	C5
Total		60	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Have knowledge on understandings on law of contract.	PO4, PO6, PO7	
CO2	Know the sale of Goods & Negotiable instrument act.	PO6	
CO3	Have understandings on partnership and company law	PO6, PO7	
CO4	Have familiarize with various labour laws.	PO5, PO6, PO7	
CO5	Possess insights & awareness about consumer protection Act Cyber Crimes, Intellectual Property Rights.	PO8	
Reading List			
1.	http://www.legalserviceindia.com/article/		
2.	http://www.freebookcentre.net/Law/Law-Books.html 2		
3.	https://www.mooc-list.com/course/business-law-wma		
4.	https://ilj.law.indiana.edu/		
References Books			

1.	Kapoor ND., Legal Systems in Business, Edition 2 (2021), Sultan Chand & Sons.
2.	Rao, P.M., Mercantile Law, PHI Learning, 2011.
3.	Majumdar, A. K. and Kapoor, G.K., Company Law, 15 th Edition, Taxmann Publications Pvt. Ltd., 2012.
4.	Majumdar, A. K. and Kapoor, G.K., Company Law and Practice, 17 th Edition, Taxmann Publications Pvt. Ltd., 2012.
5.	Intellectual Property Laws, Universal Law Publishing, 2012.
6.	Daniel Albuquerque , Legal systems in Business, Oxford University Press India, 2 nd Edition, 2015.

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				2		2	2	
CO 2						2		
CO 3						2	2	
CO 4					2	2	2	
CO 5								2

3-Strong 2-Medium 1-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KED1	Entrepreneurship Development	Extra Disciplinary	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To introduce students to entrepreneurship and its growth in India.										
C2	To impart knowledge on innovation, its types, role of technology in innovation, patents and licensing.										
C3	To orient the students on new venture creation										
C4	To enable students to prepare a feasible business plan										
C5	To give inputs on various types of financing available for new ventures.										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	Introduction: The Entrepreneur – Definition – Characteristics of Successful entrepreneur. Entrepreneurial scene in India; MSME; Analysis of entrepreneurial growth in different communities – Case histories of successful entrepreneurs. Similarities and Distinguish between Entrepreneur and Intrapreneur.							9	C1		
II	Innovation in Business: Types of Innovation – Creating and Identifying Opportunities for Innovation – Design Thinking- The Technological Innovation Process – Creating New Technological Innovation and Intrapreneurship – Licensing – Patent Rights – Innovation in Indian Firms							9	C2		
III	New Venture Creation: Identifying Opportunities for New Venture Creation: Environment Scanning – Generation of New Ideas for Products and Services. Creating, Shaping, Recognition, Seizing and Screening of Opportunities. Feasibility Analysis: Technical Feasibility of Products and Services – Marketing Feasibility: Marketing Methods – Pricing Policy and Distribution Channels							9	C3		
IV	Business Plan Preparation: Benefits of a Business Plan – Elements of the Business Plan – Developing a Business Plan – Guidelines for preparing a Business Plan – Format and Presentation; Start-ups and e-commerce Start-ups. Business Model Canvas							9	C4		
V	Financing the New Venture: Capital structure and working capital Management: Financial appraisal of new project, Role of Banks – Credit appraisal by							9	C5		

	banks. Institutional Finance to Small Industries – Incentives – Institutional Arrangement and Encouragement of Entrepreneurship.		
Total		45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Be able to know about growth of entrepreneurship in India	PO4, PO7	
CO2	Gain knowledge on innovation, its types, role of technology in innovation, patents and licensing	PO7, PO8	
CO3	Obtain knowledge on new venture creation	PO6, PO7	
CO4	Be able to prepare a business plan	PO7, PO8	
CO5	Gain knowledge on various types of financing available for new ventures.	PO7, PO8	
Reading List			
1.	http://www.jimssouthdelhi.com/sm/BBA6/ED.pdf		
2.	https://www.cengage.com/highered		
3.	https://roadmapresearch.com/entrepreneurship-beyond-curriculum		
4.	The International Journal of Entrepreneurship and Innovation		
References Books			
1.	Reddy, N., Entrepreneurship: Text and Cases, Cengage Learning, 2010.		
2.	Roy, R., Entrepreneurship, 2nd Edition, Oxford University Press, 2011.		
3.	Barringer, B., Entrepreneurship: Successfully Launching New Ventures, 3rd Edition, Pearson, 2011.		
4.	Bessant, J., and Tidd, J., Innovation and Entrepreneurship, 2nd Edition, John Wiley & Sons, 2011.		
5.	Desai, V., Small Scale Industries and Entrepreneurship, Himalaya Publishing House, 2011.		
6.	Entrepreneurship: Successfully Launching New Ventures, Global Edition, 6th Edition Bruce R. Barringer, Texas A & M University, R. Duane Ireland, ©2018 Pearson		

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				3			3	
CO 2							3	2
CO 3						2	3	
CO 4							3	2
CO 5							3	3

3-Strong 2-Medium 1-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KSS1P	Soft Skills I – Executive Communication	Soft Skills	-	-	2	-	2	30	25	75	100
Course Objectives											
C1	To acquire communication awareness they are going to get for the industry.										
C2	To make the customer realize that you can provide them with information and other essential things										
C3	To explore the skill of writing business proposals										
C4	To develop a plan for the meetings and interviews										
C5	To analyze the skills required for non-verbal communication										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	UNIT 1- Communication: Meaning and Significance of Communication for Management- Types of Communication Factors Affecting Effectiveness of Communication- Barriers to Communication- Principles of Effective Communication Dyadic Communication- Face-to-face Communication. Other Modes of Communication.							6	C1		
II	UNIT 11- Business Correspondence: Planning Business Messages: Analyzing the Task, Anticipating the Audience. Adapting the Message Organizing and Writing Business Messages: Patterns of organization, Use of Tools such as Mind Maps, Composing the Message- Norms for Business Letters Letters for Different Kinds of Situation: Personalized Standard Letters, Enquiries, Inviting Quotations, Sending Quotations, Placing Orders, Inviting tenders, Claim letters, Customers Complaints, Collection Letters, Sales Promotion Letters- Revising Business Messages: Revising for Clarity. Conciseness and Readability, Proof reading and Evaluating- Letters of application and resume.							6	C2		
III	UNIT III- Business Reports and Proposals: Structure of Reports- Long and Short Reports: Formal and Informal Reports- Writing Research Reports- Technical Reports- Norms for Including Exhibits and Appendices- Writing Business Proposals.							6	C3		
IV	UNIT IV- Conducting Meetings and Interviews: Procedure for Conducting Meetings- Preparing Agenda, Minutes and Resolutions- Conducting Seminars and							6	C4		

	Conferences- Procedure of Regulating Speech- Evaluating Oral Presentations Drafting Speech- Participating in Debates and Group Discussions- Presentation Skills- Fluency Development Strategies- Attending and Conducting Interviews- Listening.		
V	UNIT V- Non-verbal Communication: Personal Appearance- Posture- Body Language- Reading Nonverbal Messages- Use of Charts. Diagrams and Tables- Visual and Audio-visual Aids for Communication.	6	C5
Total		30	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Understanding of theories and concepts, types and various modes of communication in organizations	PO4, PO6	
CO2	Development of skills on developing Business Correspondence	PO4, PO6	
CO3	Development of skills on preparing Business Reports and Proposals	PO4, PO6	
CO4	To draft effective business correspondence with brevity, and clarity in designing and developing clean and lucid organizing skills.	PO4, PO6	
CO5	To demonstrate his/her verbal and non-verbal communication ability through presentations.	PO4, PO6	
Reading List			
1.	https://www.skillsyouneed.com/ips/communication-skills.html		
2.	https://mtbt.fpg.unc.edu/more-baby-talk/10-ways-promote-language-and-communication-skills-infants-and-toddlers		
3.	http://skillopedia.com		
4.	https://www.habitsforwellbeing.com/9-effective-communication-skills		
References Books			
1.	Chaney, L. and Martin, J., Intercultural Business Communication. Person, 4 ed., 2008.		
2.	Chaturvedi, Business Communication, Person, 2 edition, 2011		
3.	Bovec L. Courtland and John V. Thill, Business Communication Today, 10 ed., Pearson Education, New Delhi, 2011.		
4.	American Management Association, The AMA Handbook of Business Writing: The Ultimate Guide to Style, Usage, Punctuation, Construction and Formatting, 2010.		
5.	Gerson, Sharan J., and Steven M Gerson, Technical Writing: Process and Product, Person Education, New Delhi, 2008		

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				3		3		
CO 2				3		3		
CO 3				3		3		
CO 4				3		3		
CO 5				3		3		

3-Strong 2-Medium 1-Low

SEMESTER II

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23CK7	Applied Operations Research	Core	3	1	-	-	4	60	25	75	100
Course Objectives											
C1	To provide the students with introduction on OR and its models to aid in understanding its applicability in the various functional areas of management.										
C2	To understand the concept of linear programming models in determining profit maximization and cost minimization										
C3	To learn about various methods adopted in transportation and Assignments models.										
C4	To determine about inventory models, replacement models, job sequencing, networking model and Queuing model										
C5	To throw light on dynamic model and game models and the application of pure and mixed strategies in competitive environment.										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	Introduction: Overview of operations research – Origin – Nature, scope & characteristics of OR – Models in OR – Application of operations research in functional areas of management							08	C1		
II	Linear Programming Problem: Linear programming problem model – Formulation – Maximization & Minimization problem – Graphical method – Simplex method – Artificial variable – Primal & Dual.							12	C2		
III	Transportation problem: Basic Solution – North / West corner Solution, LCM, VAM, Matrices method – Optimal Solution – Stepping stone method – Vogel’s approximation method – Modi method – Degeneracy – Imbalance matrix. Assignment model: Hungarian method – Traveling salesmen problem.							12	C3		
IV	Project Scheduling and Resource Management: Deterministic Inventory models – Purchasing & Manufacturing models – Probabilistic inventory models – Replacement model – Sequencing – Brief Introduction to Queuing models. Networking – Programme Evaluation and Review Technique (PERT) and Critical Path Method (CPM) for Project Scheduling- Crashing – Resource allocation and Resource Scheduling.							18	C4		

V	Game Theory and Strategies: Games theory – two player zero sum game theory – Saddle Point –Mixed Strategies for games without saddle points – Dominance method – Graphical and L.P Solutions-Goal Programming; Simulation; Integer programming and Dynamic programming.	10	C5
Total		60	

Course Outcomes

Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Obtain insight on the origin and nature of OR and also the application of various models of OR.	PO4, PO6
CO2	Learn about the graphical, Simplex, Big M and dual methods of Linear programming problem.	PO1, PO2, PO6, PO7
CO3	Be well versed with the concept of transportation and Assignments models	PO1, PO2, PO6, PO7
CO4	Have better understanding on inventory models, replacement models, job sequencing, networking model and Queuing model	PO1, PO2, PO6, PO7
CO5	Be imparted knowledge on the various methods of game model	PO2, PO7

Reading List

1.	www.cbom.atozmath.com
2.	http://www.pondiuni.edu.in/storage/dde/downloads/mbaii qt.pdf
3.	http://164.100.133.129;81/econtent/Uploads/Operations_Research.pdf
4.	https://www.journals.elsevier.com/operations-research-perspectives

References Books

1.	Anderson, D.R., Sweeney, D.J., Williams, T.A. and Martin, K., An Introduction to Management Science: Quantitative Approach to Decision Making, 14 th Edition Paperback – 1, Cengage Learning India Pvt. Ltd., 2019
2.	Gupta, P.K., and Comboj, Introduction to Operations Research, S. Chand, 2014
3.	Hiller, F., Liebermann, Nag and Basu, Introduction to Operations Research, 11 th Edition Paperback, Tata McGraw-Hill Publishing Co. Ltd., 2021
4.	Khanna, R.B., Quantitative Techniques for Managerial Decision Making, 3 rd Edition – Paperback, New Age International Publishers, 2018
5.	Taha, H.A., Operations Research: An Introduction, 10 th Edition, Pearson, 2019
6.	Vohra,N.D., Quantitative Techniques in Management, 5 th Edition, Tata McGraw Hill Education Pvt. Ltd., 2017.

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				2		2		
CO 2	3	2				2	2	
CO 3	3	3				3	2	
CO 4	3	3				2	2	
CO 5		3					2	

3-Strong 2-Medium 1-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23CK8	Human Resource Management	Core	4	-	-	-	4	60	25	75	100
Course Objectives											
C1	To embark importance of HRM role, functions and need										
C2	To assimilate theoretical and practical implications of HRP										
C3	To critically use appropriate training tools										
C4	To analyze and implement an effective performance management										
C5	To extrapolate and design compensation management techniques										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	Introduction: Introduction of Human Resource Management: Importance of Human Resources, Definition and Objectives of Human Resources Management, Qualities of a good HR manager – Evolution and growth of Human Resource Management in India. Functions of Human Resource Management. Strategic Human Resource Management (SHRM). Human Resource Policies: Need, type and scope, Human Resource Accounting and Audit- Gig Economy.							12	C1		
II	Human Resource Planning (HRP): Human Resources Planning: Long and Short term planning, Job Analysis, Skills inventory, Job Description, Job Specification and Succession Planning, Strategic Human Resource Planning. Recruitment and selection: Purposes, types and methods of recruitment and selection, Relative merits and demerits of the different methods, Recruitment and Social Media. Placement, Induction, Transfers, Promotions, Dismissal, Resignation, Exit Interviews, Reduction of attrition rate- Attrition and retention management							12	C2		
III	Training, Development & Career Management: Importance and benefits of Training and Development, Types of Training Methods, Executive Development Programs, Concept and process of Career Management; Competency mapping, Knowledge Management & Talent Management.							12	C3		
IV	Performance Management: Importance, process and Methods: Ranking, rating							12	C4		

	scales, critical incident method, Removing subjectivity from evaluation, MBO as a method of appraisal, Performance Feedback, Online PMS. Human Resource Information System; International Human Resource Management; Cross cultural diversity management; Hybrid work culture; work-life balance; Quality of work-life; HR Analytics.		
V	Compensation Management: Wage and Salary Administration: Job Evaluation, Calculation of Wage, Salary, Prerequisites, Compensation Packages, Cost of Living Index and Calculation of Dearness Allowance, Rewards and Incentives; ESOP-Financial and non-financial incentives, Productivity – linked Bonus, Compensation Criteria, Rewards and Recognition.	12	C5
	Total	60	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Gain an understanding of HRM policies and importance.	PO4, PO6	
CO2	Implement appropriate HRP in workplace.	PO6	
CO3	Apply feasible Training method and manage career progressions.	PO5, PO6, PO7	
CO4	Demonstrate managing performance of human resources.	PO6, PO7	
CO5	Design and justify compensation framework.	PO4, PO6, PO7	
Reading List			
1.	https://businessjargons.com/performance-management.html		
2.	https://www.hr-guide.com/data/G400.htm		
3.	https://www.managementstudyguide.com/training-development-hr-function.htm		
4.	https://www.tandfonline.com/toc/rjih20/current		
References Books			
1.	Ashwathappa, K., Human Resource Management, 9 th Edition, Tata McGraw-Hill Education Pvt. Ltd., 2021.		
2.	Ivancevich, J.M., Human Resource Management, 12 th Edition, Tata McGraw-Hill Education Pvt. Ltd., 2020.		
3.	Gary Dessler & Biju Varrkey, Human Resource Management, 16 th Edition, Pearson India Pvt. Ltd., 2020.		
4	DeCenzo, D.A., Robbins S.P., Susan L Verhulst, Human Resource Management, 11 th Edition, Wiley India Pvt. Ltd., 2015.		
5.	Leigh Thompson, Making the team, A guide for Managers, Pearson, 6 th Edition 2019.		
6.	Gary Dessler, Fundamentals of Human Resource Management, Pearson, 4 th Edition 2017.		

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				M		M		
CO 2						M		
CO 3					S	S	M	
CO 4						M	M	
CO 5				M		M	M	

3-Strong 2-Medium 1-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23CK9	Marketing Management	Core	4	-	-	-	4	60	25	75	100
Course Objectives											
C1	To develop an understanding and enhance the knowledge about marketing theories, principles, strategies and concepts and how they are applied.										
C2	To provide with opportunities to analyze marketing activities within the firm.										
C3	To analyze and explore the buyer behavior pattern in marketing situations.										
C4	To understand the branding, pricing and strategies in marketing a product.										
C5	To upgrade the knowledge and awareness of Consumer Rights in the Market.										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	Introduction: Marketing Management Philosophies – What is marketing- The concepts of marketing- Marketing and Services – Digital Marketing – Social Media Marketing – Current marketing challenges; Rural Marketing – E-Rural Marketing – International Marketing – Industrial Marketing.							12	C1		
II	Strategic Marketing– Marketing Management Process – Analysis of Marketing opportunities, Selecting Target Consumers, developing Marketing Mix Analysis of Macro and Micro environment Marketing Research as an Aid to Marketing, Marketing Research Process – Sales Forecasting –Techniques. Marketing Tactics, The Mix Service and Retail Marketing.							12	C2		
III	MIS: Marketing Information Systems- Customer Relationship Management (CRM) Customer Engagement Marketing – Sales force Automation- Marketing Analytics							12	C3		
IV	Buyer Behaviour: Factors Influencing Consumer Behaviour – Buying situation– Buying Decision Process – Industrial Buyer Behaviour. Market Segmentation : Targeting and Positioning – Competitive Marketing Strategies. Customer Life Cycle – Customer Life time Value, Product Portfolio Management.							12	C4		
V	Product Policies: Consumer and Industrial Product Decisions, Branding, Packaging and Labelling – New Product Development and Product Life Cycle Strategies, Pricing – Pricing Strategies and approaches, Promotion Decisions: Promotion Mix –							12	C5		

	Integrated Marketing Communication – Advertising and Sales Promotion - Sales Force Decisions, Selection, Training, Compensation and Control – Publicity and Personal Selling – Distribution Management – Channel Management: Selection, Co-operation and Conflict Management – Vertical, Horizontal and Multi-channel Systems Consumer Protection – Awareness of Consumer Rights in the Market Place.		
	Total	60	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Understand the fundamental principles of marketing, marketing concepts and ideas.	PO4, PO6, PO7	
CO2	Understand the organization’s marketing strategy and marketing environment. Familiar with marketing research with forecasting techniques.	PO4, PO6	
CO3	Understand the buyer behavior and market segmentation and competitive marketing strategies.	PO4, PO6, PO7	
CO4	Think strategically about branding, pricing and marketing issues.	PO3, PO4, PO6, PO7	
CO5	Familiar with Promotion decisions along with awareness on Consumer Rights in the Market Place.	PO6, PO8	
Reading List			
1.	https://ocw.mit.edu/courses/sloan-school-of-management/15-810-marketing-management-fall-2010/lecture-notes/		
2.	https://cpbucket.fiu.edu/mar3023vd1131/syllabus.html		
3.	https://www.ama.org/ama-academic-journals/		
4.	https://www.emerald.com/insight/publication/issn/0736-3761		
References Books			
1.	Pillai & Baghawathy, Marketing Management, S.Chand , 2010.		
2.	Gupta Prachi, Aggarwal Ashita , et al., Marketing Management: Indian Cases, 1 st Edition, 2017		
3.	G.Shainesh Philip Kotler, et..al., Marketing Management; Indian Case Studies included, 16 th Edition, Pearson, 2022		
4.	<u>Warren J. Keegan</u> , Global Marketing Management, 8thEdition, Pearson, 2017.		
5.	Mullins, Marketing Management: A Strategic Decision Making Approach, 7 th Edition, McGraw-Hill, 2010.		
6.	Philip Kotler and <u>Keven Lane Keller</u> , Marketing Management, 15 th Edition, Pearson, 2015		

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				2		2	2	
CO 2				3		3		
CO 3				2		2	2	
CO 4			2	2		2	2	
CO 5						2		2

3-Strong 2-Medium 1-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23CK10	Operations Management	Core	3	1	-	-	4	60	25	75	100
Course Objectives											
C1	To understand the production function, production design & capacity planning,										
C2	Exploring the Make or Buy decision, and thus understanding the role of inventory management										
C3	To determine multiple plant location decisions and effective utilization of plant layout. To explain the models, concepts, and techniques adopted in the areas of inventory control and maintenance.										
C4	To elucidate the importance and usefulness of work-study and quality control tools										
C5	To provide insights on service operations management and waiting line analysis.										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	INTRODUCTION: Operations Management- Nature, Scope, Historical Development, Functions- Long term Vs Short term issues- A Systems Perspective- Challenges- Manufacturing Trends in India- Production Design and Process Planning- Types of Production Processes- Plant Capacity- Capacity Planning- Make or Buy Decisions- Use of Crossover Chart for Selection Processes- Types of Charts used in Operations Management.							12	C1		
II	FACILITY DESIGN: Plant Location: Factors to be considered in Plant Location- Location Analysis Techniques- Choice of General Region, Particular community and Site- Multiple Plant Location Decision- Plant Location Trends. Layout of Manufacturing Facilities: Principles of a Good Layout- Layout Factors- Basic Types of Layout- Principles of Materials Handling- Materials Handling Equipment - Role of Ergonomics in Job Design.							12	C2		
III	INVENTORY CONTROL AND MAINTENANCE: Basic Inventory Models- Economic Order Quantity- Economic Batch Quantity- Reorder Point- Safety Stock- Inventory Costs- Classification and Codification of Stock- ABC Classification- Materials Requirement Planning (MRP)- JIT- Implications of Supply Chain Management. Maintenance: Preventive Vs Breakdown							12	C3		

	Maintenance- Group Replacement Vs Individual Replacement- Breakdown Time Distribution- Maintenance of Cost Balance- Procedure for Maintenance.		
IV	DESIGN OF WORK SYSTEMS AND QUALITY CONTROL: Work Study- Objectives- Procedure- Method Study and Motion Study- Work Measurement- Time Study- Performance Rating- Allowance Factors- Standard Time- Work Sampling Techniques- Job Sequencing and Scheduling. Quality Control: Purpose of Inspection and Quality Control- Different Types of Inspection- Acceptance Sampling- The Operating Characteristic Curve- Control Charts for Variables and Attributes; Quality Circles; TQM – Six Sigma, Kaizen	14	C4
V	SERVICE OPERATIONS MANAGEMENT: Introduction to Services Management- Nature of Services- Types of Services- Service Encounter- Designing Service Organizations- Service Facility Location and Layout- Service Blueprinting- Waiting Line Analysis for Service Improvement- Service Processes and Service Delivery.	10	C5
Total		60	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Understand the concepts of production and its design, capacity planning and make or buy decisions.	PO2, PO4	
CO2	Be cognizant of the complexity involved in plant location decisions and utilization of plant layout.	PO2, PO7	
CO3	Understand the Inventory models and the importance of maintenance techniques.	PO6, PO7	
CO4	Be aware of work-study procedures and the importance on quality control tools	PO1, PO2, PO6, PO7	
CO5	Have insight on service operations, service delivery and waiting line analysis.	PO2, PO6, PO7	
Reading List			
1.	www.shsu.edu/~mgt ves/mgt560/ServiceManagement.ppt		
2.	zums.ac.ir/files/research/site/ebooks/strategy/operations-strategy.pdf		
3.	https://www.emerald.com/insight/publication/issn/0144-3577		
4.	https://www.inderscience.com/jhome.php?jcode=ijaom		
References Books			
1.	Aswathappa K and Shridhara Bhat K, Production and Operations Management, 2nd Edition, Himalaya Publishing House, 2021.		
2.	Mahadevan B, Operations Management Theory and Practice, 3rd Edition, Pearson Education, 2015.		
3.	Russel and Taylor, Operations and Supply Chain Management, 8th Edition,		

	Wiley, 2021.
4.	William J Stevenson, Operations Management, 14th Edition, McGraw Hill, 2021.
5.	Gerard Cachon and Christian Terwiesch, Operations Management, 3 rd Edition, McGraw Hill, 2022.
6.	Prof. K C Jain, Production and Operations Management, 1 st Edition, Wiley, 2022.

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1		2		2				
CO 2		2					2	
CO 3						2	2	
CO 4	2	2				2	2	
CO 5		2				2	2	

3-Strong 2-Medium 1-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23CK11	Financial Management	Core	3	1	-	-	4	60	25	75	100
Course Objectives											
C1	To create an understanding and familiarize the students to the fundamentals of financial management and create awareness on the various sources of finance.										
C2	To create awareness on the various investment techniques on the investment decision making.										
C3	To throw light on the concept of cost of capital and familiarize on the technique of identifying the right source of capital.										
C4	To educate on the concept of capital structure and the create understanding on the concept of dividend.										
C5	To create an understanding on the concept of working capital, its need, importance, factors and forecasting technique										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	Introduction: Financial management: Definition and scope – objectives of Financial Management – Profit Maximization - wealth maximization - functions and role of finance manager. Sources of finance – short term – Bank Sources – Long term – Shares – Debentures – Preferred stock – Debt: Hire purchase, Leasing, Venture Capital – Private equity- International Financial Management- Financial Planning- Behavioural Finance- Capital Market- Money Market- Micro Finance- Financial Information System.							12	C1		
II	Investing Decision - Capital Budgeting Process – Techniques of Investment Appraisal: Pay Back Period; Accounting Rate of Return, Time Value of Money- DCF Techniques –Net Present Value, Profitability Index and Internal Rate of Return- Problems - Risk analysis in Capital Budgeting- Introduction to Fintech – Digital Currency - Cryptocurrency – Financial Modeling; Hurdle Rate.							12	C2		
III	Cost of Capital - Cost of specific sources of capital – Cost of equity capital – Cost of debt – Cost of preference – Cost of retained earnings - weighted average cost of capital. EBIT -EPS Analysis - Operating Leverage - Financial Leverage-problems.							12	C3		
IV	Capital structure - Factors influencing capital structure							12	C4		

	– optimal capital structure - capital structure theories – Net Income Approach – Net Operating Income (NOI) Approach – Modigliani - Miller(MM) Approach – Traditional Approach – Practical Problems. Dividend and Dividend policy: Meaning, classification - sources available for dividends -Dividend policy general, determinants of dividend policy.		
V	Working Capital Management - Definition and Objectives - Working Capital Policies - Factors affecting Working Capital requirements - Forecasting Working Capital requirements (problems) - Cash Management - Receivables Management and - Inventory Management - Working Capital Financing - Sources of Working Capital and Implications of various Committee Reports- Financial Analytics.	12	C5
	Total	60	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Be aware of the basic concepts of financial management and understand the various sources of finance.	PO4, PO6, PO7	
CO2	Possess knowledge on investment decision making.	PO1, PO2, PO6, PO7	
CO3	Have insights on the cost of capital and would have familiarized themselves with the technique of calculating the cost of capital.	PO2, PO7	
CO4	Have learnt the concept of capital structure and dividend	PO6, PO7	
CO5	Have good understanding on the concept of working capital, its need, importance, factors and the methods of forecasting it.	PO1,PO2, PO4, PO7	
Reading List			
1.	https://accountingexplained.com/managerial/capital-budgeting/		
2.	http://www.studyfinance.com/lessons/workcap/		
3.	Journal of International Financial Management & Accounting		
4.	The Management Accountant Journal - icmai-rnj.in		
References Books			
1.	S.N.Maheswari, Finanacial Management, Sulthan Chand & Sons, 15th Edition, 2019		
2.	I.M. Pandey Financial Management, Vikas Publishing House Pvt. Ltd., 11th edition, 2018.		
3.	Van Horne, J.C., Financial Management and Policy, 13th Edition, Pearson, 2015.		
4.	Prasanna Chandra, Financial Management, 10th edition, Tata McGraw Hill, 2019		
5.	Periasamy, P., Financial Management, 4th Edition, Tata McGraw-Hill Education Pvt. Ltd., 2017.		

6.	Brigham, E.F. and Ehrhardt, M.C., Financial Management: Theory and Practice, 14th Edition, 2015.
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	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				2		2	2	
CO 2	2	3				2	2	
CO 3		2					3	
CO 4						2	3	
CO 5	2	2		3			2	

3-Strong 2-Medium 1-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23CK12	Strategic Management	Core	4	-	-	-	4	60	25	75	100
Course Objectives											
C1	To enable the students understand the importance of vision and mission in framing corporate strategy.										
C2	To provide insights on how business is responsible socially and ethically.										
C3	To highlight on the environmental analysis framework.										
C4	To throw light on strategic formulation and strategic choice.										
C5	To understand strategic implementation and strategic control.										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	Introduction: Strategy – Strategic Management Process – Developing a Strategic Vision –Mission-Setting Objectives– Strategies and Tactics – Importance of Corporate Strategy – the 7-S Framework- Corporate Governance– Board of Directors: Role and Functions – Board Functioning – Top Management: Role and Skills.							12	C1		
II	Corporate Policy and Planning in India: Importance – Characteristics – Objectives - Policy Formulation and Development – Types of Business Policies- Implementation of Policies. Society and Business: Social Responsibility of Business –Corporate Governance and Ethical Responsibility.							12	C2		
III	Environmental Analysis: Environmental Scanning – Industry Analysis - The Synthesis of External Factors - Internal Scanning – Value Chain Analysis – SWOT Audit –Scenario planning- Creating an Industry Matrix.							12	C3		
IV	Strategy Formulation and Analysis: Strategy Formulation – Strategic Factors Analysis Summary Matrix (SFAS) Portfolio Analysis – Business Strategy- TOWS Matrix– Corporate Strategy – Functional Strategy – Strategic Choice – Generic, Competitive Strategies; ETOP, TOWS							12	C4		
V	Strategy Implementation: Strategy Implementation - Corporate Culture – Matching Organisation Structure to Strategy – Mergers and Acquisitions and Diversifications – Strategic Leadership Strategic Control: Measurement in Performance-							12	C5		

	Problems in Measurement of Performance-Strategy Audit-Strategic Control Process – Du Pont’s Control Model – Balanced Score Card – Michael Porter’s Framework for Strategic Management – Future of Strategic Management – Strategic Information System.		
	Total	60	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Be able to frame vision and mission statements.	PO3, PO4, PO7	
CO2	Be social and ethically responsible.	PO3, PO8	
CO3	Possess insights on making environmental analysis.	PO3, PO8	
CO4	Possess knowledge on learning strategic formulation & strategy choice.	PO2, PO5, PO7	
CO5	Understanding strategic implementation and control.	PO4, PO5, PO7	
Reading List			
1.	Strategic Management Journal – Wiley online Library		
2.	Journal of strategy and Management – Emerald Insight		
3.	Mastering Strategic Management – www.opentextbooks.org.hk		
4.	Mastering Strategic Management – www.saylor.org .		
References Books			
1.	V S P Rao, Strategic Management Text and Cases, 2nd edition 2013.		
2.	Kazmi, A., Strategic Management and Business Policy, 15th Edition, Tata McGraw-Hill Education, 2018.		
3.	Dess, G., Lumpkin, G.T. and Eisner, A., Strategic Management, 8th Edition, Tata McGraw-Hill, 2018.		
4.	Hill, C.W.L. and Jones, G.R., Strategic Management: An Integrated Approach, 9th Edition, Cengage Learning, 2012.		
5.	Pearce II, J., Robinson, R.B. and Mittal, A., Strategic Management: Formulation, Implementation and Control, 12th Edition, McGraw-Hill, 2017.		
6.	Wheelen, T.L. and Hunger, D., Strategic Management and Business Policy, 13th Edition, Pearson, 2012.		

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1			3	2			3	
CO 2			3					3
CO 3			2					3
CO 4		2			3			2
CO 5				3	3			3

3-Strong 2-Medium 1-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KED2	International Business	Extra Disciplinary	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To understand and analyze international situations and evaluate international collaborative arrangements and strategic alliances.										
C2	To apply knowledge of political, legal, economic and cultural country differences to develop competitive strategies in foreign, regional and global markets.										
C3	To throw light on international trade theories and the management of business functional operations in an international context.										
C4	To analyze and evaluate barriers, opportunities, market entry modes and the process of internationalization.										
C5	To know about regional economic integration and contemporary issues in international business.										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	Introduction: Introduction to International Business: Importance, nature and scope of International business-International Business Vs. Domestic Business; Tariff and non-tariff barriers- transition from Domestic to International Business; Advantages and disadvantages of International business; Balance of Payments; Balance of Trade; Balance of Current Account . Modes of entry into International Business-Internationalization process and managerial implications- Multinational Corporations and their involvement in International Business- Issues in foreign investments, technology transfer, pricing and regulations- International collaborative arrangements and strategic alliances- Counter Trade; Import-Export Process and Documentation.							9	C1		
II	International Business Environment and Cultural Differences: International Business Environment: Economic, Political, Cultural and Legal environments in International Business. Framework for analyzing International Business environment. Differences in Culture: Introduction — Social Structure — Religion — Language — Education — Culture and the Workplace — Cultural Change — Cross-cultural Literacy — Culture and Competitive Advantage.							9	C2		

III	International Trade Theory: Introduction — Mercantilism, Neo-Mercantilism — Theory of Absolute Advantage — Theory of Comparative Advantage — Heckscher-Ohlin Theory — The New Trade Theory — National Competitive Advantage — Porter's Diamond — General Agreement on Tariff and Trade (GATT)- World Trade Organization (WTO)- GATS-UNCTAD- Trade Blocks; Customs Union-EU-PTA- European Free Trade Area (EFTA)-Central American Common Market(CACM)-Latin American Free Trade Association(LAFTA)- North American Free Trade Agreement(NAFTA)- Association of South East Asian Nations(ASEAN)- CARICOM- GSTP-GSP-SAPTA-Indian Ocean RIM Initiative-BIMSTEC- Bretton Woods Twins- World Bank & IMF, International Finance Corporation- Multilateral Investment Guarantee Agency (MIGA).	9	C3
IV	Global Trading and Investment Environment: Recent Trends in India's Foreign Trade- India's Commercial Relations and Trade Agreements with other countries- Institutional Infrastructure for export promotion in India- Export Assistance- Export Finance- Export Processing Zones (EPZs) - Special Economic Zones (SEZs)- Exports by Air, Post and Sea- Small Scale Industries (SSI) and Exports- Role of ECGC- Role of EXIM Bank of India- Role of Commodity Boards- Role of State Trading Agencies in Foreign Trade- STC, MMTC, etc. Foreign Exchange Market- Functions of Foreign Exchange Market- Foreign Direct Investments (FDI); forms of FDI — Horizontal and Vertical Foreign Direct Investment — Advantages of FDI to Host and Home Countries.	9	C4
V	Contemporary Issues: Contemporary Issues in International Business- International Sales Contract- Major Laws- INCO terms- Standard Clauses of International Sales Contract- Role of Indian Council of Arbitration / International Chamber of Commerce in solving Trade disputes. Export Regulations: Procedure for export of goods- Quality Control and Pre-shipment Inspection- Customs Clearance- Port formalities- Exchange regulations for Export- Role of Clearing and Forwarding Agents.	9	C5
Total		45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	

CO1	Be aware of the international situations and evaluate international collaborative arrangements and strategic alliances.	PO2, PO4, PO7
CO2	Possessed knowledge of political, legal, economic and cultural country differences to develop competitive strategies in foreign, regional and global markets.	PO4, PO7
CO3	Know the various international trade theories and the management of business functional operations in an international context.	PO4, PO6, PO7
CO4	Be able to evaluate barriers, opportunities, market entry modes and the process of internationalization.	PO2, PO4, PO7
CO5	Have better understanding on regional economic integration and contemporary issues in international business.	PO6, PO7, PO8

Reading List

1.	www.internationalbusinesscorporation.com
2.	www.business-ethics.org
3.	https://www.jstor.org/journal/jintebusistud
4.	Journal of International Business and Management (JIBM)

References Books

1.	International Business: Competing in the Global Marketplace (SIE) 11th Edition – 14 August 2018 by Charles W. L. Hill (Author), G. Tomas M. Hult (Author), Rohit Mehtani (Author)
2.	International Business Fourth Edition By Pearson – 30 November 2017 by S. Tamer Cavusgil (Author), Gary Knight (Author), John Riesenberger (Author)
3.	Cherunilam, F., International Business: Text and Cases, 5th Edition, PHI Learning, 2010.
4.	Paul, J., International Business, 5th Edition, PHI Learning, 2010.
5.	Deresky, H., International Management: Managing Across Borders and Cultures, 6th Edition, Pearson, 2011.
6.	Griffin, R., International Business, 7th Edition, Pearson Education, 2012.

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1		2		3			2	
CO 2				M			2	
CO 3				3		3	3	
CO 4		3		3			3	
CO 5						3	3	3

3-Strong 2-Medium 1-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KSS2P	Soft Skills II - Business Etiquette	Soft Skills	-	-	2	-	2	30	25	75	100
Course Objectives											
C1	To analyze the Business etiquette at workplace										
C2	To determine the Principles of exceptional work behavior										
C3	To explore Tech etiquette in using various telecommunication devices and channels										
C4	To successfully handle Multi-cultural challenges										
C5	To ascertain sensitivity to new and emerging issues in etiquette										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	Introduction to business etiquette: The ABCs of etiquette Meeting and greeting scenarios-Developing a culture of excellence The principles of exceptional work behaviour - What is the role of Good Manners in Business?-Enduring Words Greetings and Introductions: Guideline for receptionists - Making introductions and greeting people- Greeting Components- The protocol of shaking hands- Introductions - Introductory scenarios - Addressing individuals.							6	C1		
II	Meeting and Boardroom Protocol: Guidelines for planning a meeting - Before the meeting - On the day of the Meeting - Guidelines for Attending the meeting - For the Chairperson- For attendees - For Presenters - Planning a power point presentation-Dealing with customer complaints. Entertaining Etiquette: Planning a meal- Issuing invitations -Business meals basics - Basics of table etiquette - Holding and resting utensils - Business dining etiquette - Multi-cultural Highlight: Japanese Dinning-Specific food Etiquette guidelines.							6	C2		
III	Telephone Etiquette: Cell phone etiquette-Social Media Usage etiquette- Telephone etiquette guidelines - Mastering the telephone courtesy - Active listening - Putting callers on hold -Transferring a call - Screening calls - Taking at message - Voice Mail-Closing the call - When Making calls - Closing the call-Handling rude or impatient clients							6	C3		

	Internet & email etiquette: Internet usage in the workplace Email- Netiquette - Online chat - Online chat etiquette - Online chat etiquette guidelines		
IV	Business Attire & Professionalism: Business style and professional image - Dress code - Guidelines for appropriate business attire - Grooming for success - Guidelines for appropriate business attire - Grooming for success - Multicultural dressing Diversity Management- Gender Sensitivity- Social Media and Communication with colleagues- Preventing sexual harassment-Disability Etiquette: Basic disability Etiquette practices - Courtesies for wheelchair users Courtesies for blind or visually impaired - Courtesies for the deaf- People with speech impairments.	6	C4
V	Business Ethics: Ethics in the workplace - The challenge of business ethics - Creating an ethical compass - Business ethics and advantages - Ethical Issues - Conflict Management- Conflict resolution strategies - Choosing the appropriate gift in the business environment Multi-cultural challenges: Multi-cultural etiquette - Example of cultural sensitivity - Cultural differences and their effect on business etiquette- onsite projects- Cultural Highlight: China-Cultural Highlight: India.	6	C5
Total		30	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Learn using business etiquette at work place	PO4, PO6, PO7	
CO2	Be able to acquire knowledge about the Principles of exceptional work behaviour	PO4, PO6, PO7	
CO3	Be able to enhance their knowledge of latest Tech etiquette in using various telecommunication devices and channels.	PO4, PO6, PO7	
CO4	Get familiarized with the Successful handling of Multi-cultural challenge	PO4, PO6, PO7	
CO5	Become sensitive to new and emerging issues in etiquette	PO4, PO6, PO7	
Reading List			
1.	https://accountingexplained.com/managerial/capital-budgeting/		
2.	http://www.studyfinance.com/lessons/workcap/		
3.	Journal of International Financial Management & Accounting		
4.	The Management Accountant Journal - icmai-rnj.in		
References Books			
1.	Gonda, C. M. (2016) Master of Business Etiquette: The Ultimate Guide to Corporate Etiquette and Soft Skills Embassy Books, First Edition.		

2.	Mehra, S. K. (2012) Business Etiquette A Guide For The Indian Professional. Noola: HarperCollins
3.	Pachter, B. (2013). The Essentials of Business Etiquette: How to Greet, Eat, and Tweet Your Way to Success (1) edition New York: McGraw-Hill Education.
4.	Past, K. (2008). Indian Business Etiquette: 1 (First edition). Ahmedabad Jaico Publishing House.
5.	Travis, R. (2013). Tech E etiquette: OMG, 2 Edition, RLT Publishing.
6.	Gonda, C. M. (2016) Master of Business Etiquette: The Ultimate Guide to Corporate Etiquette and Soft Skills Embassy Books, First Edition.

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				2		2	2	
CO 2				2		2	2	
CO 3				2		2	2	
CO 4				2		2	2	
CO 5				2		2	2	

3-Strong 2-Medium 1-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks			
									CIA	External	Total	
P23KSS3P	Soft Skills III – Computing Skills	Soft Skills	-	-	2	-	2	30	25	75	100	
Course Objectives												
C1	To create awareness and understanding on the basic functions of MS Excel											
C2	To elucidate the students on the various advanced functions of MS Excel											
C3	To educate the students on MS Access and its application in database management											
C4	To enable the students to understand the functions and usage of various cloud based apps like Google Drive, Google Sheets and Google Docs											
C5	To enable the students learn the functions and usage of Cloud based apps like Google Forms, Google Slides and Google Cloud Printing.											
SYLLABUS												
UNIT	Details							No. of Hours	Course Objectives			
I	MS Excel – Basic Functions - Workbook – Building – modifying - navigating; Worksheet – Auto fill copying and moving cells, inserting and deleting rows, printing; Formulas and functions-Troubleshooting formulas, Functions and its forms like database, reference, Databases – creating, sorting filtering and linking.							6	C1			
II	MS Excel Advanced Functions – Vlookup – Hlookup – Charts – Count - Countif – Sum - Sumif – Product – Sumproduct. Functions: Mathematical - Financial - logic – Text - Statistical							6	C2			
III	MS Access – Components, creating a database and project, import and exporting, customizing; Tables – creating and setting fields; Queries – types, creating, wizards – Reports – creating and layout.							6	C3			
IV	Cloud based apps – Google Drive, Google Sheets, Google Docs,							6	C4			
V	Cloud based apps - Google Forms, Google Slides – Google Cloud Print							6	C5			
Total							30					
Course Outcomes												
Course Outcomes	On completion of this course, students will;							Program Outcomes				
CO1	Have awareness and understanding on the basic functions of MS Excel							PO4, PO6, PO7				

CO2	Know the advanced functions of MS Excel	PO4, PO6, PO7
CO3	Possess knowledge on MS Access and its application in database management	PO2, PO4, PO6, PO7
CO4	Understand and possess knowledge on the functions and usage of various cloud based apps like Google Drive, Google Sheets and Google Docs	PO4, PO5, PO6, PO7
CO5	Understand and be aware of the functions and usage of Cloud based apps like Google Forms, Google Slides and Google Cloud Printing.	PO4, PO6, PO7

Reading List

1.	Humphrey M.L., Excel For Beginners, Kindle Edition, 2017
2.	Richard Rost, Learning MS Access Kindle Edition, 2013
3.	Sachin Srivastava, Google Cloud Platform, Kindle Edition, 2021
4.	Valarie Lestourgeon, A Beginner's Guide to GCP, Kindle Edition, 2021

References Books

1.	Gonda, C. M. (2016) Master of Business Etiquette: The Ultimate Guide to Corporate Etiquette and Soft Skills Embassy Books, First Edition.
2.	Mehra, S. K. (2012) Business Etiquette A Guide For The Indian Professional. Noulia: HarperCollins
3.	Pachter, B. (2013). The Essentials of Business Etiquette: How to Greet, Eat, and Tweet Your Way to Success (1) edition New York: McGraw-Hill Education.
4.	Past, K. (2008). Indian Business Etiquette: 1 (First edition). Ahmedabad Jaico Publishing House.
5.	Travis, R. (2013). Tech Eliquette: OMG, 2 Edition, RLT Publishing.

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				3		3	3	
CO 2				3		3	3	
CO 3		3		3	3	3	3	
CO 4				3	3	3	3	
CO 5				3		3	3	

3-Strong 2-Medium 1-Low

SEMESTER III

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23CK13	Information Systems for Business	Core	4	-	-	-	4	45	25	75	100
Course Objectives											
C1	To enable students to understand the fundamentals of information system and its role of information in managerial decision making										
C2	To throw light on fundamentals of information systems like TPS, DSS, and EIS.										
C3	To manage system applications and data to best support functional areas of business										
C4	To provide insights in securely managing database and information using the process of										
C5	To elucidate the need and importance of ERP, its selection and implementation in workplace										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	Introduction to information system-The management, structure and activities- Information needs and sources-Types of management decisions and information need. System classification Elements of system, input, output, process and feedback.							12	C1		
II	Transaction Processing information system, Office Automation System (OAS) - Knowledge workers System(KWS); MIS; Information system for managers, Intelligence information system –Decision support system-Executive information systems.							12	C2		
III	Functional Management Information System: Production / Operations Information system, Marketing Information Systems, Accounting Information system, Financial Information system, Human resource Information system.							12	C3		
IV	System Analysis and Design: The work of a system analyst- SDLC-System design – AGILE Model – Waterfall Model – Spiral Model – Iterative and Incremental Model - RAD Model - Requirement analysis-Data flow diagram, relationship diagram, design- Implementation-Evaluation and maintenance of MIS, Database System: Overview of Database-							12	C4		

	Components-advantages and disadvantages of database; Data Warehousing and Data Mining; Business Intelligence; Artificial Intelligence; Expert System; Big Data; Cyber Safety and Security-Cryptography; RSA Model of Encryption; Data Science - Block Chain Technology; E-commerce and E-Business models; IOT - RFID.		
V	Enterprise Resource Planning (ERP) System, Benefits of the ERP, ERP how different from conventional packages , Need for ERP , ERP components , Selection of ERP Package, ERP implementation, Customer Relationship management. Organisation & Types, Decision Making, Data & information, Characteristics & Classification of information, Cost & value of information, various channels of information and MIS; Information system audit and control – E-Governance.	12	C5
Total		60	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Learn the importance of data and information in managerial decision making.	PO1, PO2, PO6	
CO2	Possess on the various IS and the its relevance to Organizational environment	PO3, PO5, PO8,	
CO3	Understand the application of IS on the various functions like Accounting, Finance, Marketing, Operations and HR	PO1, PO3, PO5, PO8	
CO4	To study the various models and new technologies	PO1, PO2, PO6, PO7	
CO5	Be exposed on the importance of selecting the appropriate ERP and its implementation	PO1, PO2, PO5, PO8	
Reading List			
1.	Information Systems for Business and Beyond – opentextbooks.site.		
2.	Management Information Systems: Managing the Digital firm – www.textbooks.com		
3.	Information systems Journal – Wiley Online Library.		
4.	Information Systems management in Business and development organisations – Harekrishna Misra – PHI Learning.		
References Books			
1.	Azam, M., Management Information System, McGrawHill Education, 2012		
2.	Laudon, K., Laudon, J. and Dass, R., Management Information Systems – Managing the Digital Firm, 11 th Edition, Pearson, 2010.		
3.	Murdick, R.G., Ross, J.E. and Claggett, J.R., Information Systems for Modern Management, 3 rd Edition, PHI, 2011.		
4.	O’Brien, J.A., Morakas, G.M. and Behl, R., Management Information Systems, 9 th Edition, Tata McGraw-Hill Education, 2009.		
5.	Saunders, C.S. and Pearson, K.E., Managing and Using Information Systems, 3 rd		

	Edition, Wiley India Pvt. Ltd., 2009.
6.	Stair, R. and Reynolds, G., Information Systems, 10 th Edition, Cengage Learning,2012.

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	2				3		
CO 2			3		3			3
CO 3	2		3		2			3
CO 4	3	3				2	3	
CO 5	3	2			2			3

3-Strong 2-Medium 1-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks			
									CIA	External	Total	
P23KED3	EMPLOYABILITY SKILLS	Extra Disciplinary	3	-	-	-	3	45	25	75	100	
Course Objectives												
C1	To learn about the employability skills											
C2	To understand dimensions of task oriented skills											
C3	To study on critical problem-solving techniques											
C4	To develop employability skills											
C5	To understand the logical and reasoning skills											
SYLLABUS												
UNIT	Details							No. of Hours	Course Objectives			
I	INTRODUCTION TO EMPLOYABILITY SKILLS Meaning – Definition – Hard skills and soft skills –Employability skills and vocational skills – Employability and employment – Employability attributes.							9	C1			
II	UNPACKING EMPLOYABILITY SKILLS Embedded employability skills – Dimensions of competency – Task skills –Task Management skills – Contingency Management skills – Job/Role Environment skills.							9	C2			
III	INTER – RELATIONSHIPS OF EMPLOYABILITY SKILLS Communication – Team work – Problem solving – Initiative and Enterprise – Planning and Organizing – Self management – Learning – Technology.							9	C3			
IV	RESUME WRITING Meaning – Features of good resume – Model (Exercise). Etiquettes – Dress, Cleanliness, Etiquettes to be followed inside the employment seeking process.							9	C4			
V	Arithmetic and Logical Reasoning Skills – Exercise.							9	C5			
Total							45					
Course Outcomes												
Course Outcomes	On completion of this course, students will;											
CO1	Acquire employability skills							PO4, PO6, PO7				
CO2	understand dimensions of task oriented skills							PO4, PO6, PO7				
CO3	study on critical problem-solving techniques							PO4, PO6, PO7				
CO4	develop employability skills							PO4, PO6, PO7				

CO5	understand the logical and reasoning skills	PO4, PO6, PO7
Reading List		
1.	https://www.jobjumpstart.gov.au/article/what-are-employability-skills	
2.	https://www.simplilearn.com/why-are-employability-skills-important-article	
3.	https://blog.hubspot.com/marketing/employability-skills	
4.	https://www.indeed.com/career-advice/finding-a-job/employability-skills	
References Books		
1.	Soft Skills, Dr. K. Alex	
2.	Winning Interview Skills, Compiled & Edited by J.K. Chopra.	
3.	A Modern Approach to Verbal and Non- Verbal Reasoning, R. S. Aggarwal.	
4.	Fafinski, S., Finch, E. (2014). Employability Skills for Law Students. United Kingdom: OUP Oxford.	
5.	Trought, F. (2017). Brilliant Employability Skills: How to Stand Out from the Crowd in the Graduate Job Market. United Kingdom: Pearson Education Limited.	
6.	Chaita, M. V. (2016). Developing Graduate Employability Skills: Your Pathway to Employment. United States: Universal Publishers.	

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				3		3		
CO 2				3		3		
CO 3		2		3		3		
CO 4				3	2	3	1	
CO 5				3		3		

3-Strong 2-Medium 1-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KSS4P	Soft Skills IV – Leadership & Team Building Skills	Soft Skills	-	-	2	-	2	30	25	75	100
Course Objectives											
C1	To understand the characteristics, style, traits of leaders, and theories of leadership.										
C2	To learn more about self-leadership and developing team-building skills through case studies and examples.										
C3	To understand how to form, manage and lead the team.										
C4	To understand the measures of conflict in a team										
C5	To explore team roles & processes in developing and managing a team										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	Leadership Theories: Nature of leadership theories & models of leadership - attributes of effective leaders - traits of leadership - interpersonal competence & leadership							6	C1		
II	Leadership Styles: Leadership qualities -styles of leadership -attitudes-role models & new leadership - cultural differences and diversity in leadership - leader behaviour leadership in different countries- leadership ethics & social responsibility.							6	C2		
III	Leadership Skills: Leadership skills - Leadership & management - transactional & transformational in leadership -Strength based leadership in practice - Tasks & Relationship approach in leadership - influence tactics of leaders- motivation and coaching skills. Establishing constructive climate- listening to out group members- communication and conflict resolution skills.							6	C3		
IV	Team Work: Working in group & teams - characteristics of effective team- types- team development: Tuckman's team development stages- Belbin team roles - Ginnett - team effectiveness leadership model.							6	C4		
V	Exploring team roles & processes: mapping the stages of group development -Building: and developing teams- overcoming resistance coping and conflict and Ego-leading a team managing meetings.							6	C5		
Total							30				

Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Critical understanding of theories and concepts of leadership and teamwork in organizations	PO4, PO5, PO6, PO7
CO2	Critical awareness of the importance of teamwork and development of the skills for building effective teams	PO4, PO5, PO6, PO7
CO3	Understanding of the techniques and practical understanding of how to apply theories and concepts to improve leadership skills.	PO2, PO4, PO5, PO6, PO7
CO4	Development of skills in effective leadership and professional communication	PO4, PO5, PO6, PO7
CO5	Demonstrate effective written communication skills for plans, strategies and outcomes.	PO4, PO6, PO7
Reading List		
1.	Uday Kumar Haldar, Leadership and Team Building,	
2.	D.K. Tripathy, Team Building and Leadership with Texts and Cases, Himalaya Publishing House, 2014	
3.	International Journal on Leadership, Publishing India Group	
4.	International Journal of Organizational Leadership, CIKD	
References Books		
1.	Gonda, C. M. (2016) Master of Business Etiquette: The Ultimate Guide to Corporate Etiquette and Soft Skills Embassy Books, First Edition.	
2.	Mehra, S. K. (2012) Business Etiquette A Guide For The Indian Professional. Noola: HarperCollins	
3.	Pachter, B. (2013). The Essentials of Business Etiquette: How to Greet, Eat, and Tweet Your Way to Success (1) edition New York: McGraw-Hill Education.	
4.	Past, K. (2008). Indian Business Etiquette: 1 (First edition). Ahmedabad Jaico Publishing House.	
5.	Travis, R. (2013). Tech E etiquette: OMG, 2 Edition, RLT Publishing.	
6.	Gonda, C. M. (2016) Master of Business Etiquette: The Ultimate Guide to Corporate Etiquette and Soft Skills Embassy Books, First Edition.	

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				3	3	3	3	
CO 2				3	3	3	3	
CO 3		3		3	3	3	3	
CO 4				3	3	3	3	
CO 5				3		3	3	

3-Strong 2-Medium 1-Low

SPECIALIZATION COURSES: FINANCE MANAGEMENT

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KF1	Corporate Finance	Elective	3	-	-	1	3	45	25	75	100
Course Objectives											
C1	To familiarize the students with the fundamental understanding of corporate finance.										
C2	To create awareness and understanding on the Indian capital market, the various sources of capital and role of SEBI.										
C3	To throw light on the investment techniques on the investment decision making										
C4	To educate the students on the various sources of international finance available to the Indian companies.										
C5	To elucidate on the various modes through which corporate can go international and multinational collaboration can be made.										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	Introduction to Corporate Finance: Corporate – Nature and Scope – Role of Financial Institution – Valuation of the Firm – Time value of money concepts.							09	C1		
II	Indian Capital Market – Basic problem of Industrial Finance in India. Fiscal Policies, Government Regulations affecting Capital Market – Role of SEBI –Stock Markets - Equity–Debenturefinancing– GuidelinesfromSEBI,advantagesanddisadvantages							09	C2		
III	Investment Decision: Investment Analysis – Risk Analysis - Probability Approach. Business Failures, Mergers, Consolidations and liquidation.							09	C3		
IV	Finance from international sources, – role of EXIM bank and commercial banks – Finance for rehabilitation of sick units. Inflation and Financial Decisions.							09	C4		
V	Foreign Collaboration – FDI and FIIS Business Ventures Abroad. International Financial Institutions & Multinational							09	C5		

	Corporations; Global Minimum Tax		
	Total	45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Understand the fundamentals of corporate finance.	PO4, PO6	
CO2	Summarize the role of SEBI and the structure of Indian capital market.	PO4, PO6, PO7	
CO3	Analyze the various investment techniques and the investment decision making.	PO2, PO7	
CO4	Appraise the various sources of finance that are available to the Indian companies.	PO6, PO7	
CO5	Categorize the various modes through which corporate can go international and multinational.	PO6, PO7	
Reading List			
1.	Jeffery Haas, Corporate Finance in a Nutshell, Kindle Edition, 2021		
2.	Mike Piper, Corporate Finance made simple, Kindle Edition, 2020		
3.	Journal of Corporate Finance, Elsevier		
4.	The Review of Corporate Finance, Oxford Academic		
References Books			
1.	Brealey, R.A., Myers, S.C., Allen, F. and Mohanty, P., Principles of Corporate Finance, 12 th Edition, Paperback, Tata McGraw-Hill Publishers, 2018.		
2.	Damodaran, A., Applied Corporate Finance, 4 th Edition, Wiley, 2015.		
3.	Damodaran, A., Corporate Finance: Theory and Practice, 2 nd Edition Paperback, Wiley India Pvt Ltd., 2007.		
4.	Kidwell, D. and Parrino, R., Fundamentals of Corporate Finance, Wiley India Pvt. Ltd., 2011.		
5.	Madura, J., International Corporate Finance, 10 th Edition, Cengage Learning, 2012.		
6.	Viswanath, S., Cases in Corporate Finance, McGraw-Hill Education, 2009.		

CO-PO Mapping

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				2		2		
CO 2				2		2	2	
CO 3		3					3	
CO 4						2	3	
CO 5						2	2	

3-Strong 2-Medium 1-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KF2	Security Analysis and Portfolio Management	Elective	3	-	-	1	3	45	25	75	100
Course Objectives											
C1	To provide insight about the relationship of the risk and return and how risk should be measured to bring about a return according to the expectations of the investors in investment avenues and securities market.										
C2	To provide an overview of the operation of the securities markets and the mechanics of trading securities in stock exchanges.										
C3	To ensure acquaintance of in-depth understanding of fundamental analysis tools to make optimum investment decision.										
C4	To analyze stock price behavior in market, that is affected by various factors by calculating various technical indicators using Technical Analysis.										
C5	To enable the students with a basic introduction to portfolio theory and study various methods of modeling the risk associated with stock investment.										
Syllabus											
UNIT	Details							No. of Hours	Course Objectives		
I	Investment - Concept of investment-importance-alternate forms of investment-LIC schemes-bank deposits-government securities-mutual fund schemes-post office schemes-provident fund-company deposits-real estate- Gold and Silver- Growth adjusted value investing strategy; G-Secs; P-note investments. Concepts of risk and return, measurement of risk is measured in terms of standard deviation and variance, the relationship between risk and return.							9	C1		
II	Securities Market - Investment Environment; Financial Market - Segments – Types - Participants in financial Market – Regulatory Environment, Primary Market – Methods of floating new issues, Book building – Role of primary market – Regulation of primary market, Stock exchanges in India – BSE, OTCEI, NSE, ISE, and Regulations of stock exchanges – Trading system in stock exchanges – SEBI.ESG, Stop loss, Fat finger trades, circuit breaker, T+1 and T+2 settlement, Funding of Social Sector; open interest volume and prices; free float in listed companies; Algo trading; Block Chain Technology.							9	C2		

III	Fundamental Analysis - Economic Analysis – Forecasting techniques. Industry Analysis; Industry classification, Industry life cycle – Company Analysis. Measuring Earnings – Forecasting Earnings – Applied Valuation Techniques – Graham and Dodds investor ratios.	9	C3
IV	Technical Analysis - Fundamental Analysis Vs Technical Analysis – Charting methods – Market Indicators. Trend –Trend reversals – Patterns - Moving Average – Exponential moving Average – Oscillators – Market Indicators – Efficient Market theory.	9	C4
V	Portfolio Management -Portfolio analysis –Portfolio Selection –Capital Asset Pricing model – Portfolio Revision –Portfolio Evaluation	9	C5
Total		45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Understand the role of Risk Return propositions in securities analysis such as fixed income securities, preference shares and ordinary shares.	PO2, PO6, PO7	
CO2	Explain the apprehend role, functions and key players in the securities market and the trading system of the stock market	PO2, PO4, PO6, PO7	
CO3	Analyze the investment decisions with the help of fundamental analysis techniques.	PO2, PO4, PO7, PO8	
CO4	Appraise the stock price movements and its behavior with the help of technical analysis techniques.	PO4, PO6 PO7	
CO5	Write the benefit of diversification of holding a portfolio of assets, and the importance played by the market portfolio.	PO6, PO7	
Reading List			
1.	Falguni, H. Pandya, Security Analysis and Portfolio Management, PHI Learning, 2015		
2.	Ambika Prasad Dash, Security Analysis and Portfolio Management, I.K. International, 2009		
3.	The Journal of Portfolio Management, Springer		
4.	Financial Markets and Portfolio Management, Scimago Journal and Country Rank		
References Books			
1.	Kevin, S., Security Analysis and Portfolio Management, PHI Learning, Second Edition, 2015.		
2.	Prasanna Chandra, P., Investment Analysis and Portfolio Management, Tata McGraw-Hill Education, 5th Edition, 2017.		
3.	Donald E. Fischer & Ronald J. Jordan, Security Analysis & Portfolio Management, PHI Learning., New Delhi, 8th edition, 2018.		
4.	Khatri, D.K., Security Analysis and Portfolio Management, Macmillan		

	Publishers India, First Edition, 2014.
5.	Ranganathan, M. and Madhumathi, R., Security Analysis and Portfolio Management, 2nd Edition, Pearson, 2015.
6.	Reilly, F. and Brown, K. C., Analysis of Investments and Portfolio Management, Cengage Learning, 11th Edition, 2019.

CO-PO Mapping

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1		3				3	3	
CO 2		3		2		3		
CO 3		3		3		2		
CO 4				2		3	3	
CO 5						2	3	

3-Strong 2-Medium 1-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KF3	Tax Management	Elective	3	-	-	1	3	45	25	75	100
Course Objectives											
C1	To make an understanding on the tax system										
C2	To enrich on taxation procedure under different heads of income.										
C3	To create awareness on deductions, set off and carry forwards in tax management.										
C4	To enable computation of taxable income.										
C5	To provide insight knowledge on direct tax system										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	Introduction: Income Tax Law – important concepts - Scheme of Taxation –types of Taxes, concept, objectives canons of Taxation and factors to be considered for Tax Planning - Tax exemption – Residential status–Tax free incomes.							9	C1		
II	Heads of Income – Salaries, definition of salary, Fringe benefits and perquisites, Profit in lieu of salary and tax planning avenues for salary income, Income from house property, profits and gains of Business of profession, capital gains- Provisions relating to Capital Gains Tax and exemptions from Capital Gains Tax-Income from other sources - basis of charge; chargeable incomes; specific deductions; amount not deductible; computation of taxable income from other sources.							9	C2		
III	Deductions to be made in computing total income – Resales and Reliefs of Income tax–Taxation of Non-Residents. Income –tax Payment and Assessment-Tax deduction at source; advance tax; self-assessment tax assessment procedure - Filing of Income Tax Returns – Provisions, Forms and Due Dates, Notices and Assessments –Regular and best judgment assessment revision, rectification and appeal, provision relating to interest and refund of tax.							9	C3		
IV	Corporate Taxation - Computation of taxable income, Carry-forward and set-off of losses for companies, Minimum Alternative Tax (MAT), Set-off and Carry-forward of Amalgamation Losses. Tax planning in capital budgeting decision, leasing, hire purchase or buy decision raising of capital: equity, debt or preference share, transfer pricing and its impact, tax							9	C4		

	Provisions for Venture Capital Funds		
V	Wealth Tax and Other Direct Taxes- Wealth Tax Act and Rules, definition of Wealth and Its Components Wealth escaping Assessment, Assets Exempt from Wealth Tax, Gift Tax Act and Rules and Estate Duty Act. Assessment of Trusts and Assessment of companies – Deemed income under MAT Scheme – Tax on income by UTI or Mutual fund – Venture Capital Company/Venture Capital Funds.	9	C5
	Total	45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Objectives	
CO1	State the basic concepts of tax management system in India.	C1	
CO2	Discuss the taxation procedure involved under different heads of income.	C2	
CO3	Calculate on the deduction procedures, set off and carry forward procedures.	C3	
CO4	Analyze the ways to compute total taxable income.	C4	
CO5	Prepare direct tax system	C5	
Reading List			
1.	Direct Taxes Law and Practice, Vinod K Singhania and Kapil Singhania, Taxmann, 2021		
2.	Income Tax ready reckoner for 2021-22 e-book, Taxguru.		
3.	https://www.incometaxindia.gov.in/Documents/Aarohan-itd-2022-e-book.pdf		
4.	Direct Taxes Ready Reckoner, AY 2021-22 & 2022-23, Vinod K. Singhania, Taxmann		
References Books			
1.	StudentsGuidetoIncomeTaxbyDr.VinodK.SinghaniaandMonicaSinghania,Taxmann's flagship publication,LatestEdition.		
2.	IndirectTaxbyVinodK.SinganiaTaxmann's flagship publication,LatestEdition		
3.	Iyengar,AC.,SampatLawofIncomeTax.Allahabad,BharatLawHouse. LatestEdition.		
4.	Dr.H.C.Mehrotra, Dr.S.P Goyal, Jai Narain Vyas, Income taa and Indirect taxes, SahithyaBhagwanPublications,LatestEdition.		
5.	T.S.Reddy, Y.Hariprasad Reddy, Income Tax Theroy, Law Practice, Margham Publishers, Latest Edition.		
6.	StudentsGuidetoIncomeTaxbyDr.VinodK.SinghaniaandMonicaSinghania,Taxmann's flagship publication,LatestEdition.		

CO-PO MAPPING

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1		2				3	3	
CO 2						3	3	
CO 3						3	3	
CO 4						3	3	
CO 5						3	3	

3-Strong 2-Medium 1-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KF4	Merchant Banking and Financial Services	Elective	3	-	-	1	3	45	25	75	100
Course Objectives											
C1	To enable a better understanding of the financial structure in India and various regulations in the Merchant Banking domain and also throw light on the rules and regulations governing the Indian securities market.										
C2	To familiarize the students with public issue management mechanism, role of issue manager, SEBI guidelines and marketing of securities.										
C3	To create an understanding on the trends in financial services, merger and acquisition, portfolio management services and credit rating.										
C4	Provide exposure to fund based financial services such as leasing and hire purchasing, financial evaluation.										
C5	Students can understand other fund based financial services such as consumer credit, real estate financing, bill discounting, factoring and venture capital.										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	Merchant Banking: Introduction–An Overview of Indian Financial System–Merchant Banking in India–Recent Developments and Challenges ahead – Institutional Structure – Functions of Merchant Bank - Legal and Regulatory Framework –Relevant Provisions of Companies Act- SERA- SEBI Guidelines - FEMA, etc. –Relation with Stock Exchanges and OTCEI.							9	C1		
II	Issue management: Role of Merchant Banker in Appraisal of Projects, Designing Capital Structure and Instruments –Issue Pricing – Book Building – Preparation of Prospectus – Selection of Bankers – Advertising Consultants etc.- Role of Registrars – Bankers to the Issue, Underwriters, and Brokers. – Offer for Sale – Green Shoe Option–E-IPO, Private Placement–Bought out Deals–Placement with FIs, MFs, FIIs, etc. Off-Shore Issues.–Issue Marketing– Advertising Strategies – NRI Marketing–Post Issue Activities.							9	C2		
III	Fee based financial services: Mergers and Acquisitions-Portfolio Management Services – Credit Syndication –Credit Rating –							9	C3		

	Business Valuation.		
IV	Fund based financial services: Leasing and Hire Purchasing Basics of Leasing and Hire purchasing– Financial Evaluation.	9	C4
V	Other fund based financial services: Consumer Credit – Credit Cards – Real Estate Financing–Bills Discounting – factoring and Forfeiting–Venture Capital.	9	C5
	Total	45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;		
CO1	Recognize the financial structure in India and various regulations in the Merchant Banking Domain. Recall the rules and regulations governing the Indian securities market.	PO4, PO6	
CO2	Identify the public issue management mechanism, various forms of issues, role of issue manager, SEBI guidelines and marketing of securities.	PO2, PO6	
CO3	Appraise the recent trends in financial services, merger and acquisition, portfolio management services and credit rating.	PO2, PO4, PO6	
CO4	Estimate on the fund based financial services such as leasing and hire purchasing, financial evaluation.	PO2, PO6	
CO5	Plan on other fund based financial services such as consumer credit, real estate financing, bill discounting, factoring and venture capital.	PO4, PO6	
Reading List			
1.	Swati Dawan, Merchant Banking and Financial Services, Mcgraw Hill Education, 2011		
2.	Pathak Barthi, Indian Financial System, 5 th Edition, Pearson Education, 2018		
3.	Indian Journal of Finance, ISSN: 0973-8711, Researchgate		
4.	Journal of Corporate Finance, Elsevier		
References Books			
1.	M. Y. Khan, Financial Services, Tata McGraw-Hill, 12th Edition, 2012		
2.	Nalini Prava Tripathy, Financial Services, PHI Learning, 2011.		
3.	Machiraju, Indian Financial System, Vikas Publishing House, 2 nd Edition, 2010.		
4.	J.C. Verma, A Manual of Merchant Banking, Bharath Publishing House, New Delhi,		
5.	Varshney P. N. & Mittal D. K., Indian Financial System, Sultan Chand & Sons, New Delhi.		
6.	Sasidharan, Financial Services and System, Tata McGraw Hill, New Delhi.		

CO-PO MAPPING

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				2		2		
CO 2		2				2		
CO 3		2		2		2		
CO 4		2				2		
CO 5				2		2		

3-Strong 2-Medium 1-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KF5	Derivatives Management	Elective	2	-	1	-	3	45	25	75	100
Course Objectives											
C1	To familiarize and enable the students to understand the fundamentals of Derivatives and its types.										
C2	To throw light on forward and futures contract.										
C3	To educate the students on Options.										
C4	To elucidate the various Option Pricing models.										
C5	To educate the students on the indices of various derivative instruments										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	Introduction: Derivatives – Definition –Types – participants and functions- Forward Contracts – Futures Contracts – Options – Swaps – Differences between Cash and Future Markets – Types of Traders – OTC and Exchange Traded Securities – Types of Settlement – Uses and Advantages of Derivatives, Risks in Derivatives.							9	C1		
II	Forward contracts – Futures contracts – structure of forward & futures markets - Types of Futures Contracts -Margin Requirements – Marking to Market – Hedging using Futures — Securities, Stock Index Futures, Currencies and Commodities – Delivery Options – Relationship between Future Prices, Forward Prices and Spot Prices.							9	C2		
III	Options -Definition – Exchange Traded Options, OTC Options – Specifications of Options – Call and Put Options – organized options trading – listing requirements – contract size – exercise prices – expiration dates – position & exercise limits -American and European Options – Intrinsic Value and Time Value of Options – Option payoff, options on Securities, Stock Indices, Currencies and Futures – Options pricing models –Differences between future and Option contracts.							9	C3		
IV	Principles of Option pricing – Put Call Parity relationship – Option pricing models – The Black Scholes Model – The Binomial model – Principles of forward and future pricing – the cost of carry model.							9	C4		
V	Commodity Futures – Contract Terminology and							9	C5		

	Specifications for Stock Options and Index Options in NSE – Contract Terminology and specifications for stock futures and Index futures in NSE – Contract Terminology and Specifications for Interest Rate Derivatives.		
	Total	45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	List the fundamentals of Derivatives and its types.	PO4, PO6	
CO2	Classify the Forward and Future Contracts.	PO6, PO7	
CO3	Assess the Options.	PO6, PO7	
CO4	Summarize the various Option Pricing models.	PO6, PO7	
CO5	Generalize the knowledge on the indices of various Derivative Instruments.	PO6, PO7	
Reading List			
1.	Aron Gottesman, Derivatives Essentials: An Introduction to Forwards, Futures and Options and Swaps, Wiley, 2016		
2.	ArkadevChatterje, Robert A. Jarrow, An Introduction to Derivative Securities, Financial Markets, and Risk Management, World Scientific, Kindle Edition,		
3.	International Journal of Financial Markets and Derivatives, Inderscience Publishers		
4.	Journal of Risk and Financial Management, MDPI		
References Books			
1.	Chance, D. and Brooks, R., Derivatives and Risk Management Basics, South Western, 10th edition, 2015.		
2.	S.L. Gupta, Financial Derivatives, Theory, Concepts and Problems, PHI Learning 2nd edition, 2017		
3.	Hull, J.C. and Basu, S., Options, Futures and Other Derivatives, Pearson, 10th Edition, 2018.		
4.	Patrick Boyle, Jesse McDougall, Trading and Pricing Financial Derivatives, De Gruyter, A Guide to Future, Options and Swaps, 2nd Edition, Publishers, 2018.		
5.	James A. Overdahl, Financial Derivatives, Wiley India Pvt. Ltd, 3rd Edition, 2014		

CO-PO Mapping

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				2		3	2	
CO 2						3	2	
CO 3						3	2	
CO 4						3	2	
CO 5						3	2	

3-Strong 2-Medium 1-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KF6	Banking and Insurance	Elective	2	-	1	-	3	45	25	75	100
Course Objectives											
C1	To provide a basic understanding of the insurance mechanism and principle of insurance.										
C2	To provide an overview of Indian insurance industry.										
C3	To understand the basics of Banking and the emergence of Banking in India.										
C4	To get acquainted with the functionality of the Banks.										
C5	To know the meaning and use of commonly used technologies in Banking.										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	Indian Financial System: Introduction to Financial System – Business of Banking - Organizational Structure of Indian Financial System - Role of Government & Reserve Bank of India As Regulators of Banks - Role & Functions of Banks – Regulatory Provisions/Enactments Governing Banks - Various Committees on Banking & Their Impact - Recent Developments in Indian Financial System - Aadhaar Seeding- -Self Help Groups, Financial Inclusion- Jan Dhan Yojana Accounts- NBFCs - Micro Finance Institutions, Small finance banks and payment banks.							9	C1		
II	Basics of Banking: Basic Concepts in Banking - Banker-Customer Relationships – Know Your Customer, Anti Money Laundering -Guidelines - Negotiable instruments – Bankers’ Duties and Responsibilities - DICGC - Types of Customers & Various Types of Accounts - Deposit Products – Services Rendered by Banks - Principles of Lending - Approach to Lending & Steps in Lending - Credit Management & Credit Monitoring - Priority Sector Lending in Banks- Lending to Agriculture, Micro, Small & Medium Enterprises - Recovery & Modes of Recovery and Management of Non-Performing Assets - Basics of Risk Management in Banks.							9	C2		
III	Electronic Banking: Current Trends and Role of information & Communication Technology in Banking - Core Banking Solutions vis-a-vis Traditional Banking - Banking Technology – Alternate Delivery Channels – ATMs, Credit/Debit							9	C3		

	Cards/Mobile Banking / Internet Banking etc. - Cheque Truncation System of cheque clearance, E-Lounges, UPI, BHIM (Bharath Interface for money), Products and Impact - Electronic Funds Transfers – Real Time Gross Settlements (RTGS) & National Electronic Funds Transfer (NEFT) – NACH Global Trends in Banking Technology - IT Security in Banks & Disaster Management - Marketing of Banking Services; Marketing of Banking Services – Meaning, Importance and Functions - Market Research & Product Development - Factors influencing Marketing of Banking Products Third Party Products in Banking, One stop shop Financial solutions in Banks - Financial Advisory Services (FAS).		
IV	Insurance: Meaning – Nature and Importance – Risk Management; Identification – Measurement – Diversification – Strategies Theories – Sum of Large Numbers Theory of Probability Insurance Regulation; IRDA Regulations – Insurance Contract – Agent Norms – Generic Norms of Insurance Advisors.	9	C4
V	General Insurance: Marine Insurance – Fire Insurance – Automobile Insurance – Home Insurance - House +Articles insurance- Overseas Travel Insurance– Medical Insurance – Group Medi claim- Jewellery Insurance, Social Security Insurance .Life Insurance; Principles – Uberima fides Insurable Interest – Indemnity – Subrogation – Contribution Products; Death and Survival Classifications – Traditional Salary Savings Scheme – Employees Deposit Linked Insurance – ULIPs – Premium Fixation Cases.	9	C5
Total		45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;		
CO1	Understand, analyze and communicate on the Indian Financial System	PO4, PO6, PO7	
CO2	Explain the basics of Banking and the emergence of Banking in India and its lending practices	PO4, PO6, PO7	
CO3	Analyze the Digital Banking and the current trend in banking and new banking products and services	PO4, PO6, PO7	
CO4	Summarize the basics of the insurance mechanism and principle of insurance and acquire knowledge on Indian insurance industry.	PO4, PO6, PO7	
CO5	Categorize the knowledge and understanding on Marine, fire, home and medical insurances	PO4, PO6, PO7	

Reading List	
1.	Jyotsna Sethi and Nishwan Bhatia, Elements of Banking and Insurance, PHI Learning, 2012
2.	Natarjan. S, and Parameshwaran. R, Indian Banking, S.Chand& Company
3.	Journal of Banking and Finance, Elsevier
4.	Indian Journal of Banking, Risk and Insurance, Pubishing India
References Books	
1.	Bhattacharya,H.,BankingStrategy, CreditAppraisalandLendingDecisions,OxfordUniversityPress,2nd Edition,2011.
2.	IndianInstituteofBankingandFinance,PrinciplesandPracticesofBanking, MacmillanIndiaLtd, Fifth Edition,2015.
3.	Maheshwari,S.N.andMaheshwari,S.K.,BankingLawandPractice,Kalyani Publishers,11 th Edition, 2014.
4.	Muraleedharan,ModernBanking:TheoryandPractice,PHILearning, Second Edition, 2014.
5.	Varshney,P.N.,BankingLawandPractice,SultanChandandSons, fist Edition, 2015.
6.	Gopinath. M. N. -BankingPrinciples&Operations, Snow White Publications, 7 th Edition, 2021

CO-PO MAPPING

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				3		3	3	
CO 2				2		3	3	
CO 3				3		3	3	
CO 4				3		3	3	
CO 5				3		3	3	

3-Strong 2-Medium 1-Low

Subject Code	Subject Name	Category	L	T	P	C	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KF7	Behavioral Finance	Elective	3	-	1	-	4	45	25	75	100
Course Objectives											
C1	To enable the students to understand the basics of Behavioural Finance										
C2	To create awareness and understanding on the various theories of Behavioural Finance										
C3	To elucidate the students on the various financial decision theory paradoxes										
C4	To throw light on the non-behavioural finance through the extended knowledge on Efficient Market Hypothesis										
C5	To educate the students on arbitrage, risks in share trade and on contemporary financial issues.										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	Introduction to Behavioral Finance: Introduction, Traditional vs Behavioural Theory, The Decision Making Process and Behavioural Biases, Limits to Arbitrage.							9	C1		
II	Behavioural Finance Theory and Bubbles: Prospect Theory, SP/A Theory, Behavioural Portfolio Theory, Empirical and Statistical detection tests.							9	C2		
III	Decision Theory Paradoxes: Nash Equilibrium: Keynesian Beauty Contest and The Prisoner's Dilemma, The Monty Hall Paradox, The St. Petersburg Paradox, The Allais Paradox, The Ellsberg Paradox.							9	C3		
IV	Non-Behavioral Finance: Introduction - The roles of securities prices in the economy; Efficient markets hypothesis (EMH) – Definitions - EMH in supply and demand framework - Theoretical arguments for flat aggregate demand curve; Equilibrium expected return models.							9	C4		
V	Demand by Arbitrageurs and Average Investors & Contemporary Issues: Definition of arbitrageur; Long-short trades; Risk vs. Horizon; Transaction costs and short-selling costs; Fundamental risk; Noise-trader risk; Professional arbitrage; Destabilizing informed trading (positive feedback, predation), Definition of average investor; Belief biases; Limited attention and categorization; Nontraditional preferences – prospect theory and loss aversion; Bubbles and systematic investor sentiment - contemporary behavioral finance							9	C5		

	issues		
	Total	45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Explain the basics of Behavioural Finance	PO6	
CO2	Compare and classify the awareness and understanding on the various theories of Behavioural Finance	PO6, PO7	
CO3	Categorize the various financial decision theory paradoxes	PO2, PO6	
CO4	Assess the non-behavioral finance through the extended knowledge on Efficient Market Hypothesis	PO6	
CO5	Estimate on arbitrage, risks in share trade and on contemporary financial issues.	PO6, PO7	
Reading List			
1.	Subrahmanyam, A. (2008). Behavioural finance: A review and synthesis. European Financial Management.		
2.	Forbes, W. (2009). Behavioural finance. John Wiley & Sons.		
3.	Kapoor, S., & Prosad, J. M. (2017). Behavioural finance: A review. Procedia computer science.		
4.	Bloomfield, R. (2010). Behavioural finance. In Behavioural and Experimental Economics (pp. 32-41). Palgrave Macmillan, London.		
References Books			
1.	Prasaanna Chandra, Behavioural Finance, 2 nd Edition, Paperback – 1, Mcgraw Hill, 2020		
2.	Parag Parikh, Value Investing and Behavioural Finance: Insights into Indian Stock Markets, Mcgraw Hill Education, 2017		
3.	Shleifer, Andrei, Inefficient Markets: An Introduction to Behavioral Finance. Oxford, UK: Oxford University Press, 2000		
4.	Thomas Kliestik, Katerina Valaskova, and Maria Kovacova, Advances in Behavioural Finance and Economics, MDPI, 2021		
5.	Singh Ranjit, Behavioural Finance, PHI Learning Pvt. Ltd., 2019		
6.	Sujata Kapoor, Jaya Mamta Prosad, Behavioural Finance, Sage Publications India Pvt. Ltd., 2019.		

CO-PO MAPPING

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1						2		
CO 2						2	2	
CO 3		2				2		
CO 4						2		
CO 5						2	2	

3-Strong 2-Medium 1-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KF8	Financial Modelling	Elective	2	-	1	-	3	45	25	75	100
Course Objectives											
C1	To equip the students with the knowledge of different aspects of financial modelling and be familiar with using financial functions in a spreadsheet.										
C2	To gain an understanding of the valuation tools and techniques used in bond and equity valuation.										
C3	To design and construct useful and robust corporate modelling applications										
C4	To learn about the risk and return of a portfolio and how to measure them using different methods.										
C5	To acquaint the students with the fundamentals of derivative modelling and their application										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	Introduction to financial modelling & built-in functions using spread sheets -Introduction to Financial Modelling- Need for Financial Modelling- Steps for effective financial modelling - Introduction to Time value of money & Lookup array functions: FV, PV, PMT, RATE, NPER, Vlookup, Hlookup, if, countif, etc - Time value of Money Models: EMI with Single & Two Interest rates –Loan amortization modelling-Debenture redemption modeling.							9	C1		
II	Bond & Equity Share Valuation Modelling -Bond valuation – Yield to Maturity (YTM): Rate method Vs IRR method-Flexi Bond and Strip Bond YTM Modelling-Bond redemption modelling -Equity share valuation: Multiple growth rate valuation modelling with and without growth rates.							9	C2		
III	Corporate Financial Modelling -Altman z score, bankruptcy modelling - indifference point modelling – financial break-even modelling -corporate valuation modelling (two stage growth) - business modelling for capital budgeting evaluation: payback period, npv, irr and mirr.							9	C3		
IV	Portfolio Modelling -Risk beta and annualized return – security market line modelling – portfolio risk calculation (equal proportions) - portfolio risk optimization (varying proportions) - portfolio construction modeling.							9	C4		

V	Derivative Modelling- option pay off modelling: long and short call & put options -option pricing modeling (b-s model) - optimal hedge contract modeling	9	C5
Total		45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Identify the relevance of financial models for various corporate finance purposes.	PO1,PO2,PO6,PO7	
CO2	Estimate the securities by using the modelling techniques	PO1,PO2, PO6	
CO3	Calculate efficient financial budgeting and appraise the equity value of a company by applying various methods.	PO1,P2,PO6,PO7	
CO4	Assess the evaluation of securities through the tools and techniques of portfolio models	PO1,PO2	
CO5	Appraise the aptitude of analyzing the investment decision-based on derivatives.	PO1,PO2	
Reading List			
1.	Kienitz, J., &Wetterau, D. (2013). Financial modelling: Theory, implementation and practice with MATLAB source. John Wiley & Sons.		
2.	Spronk, J., &Hallerbach, W. (1997). Financial modelling: Where to go? With an illustration for portfolio management. european Journal of operational research.		
3.	Tankov, P. (2003). Financial modelling with jump processes. Chapman and Hall/CRC.		
4.	Day, A. L. (2001). Mastering financial modelling. A Practitioner's Guide to Applied.		
References Books			
1.	Wayne L Winston," Microsoft Excel 2016-Data Analysis and Business Modelling", PHI publications, (Microsoft Press), New Delhi,2017.		
2.	Chandan Sen Gupta," Financial analysis and Modelling –Using Excel and VBA", Wiley Publishing House ,2014'		
3.	Craig W Holden,"Excel Modelling in Investments" Pearson Prentice Hall, Pearson Inc.,New Jersey,5th Edition 2015		
4.	Ruzhbeh J Bodanwala , "Financial management using excel spread sheet",Taxman Allied services Pvt Ltd, New Delhi,3rd Edition 2015.		
5.	Benninga, Simon. Principles of Finance with Microsoft Excel, 2nd Edition, 2011		

CO-PO MAPPING

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	3				2	2	
CO 2	3	3				2		
CO 3	3	3				2	2	
CO 4	3	3						
CO 5	3	3						

3-Strong 2-Medium 1-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KF9	Capital Market and Financial Services	Elective	2	-	1	-	3	45	25	75	100
Course Objectives											
C1	To acquire knowledge on Indian financial systems and its regulators										
C2	To gain knowledge on listing and trading securities, Risk management in BSE & NSE, Index management.										
C3	To understand leasing and hire purchase										
C4	To familiarize with credit rating and securitization										
C5	To know Depositories & Contemporary Issues										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	<p>Indian Financial System: Regulators: Finance Ministry, Securities Exchange Board of India, Reserve Bank of India, Forward Market Commission, Insurance Regulatory and Development Authority. Primary Market: Role of Primary Market, Functions, Intermediaries, methods of floatation of capital – IPO's, FPO's and Rights issues, Investor protection in primary market, Recent trends in primary market. Book building process. Secondary Market: Functions, intermediaries, Demutualization structure, Major stock exchanges in India. Indian Stock Exchanges: Market types, order types and books. BSE: BOLT System, NSE: NEAT system OTCEI – Need, Features, Participants, Listing procedure, Trading and Settlement. Legislative framework guiding the capital markets and intermediaries.</p>							9	C1		
II	<p>Listing and trading of Securities: Listing requirements, procedure, fee- Listing conditions of BSE and NSE – Delisting. Legislations related to listing. Trading cycle: T+2, Pay in and Pay out, Bad Delivery, Short delivery, Auction, Clearing & Settlement: Different types of settlements -DEMAT settlement, Physical settlement, Institutional settlement and Funds settlement. Risk Management system in BSE & NSE: Margins, Exposure limits, VAR, Circuit breakers and Surveillance</p>							9	C2		

	system in BSE and NSE. Index Management: Importance of index computation Methods: Weighted Aggregate Value method, Weighted Average of Price Relatives method, Free Float method. Stock market indices in India		
III	Leasing and Hire Purchase Lease and Hire purchase- – Meaning and Types of leasing – Legislative frameworks – Matters on Depreciation and Tax –Concepts and features – Tax and Depreciation implications Microfinance: Consumer Credit - Factoring and Forfaiting	9	C3
IV	Credit rating & Securitization: Credit rating: Definition and meaning- Process of credit rating of financial instruments - Rating methodology - Rating agencies – Rating symbols of different companies. Legislative framework guiding the CRAs. Securitization: Meaning-Features - Special Purpose Vehicle - Pass Through Certificate & mechanism – Benefits of Securitization – Issues in Securitization, Legislative framework guiding the securitization framework.	9	C4
V	Depositories & Contemporary Issues Depository services - Role of depositories and their services — Advantages of depository system – NSDL and CDSL - Depository participants and their role- Stock Broking Services including SEBI guidelines - Contemporary developments in capital market performance and implication of securitization in Indian scenario.	9	C5
Total		45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Estimate the Indian financial systems and its regulators	PO3,PO6	
CO2	Summarize the listing and trading securities, Risk management in BSE & NSE, Index management.	PO6, PO7	
CO3	Explain the leasing and hire purchase	PO7	
CO4	Prioritize the credit rating and securitization	PO2,PO6,PO7	
CO5	Summarize the depositories & contemporary Issues	PO6,PO7	
Reading List			
1.	Carow, K. A., & Heron, R. A. (2002). Capital market reactions to the passage of the Financial Services Modernization Act of 1999. The Quarterly Review of Economics and Finance.		
2.	Stiglitz, J. E. (2000). Capital market liberalization, economic growth, and instability. World development.		

3.	Mensah, Y. M., & Werner, R. H. (2008). The capital market implications of the frequency of interim financial reporting: an international analysis. Review of Quantitative Finance and Accounting.
4.	Micu, I., & Micu, A. (2016). Financial technology (Fintech) and its implementation on the Romanian non-banking capital market. SEA-Practical Application of Science.
References Books	
1.	Khan M.Y, Financial Services, 8th edition, McgrawHill ,2015,.
2.	K Sasidharan, Alex. K Mathews, Financial Services and System, Tata McGraw Hill, 2008.
3.	Jeff Madura, Financial Institutions and Markets, 10thEdition, Cengage Learning,2014..
4.	Stephen Cecchetti, Kermit Schoenholtz, Money, Banking and Financial Markets, 4thedition, McGraw-Hill Education, 2014.
5.	MadhuVij, Swati Dhawan , Merchant Banking and Financial Services, 1st edition, McGraw Hill, 2011.
6.	Tripathy, NaliniPrava, Financial Services, PHI, Learning Pvt. Ltd. NISM-Series-VI Depository Operation Exam Work Book, 2007.

CO-PO MAPPING

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1			2			2		
CO 2						3	3	
CO 3							3	
CO 4		3				2	3	
CO 5						2	2	

3-Strong 2-Medium 1-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KF10	Financial Planning and Wealth Management	Elective	2	-	1	-	3	45	25	75	100
Course Objectives											
C1	To give clarity on the concept of Personal Financial Planning										
C2	To acquire knowledge on the process of Comprehensive Financial Planning										
C3	To understand the concept of Insurance & Retirement Planning										
C4	To throw light on the Concept of Wealth Management										
C5	To provide knowledge on tax planning & issues										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	Personal Financial Planning - Financial Planning – Meaning, need, scope. Evaluating the financial position of clients, Preparing & Analyzing household budget - Estimating financial goals - Financial Planning Delivery Process.							9	C1		
II	Comprehensive Financial Planning - The role of debt and financial pressure from debt - Debt counselling. Investment for Liquidity and Financial Goals. Risk return principle, Risk Profiling. Human life cycle and Asset Allocation and Model Portfolios							9	C2		
III	Insurance Planning & Retirement Planning - Insurance Planning – Need of life and non-life insurance, life insurance need analysis, life insurance products. Retirement Planning – Need, estimating & determining the retirement corpus, retirement products.							9	C3		
IV	Wealth Management - Concept of wealth and Measurement of wealth. Spectrum of services, Wealth management service providers, Product categories and Service categories - Types of Service Mandates; Custodian mandate, Advisory mandate, Discretionary mandate and Mandate mix HNI segmentation and reason for looking at HNIs. Understanding the Client Segmentation; Segmentation based on Personality, Age and way of accumulation, Risk & return preferences - Client Engagement; Client profiling, targeting and Building relationships - Finding HNI Clients; Cross selling, Marketing and partnership programs, Referral from existing clients, friends and family							9	C4		

	Asset Allocation: Advising the optimal portfolio and the corresponding asset allocation. Portfolio Monitoring: Portfolio maintenance and Portfolio rebalancing.		
V	Tax Planning & Contemporary Issues Indian Tax Laws for investment and Wealth Management - Income Tax: Previous Year and Assessment Year, Gross Total Income, Income Tax Slabs, Advance Tax, Tax Deducted at Source (TDS), Exempted Income, Deductions from Income, Section 80C, section 80CCC, Section 80CCD, Section 80D, Section 80E, Section 80GG, Long Term and Short Term Capital Gain / Loss, Speculation Profit / Loss, Capital Gains Tax exemption under Section 54EC.	9	C5
	Total	45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Express the concept of Personal Financial Planning	PO2, PO7	
CO2	Demonstrate the process of Comprehensive Financial Planning	PO2,PO6,PO7	
CO3	Explain the concept of Insurance & Retirement Planning	PO2,PO5	
CO4	Assess the concept of Wealth Management	PO7	
CO5	Appraise on the tax planning & issues	P02, PO7	
Reading List			
1.	Kochis, S. T. (2006). Wealth Management: A Concise Guide to Financial Planning and Investment Management for Wealthy Clients. CCH.		
2.	Danes, S. M., Huddleston-Casas, C., & Boyce, L. (1999). Financial planning curriculum for teens: Impact evaluation. Journal of Financial Counseling and Planning.		
3.	Hanna, S. D., & Lindamood, S. (2010). Quantifying the economic benefits of personal financial planning. Financial Services Review.		
4.	Wu, C. R., Lin, C. T., & Tsai, P. H. (2010). Evaluating business performance of wealth management banks. European journal of operational research,.		
References Books			
1.	Dun, Bradstreet , Wealth Management, Tata Mcgraw Hill, India, 2009.		
2.	JoydeepSen - Financial Planning & Wealth Management: Concepts and Practice, 1st Edition, Shroff Publishers & Distributors Limited, 2020		
3.	Sundar Sankaran - Wealth Engine: Indian Financial Planning and Wealth Management Handbook (2012)		
4.	Stuart E. Lucas (2012), Wealth: Grow It and Protect It, Updated and Revised, Pearson and FT Press, USA		
5.	G. Victor Hallman, Jerry Rosenbloom (2009), Private Wealth Management: The Complete Reference for the Personal Financial Planner, Mcgraw Hill, USA		

6.	Gregory Curtis (2012), <i>The Stewardship of Wealth: Successful Private Wealth Management for Investors and Their Advisors</i> , Wiley.
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CO-PO MAPPING

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1		2					3	
CO 2		3				2	3	
CO 3		3			2			
CO 4							3	
CO 5		2					2	

3-Strong 2-Medium 1-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks			
									CIA	External	Total	
P23KF11	Fixed Income Securities	Elective	3	-	-	-	3	3	45	75	100	
Course Objectives												
C1	To orient students about bond and money market instruments											
C2	To provide inputs on term structure, interest rates and bond price volatility											
C3	To impart knowledge on fixed income portfolio management											
C4	To enable them understand the concept of hedging											
C5	To enlighten the students on securitization and contemporary issues in securities management.											
SYLLABUS												
UNIT	Details							No. of Hours	Course Objectives			
I	Bond and Money market instruments: Bonds, market participants, Money market instruments - Organization of Government Bond market and role of RBI in Government Securities. Bond Prices and Yields: Pricing of bonds - Time value of money - nominal Vs. Real interest rates, coupon rate and current yield, zero coupon rate. Supply and demand of bonds. Changes in equilibrium interest rates.							9	C1			
II	Term structure of interest rates: classical theories of term structure - Yield curve, zero coupon bond yield curve. Bond price volatility – Price sensitivity – Bond Price Immunization - measurement of duration, modified duration – convexity measurement. Factors influencing Yield. Term structure of Interest rates – spread, corporate debt instruments.							9	C2			
III	Active and Passive Bond Portfolio construction - Management strategies. Indexing-bond indices. Setting portfolio objectives, interpreting portfolio parameters and performance measurement							9	C3			
IV	Swaps and futures, Credit derivatives – credit default swaps, plain vanilla options and more exotic derivatives							9	C4			
V	Mortgage-backed securities – collateral mortgage obligations, Asset Backed Securities-Collateral debt obligations							9	C5			
Total							45					
Course Outcomes												
Course Outcomes	On completion of this course, students will;							Program Outcomes				

CO1	Identify the bond and money market instruments	PO6
CO2	Summarize the concepts of term structure, interest rates and bond price volatility	PO7
CO3	Compare and contrast the fixed income portfolios	PO6,PO7
CO4	Appraise the hedging contracts done	PO2
CO5	Formulate the management of securities.	PO6, PO7
Reading List		
1.	Tuckman, B., &Serrat, A. (2011). Fixed income securities: tools for today's markets. John Wiley & Sons.	
2.	Martellini, L., Priaulet, P., &Priaulet, S. (2003). Fixed-income securities: valuation, risk management and portfolio strategies (Vol. 237). John Wiley & Sons.	
3.	Fabozzi, F. J. (2008). Fixed income securities. John Wiley and Sons.	
4.	Veronesi, P. (2010). Fixed income securities: Valuation, risk, and risk management. John Wiley & Sons.	
References Books		
1.	Frank J. Fabozz, Bond Markets, Analysis and Strategies, 9th edition, Pearson India, 2012.	
2.	Moorad Choudhry, Masekoldrich, Fixed Income Markets: Instruments, Applications, Mathematics, 2nd edition, Wiley Finance Series, 2014.	
3.	Fabozzi, F. J, Fixed income securities, 8th edition, Wiley, 2012.	
4.	Choudhry, M, Fixed-income Securities and Derivatives Handbook, 2nd edition, Wiley, 2010.	
5.	Martellini, L, Priaulet, P, Priaulet. S, Fixed-income securities: valuation, risk management and portfolio strategies, Wiley2005.	
6.	Veronesi. P, Fixed income securities: Valuation, risk, and risk management, 1 st edition, Wiley.	

CO-PO MAPPING

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1						2		
CO 2							2	
CO 3						2	2	
CO 4		2						
CO 5						2	2	

3-Strong 2-Medium 1-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KF12P	Fintech and Investment Analysis	Elective	-	-	3	-	3	45	25	75	100
Course Objectives											
C1	To acquire knowledge on validating the performances of various asset classes and simulate and provide reasoning on the validation										
C2	To study the performances of exchanges traded in Indian Market										
C3	To simulate and critically validate the performance of momentum strategy for financial sectors										
C4	To simulate the performance of value investing strategy and construct a portfolio										
C5	To study the emerging FinTech players in India										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	<p>Lab Experiment 1 Simulate and critically validate the performance of various asset classes - Stock (Reliance, HDFC Bank as an example), Gold and Bonds (Government Securities as an example), in terms of Return, Risk, Sharpe Ratio, over the time period 2011 till current date</p> <p>Lab Experiment 2 Based on the results in Lab experiment 1, provide the reasoning as to why a particular asset class have a higher Risk/Standard deviation as compared to others</p> <p>Lab Experiment 3 Simulate and provide reasoning, with examples on how asset allocation across asset classes reduces risk/standard deviation of the portfolio</p>							9	C1		
II	<p>Lab Experiment 4 Study the performance of Exchange Traded Funds in Indian Market, critically evaluate the performance of ETF and market penetration of ETF's in India</p> <p>Lab Experiment 5 Study the performance of Large Cap ETF's, vs Gold ETF from the time period 2011 to till Date</p> <p>Lab Experiment 6 Construct a portfolio with leverage, for a time period 2015 to till date and study how leverage impacted the performance of the portfolio</p> <p>Lab Experiment 7 Constructed a market neutral hedged portfolio for</p>							9	C2		

	NIFTY50 benchmark, validate the performance from 2016 to till date		
III	<p>Lab Experiment 8 Simulate and critically validate the performance of Momentum strategy for Financial Sectors, validate the performance for the time period 2011 till 2014</p> <p>Lab Experiment 9 Simulate the performance of market neutral Momentum strategy for NIFTY50, evaluate the results for the period 2011 till date</p> <p>Lab Experiment 10 Simulate the performance of market neutral momentum strategy for sectors - Industrials, Technology, Energy and Communications, provide the reasoning performance of the strategy</p>	9	C3
IV	<p>Lab Experiment 11 Simulate the performance of Value Investing strategy, using Book to Market, Earnings to Price and evaluate the results for the period 2014 to till date</p> <p>Lab Experiment 12 Construct a portfolio with the combination of Momentum and Value Strategy, evaluate the performance of the portfolio for the period 2014 till date</p> <p>Lab Experiment 13 Compute the valuation of the Tata Consultancy Services using discounted cash flow approach</p> <p>Lab Experiment 14 Compute the valuation of a FinTech start-up using the discounted cashflow approach</p>	9	C4
V	<p>Lab Experiment 15 Study the emerging FinTech players in India and United States and provide reasoning on the importance of customer experience in building the product</p> <p>Lab Experiment 16 Study the role of Government agencies and the FinTech eco-system in promoting the growth of FinTech sector in India</p> <p>Lab Experiment 17 Study how “Payments” landscape have evolved in India, China and United States Market, articulate your reasoning the growth in these markets and with adoption due to newer technologies</p> <p>Lab Experiment 18 Study how “Asset Management & Investment Management” industry. Have evolved in India and United States market, articulate with reasoning on the</p>	9	C5

	changing business landscape		
	Total	45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Recall on validating the performances of various asset classes and simulate and provide reasoning on the validation	PO1,PO2, PO6	
CO2	Explain the knowledge on the performances of exchanges traded in Indian Market	PO2,PO6	
CO3	Appraise on simulating and critically validating the performance of momentum strategy for financial sectors	PO1,PO2	
CO4	Assess on simulating the performance of value investing strategy and construct a portfolio	PO1,PO2	
CO5	Develop on evaluating the emerging FinTech players in India	PO2	
Reading List			
1.	Puschmann, T. (2017). Fintech. Business & Information Systems Engineering,.		
2.	Goldstein, I., Jiang, W., & Karolyi, G. A. (2019). To FinTech and beyond. The Review of Financial Studies.		
3.	Brennan, M. J., & Subrahmanyam, A. (1995). Investment analysis and price formation in securities markets. Journal of financial economics.		
4.	Chandra, P. (2017). Investment analysis and portfolio management. McGraw-hill education.		
References Books			
1.	Osterwalder, A. – Pigneur, Y. (2010): Business Model Generation: A Handbook For Visionaries, Game Changers, And Challengers. New York: John Wiley & Sons		
2.	Van der Kleij, E., Tech Giants Becoming Non-Bank Banks. In: The FinTech Book: The Financial Technology Handbook for Investors, Entrepreneurs and Visionaries, 2016		
3.	Bhandari, M.: India and the Pyramid of Opportunity. In: The FinTech Book: The Financial Technology Handbook for Investors, Entrepreneurs and Visionaries, 2016		
4.	Prasanna Chandra, Investment Analysis and Portfolio Management, 5 th Edition, Tata McGraw Hill. 2017		
5.	Zvi Bodie; Alex Kane; Alan J. Marcus; Pitabas Mohanty, Investments, 11 th Edition, Tata Mc Graw Hill, 2019		
6.			

CO-PO MAPPING

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	3				2		
CO 2		3				2		
CO 3	3	3						
CO 4	3	3						
CO 5		2						

3-Strong 2-Medium 1-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks			
									CIA	External	Total	
P23KF13	International Financial Management	Elective	2	-	1	-	3	45	25	75	100	
Course Objectives												
C1	To give clarity on the concept of international finance											
C2	To throw light on Foreign Exchange Market											
C3	To acquire knowledge on management of foreign exchange exposure and risk involved in it.											
C4	To understand cross-border investment decisions											
C5	To study about multinational financing institutions and contemporary issues											
SYLLABUS												
UNIT	Details							No. of Hours	Course Objectives			
I	Introduction to international finance: Introduction, Meaning, Nature, scope, Importance, Gold Standard, Bretton Woods system, Exchange rate regimes, fixed and floating exchange rates.							9	C1			
II	Foreign exchange market: Function and Structure of the Forex markets, major participants, types of transactions and settlements, Foreign exchange quotations, process of arbitrage.							9	C2			
III	Management of foreign exchange exposure and risk: Types of Exposure, Foreign Currency Exposure, Economic Exposure, Operations exposure, Interest rate exposure. Theories - Purchase Power Parity - Interest Rate Parity – International Fisher Effect							9	C3			
IV	Cross-border investment decisions: Capital budgeting, Approaches to Project Evaluation, Risk in Cross-border Investment Decisions, Corporate Risk in Investment Decisions. Financing Decisions of MNC's.							9	C4			
V	Multinational financing institutions and contemporary issues: The International Bank for Reconstruction and Development, the International Development Association, The International Finance Corporation, International monetary fund, Export and Import financing.							9	C5			
Total							45					
Course Outcomes												
Course Outcomes	On completion of this course, students will;							Program Outcomes				
CO1	Identify the concept of international finance							PO2				

CO2	Sketch on the functions of Foreign Exchange Market	PO6,PO7
CO3	Appraise the knowledge on management of foreign exchange exposure and risk involved in it.	PO2,PO7
CO4	Appraise the cross-border investment decisions	PO2, PO7
CO5	Generalize on multinational financing institutions and contemporary issues	PO6,PO7
Reading List		
1.	Madura, J. (2020). International financial management. Cengage Learning.	
2.	Apte, P. G., &Kapshe, S. (2020). International Financial Management . McGraw-Hill Education.	
3.	Iatridis, G. (2010). International Financial Reporting Standards and the quality of financial statement information. International review of financial analysis.	
4.	Eun, C. S., & Resnick, B. G. (2010). International Financial Mgmt 4E. Tata McGraw-Hill Education.	
References Books		
1.	Machi Raju International Financial Management, Third Edition, HPH, 2016.	
2.	V. A Avadhani, International Financial Management, Second Edition, HPH, 2011	
3.	Eiteman&Stonchill, “Multinational Business Finance”, 12 th Edition, Pearson, 2010	
4.	Cheol Eun& Bruce Resnick, International Financial Management, 7 th Edition, China Machine Press, 2016.	
5.	V.K.Bhalla. “International Financial Management for the Multinational Firm”,4 th Edition, S Chand,,2014	
6.		

CO-PO MAPPING

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1		2						
CO 2						2	2	
CO 3		2					2	
CO 4		2					2	
CO 5						2	2	

3-Strong 2-Medium 1-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KF14	Risks Management in Banks	Elective	2	-	1	-	3	45	25	75	100
Course Objectives											
C1	To understand risk, risk management, Role of CFO in mitigating risk in banks										
C2	To expose to market and exchange rate risk										
C3	To familiarize with interest rate risk and liquidity risk										
C4	To explore credit risk										
C5	To acquire knowledge on operational & Technology risk and other contemporary issues										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	Introduction to risk: Understanding Risk - Nature of Risk, Sources of Risk, Need for risk management, Benefits of Risk Management, Risk Management approaches. Risk Classification using ERM Wheel. Information Technology support in mitigating risk. Role of Chief finance Officer, Chief risk officer and Chief information officer in mitigation of risk in banks.							9	C1		
II	Market risk & exchange rate risk: Market Risk – Identification-measurement-mitigation-risk and regulatory capital. Portfolio Beta - PV01 - Portfolio duration - Key rate duration – Convexity - Spread analysis - Yield curve analysis - Concept of Value at Risk - Types of VaR measures - VaR reporting to RBI - Stress testing and back-testing VaR- ConditionalVaR and its relevance - Comparison between VaR and cVaR. Exchange rate risk- drivers- measurement- risk management – forecasting- tools- futures, options and swaps.							9	C2		
III	Interest rate risk & liquidity risk: Interest rate risk- relationship between interest rates and option free bond prices. Duration and Price volatility. GAP and earnings sensitivity. Measuring Interest rate risk with duration gap. Economic value of equity analysis. Usage of derivatives to manage Interest risk- micro hedging- macro hedging- SWAPS - caps – floor Liquidity risk – objectives – CRR & SLR measures - Funding the bank - Liquidity management - Asset liability management – objectives- ALCO - functions							9	C3		

	– risks. ALM – Risk control and hedging. ALM systems in Banks - RBI Guidelines. Strategies to mitigate liquidity risk		
IV	Credit risk: Drivers- capital adequacy- risk rating and pricing - loan policy – capital requirement - credit risk approach – credit ratings. Credit risk mitigation - Credit derivatives, Securitization. Credit risk management strategies – Credit VaR - Analysis of counterparty credit ratings and adjustment of credit spreads in the valuation etc. - Credit default swaps (CDS). Sovereign Credit Rating – Rating - Probability of Default (PD) – LGD - Stress testing - Early Warning - Scenario Building etc.,	9	C4
V	Operational risk & technology risk and contemporary issues: Operational risk- definition- types- events. Operational risk management practices- approaches- organizational setup- responsibilities. Identification- measurement- monitoring- mitigation- internal audit. Strategies to mitigate operational risk. Technology risk: Identification of the drivers and strategies to mitigate the technology risk - Contemporary risk management practices in Indian Banks.	9	C5
Total		45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Understanding risk, risk management, Role of CFO in mitigating risk in banks	PO7	
CO2	critically assess market risk & exchange rate risk	PO2,PO6,PO7	
CO3	Assess the interest rate risk & liquidity risk	PO7	
CO4	Able to Estimate the credit risk	, PO2, PO6,PO7	
CO5	Formulate on the operational & Technology risk and other contemporary issues	PO7	
Reading List			
1.	Raghavan, R. S. (2003). Risk management in banks. Chartered Accountant-New Delhi.		
2.	Oluwafemi, S., Simeon, A. O., & Olawale, O. (2013). Risk management and financial performance of banks in Nigeria.		
3.	Adeusi, S. O., Akeke, N. I., Adebisi, O. S., & Oladunjoye, O. (2014). Risk management and financial performance of banks in Nigeria. Risk Management.		
4.	Saiful, S., & Ayu, D. P. (2019). Risks management and bank performance: The empirical evidences from indonesian conventional and islamic banks. International Journal of Economics and Financial Issues.		

References Books	
1.	Anthony Saunders, Marcia Millon Cornett, Financial Institutions Management: A Risk Management Approach, McGraw Hill, 2014.
2.	Padmalatha Suresh, Justin Paul, Management of Banking and Financial Services, 3rd edition, Pearson Education, India, 2014.
3.	Don M. Chance, Robert Brooks, An Introduction to Derivatives and Risk Management, 10th edition, Cengage Learning, 2015.
4.	Michel Crouhy, Dan Galai, Robert Mark, The Essentials of Risk Management, McGraw Hill, 2014.
5.	John Hull, Risk Management and Financial Institutions, Wiley, 2012.
6.	Anthony Saunders, Marcia Millon Cornett, Financial Institutions Management: A Risk Management Approach, McGraw Hill, 2014.

CO-PO MAPPING

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1							2	
CO 2		3				2	3	
CO 3							3	
CO 4		3				2	3	
CO 5							2	

3-Strong 2-Medium 1-Low

SPECIALIZATION COURSES: MARKETING MANAGEMENT

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KM1	Advanced Marketing Research and Consumer Behaviour	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To create an understanding of market research concepts.										
C2	To create awareness of sampling techniques and its implications on market research.										
C3	To throw light on models of consumer behavior.										
C4	To foster knowledge on determinants of consumer behavior.										
C5	To create awareness on the consumer decision-making process.										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	Introduction: Nature and scope of Marketing Research – Marketing Research as an aid to marketing decision making – Scientific method – Research designs – Exploratory, descriptive and conclusive – Secondary and Primary Data Collection Methods – Questionnaire Construction Procedure.							7	C1		
II	Sampling: Sampling Techniques – Sample Size Determination per survey Application of Marketing Research: Motivation Research – Advertising Research – Product Research.							9	C2		
III	Models of Consumer Behaviour: Nicosia Model - Howard-Sheth Model – Engel- Blackwell-Miniard Model, Environment influences on Consumer: Culture – Social Class – Social Groups – Family– Personal Influence and Opinion Leadership.							8	C3		
IV	Individual Determinants of Consumer Behaviour: Motivation and Involvement – Information Processing – Learning – Personality and Self Concept – Attitude Theories and Change. Consumer Decision Processes: Problem Recognition – Search and Evaluation – Purchasing – Post-purchase Behaviour.							9	C4		
V	Multivariate analysis: Discriminant analysis, Factor analysis, Conjoint analysis, Cluster analysis - Multidimensional scaling and Multiple Regression -							12	C5		

	Model Building, Data Visualization Tools – Usage of forecasting techniques - Time Series Analysis, ARIMA.		
	Total	45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Understand the basic concepts of marketing research.	PO4,PO7	
CO2	Understand the complexity of sampling techniques and its implications on market research.	PO4, PO6	
CO3	Have insights on models of consumer behavior and helps them to develop models.	PO6,PO7	
CO4	Possess knowledge on determinants of consumer behavior.	PO6	
CO5	Have insights on consumer decision process.	PO2, PO6,PO7	
Reading List			
1.	Suja R. Nair , Consumer Behaviour & Marketing Research, Himalaya Publishing, 2015		
2.	S. Sumathi, P. Saravanavel, Consumer Behaviour & Marketing Research , S.Chand,2003		
3.	Rajendra Nargundkar ,Marketing Research: Text and Cases .Tata Mc Graw Hill , 2017		
4.	G.C.Beri, Marketing Research ,Tata Mc Graw Hill,2013		
References Books			
1.	Leon Schiffman, and Joseph L. Wisenblit., Consumer Behavior, 11 th Edition, Pearson, 2015.		
2.	Naresh K.Malhotra and Satyabhusan., Marketing Research, 7 th Edition, Pearson, 2019.		
3.	Barbara G Tabachnick and Linda S Fidell, Using Multivariate Statistics, 7 th Edition, Pearson. 2020.		
4.	Majumdar, Ramanuj, Consumer Behaviour: Insights from Indian Market, PHI Learning, 2020.		
5.	S. Ramesh Kumar., Consumer Behaviour: The Indian Context (Concepts and Cases), Pearson Education, 2 rd Edition, 2021.		

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				M			S	
CO 2				M		S		
CO 3						S	S	
CO 4						M		
CO 5		S				M	M	

S-Strong M-Medium L-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks			
									CIA	External	Total	
P23KM2	Advertising Management and Sales Promotion	Elective	3	-	-	-	3	45	25	75	100	
Course Objectives												
C1	To introduce students to advertising fundamentals											
C2	To impart knowledge on advertising media and budget.											
C3	To orient students on advertising agencies and its operations.											
C4	To make students understand sales promotion campaigns.											
C5	To enable students understand the relevance of sales promotion											
SYLLABUS												
UNIT	Details							No. of Hours	Course Objectives			
I	Advertising: Advertising, objectives, task and process, market segmentation and target audience – Message and copy development.							7	C1			
II	Media: Mass Media - Selection, Planning and Scheduling – Social Media Advertising - Web Advertising – Integrated programme and budget planning.							10	C2			
III	Implementation: Implementing the programme coordination and control – Advertising agencies – Organization and operation.							10	C3			
IV	Sales Promotion: Why and When Sales promotion activities, Consumer and sales channel oriented – planning, budgeting and implementing and controlling campaigns.							10	C4			
V	Control: Measurement of effectiveness – Ethics, Economics and Social Relevance.							8	C5			
Total							45					
Course Outcomes												
Course Outcomes	On completion of this course, students will;							Program Outcomes				
CO1	Possess knowledge and good understanding on the fundamentals of advertising							PO4, PO7				
CO2	Have good understanding and knowledge on advertising media and budget							PO2, PO4, PO7				
CO3	Have good orientation on advertising agencies and its operations.							PO5, PO7				
CO4	Understand sales promotion campaigns.							PO4, PO5, PO6				
CO5	Understand the relevance of sales promotion							PO4, PO6, PO7				

Reading List	
1.	S A Chunawalla, Advertising Management and Sales Promotion, Himalaya Publishing, 2015
2.	Vv Rathna & S L Guptha, Advertising and Sales Promotion Management, Sultan Chand, 2011
3.	S H H Kazmi & Satish Batra, Advertising and Sales Promotion Management, Excel Books, 2008
4.	Mishra M N, Sales Promotion and Advertising Management, Mishra M N, Himalaya Publishing 2015
References Books	
1.	Advertising and Promotion: An Integrated Marketing Communications Perspective (SIE) by George E Belch, Michael A Belch, Keyoor Purani, 12 th edition, McGraw Hill Education, 2021
2.	Advertising, Promotion, and other aspects of Integrated Marketing Communications (Mindtap Course List) by Terence Shimp and J. Craig Andrews, South-Western College Publishing, 2017.
3.	Percy, L. and Rosenbaum-Elliot, R., Strategic Advertising Management, 4 th Edition, Oxford University Press, 2012.
4.	Shrimp, T.A., Integrated Marketing Communications in Advertising and Promotion, 8 th Edition, Cengage Learning India, 2012.
5.	Belch, G.E., Belch, M. and Purani, K., Advertising and Promotion, 7 th Edition, Tata McGraw-Hill Education, 2009.
6.	Marshall, P., Ultimate Guide to Facebook Advertising, Tata McGraw-Hill Education, 2011.

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				M			S	
CO 2		S					S	
CO 3					M		S	
CO 4				S	S	M		
CO 5				M		M	M	

S-Strong M-Medium L-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KM3	Sales and Distribution Management	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To introduce students to sales management and its related software										
C2	To impart knowledge on sales performance strategies and tactics.										
C3	To acquaint students with sales forecasting techniques, sales quotas and sales force planning										
C4	To provide inputs on sales force staffing, training and sales audit.										
C5	To orient students on role of distribution in sales management										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	Introduction, Nature, Concepts and Scope - Organization Framework of The Field Sales Force - Sales force Automation - Types of Field Sales Organizations – Career in Field Sales Management. Field – Emerging trend in Sales Management - Sales Manager – His Tasks and Responsibilities – Relation with Salesman and Relationships with top Management – Coordinating and Controlling the Marketing Mix. Operating Environment for Field Sales Force. Software application in Sales management. Sales Management Process.							9	C1		
II	Information and Planning: Qualities and Role-Hierarchy of Objectives and Goals, Concept of Strategies and Tactics. Development of Sales Performance Standards –Relationship of Performance Standards to Sales Development Function, its Purpose and Types, Review of Training and Staffing Programmes.							9	C2		
III	Sales Forecasting – Methods and Procedural Steps in Forecasting - Sales Budgeting - Allocation of Field Sales Resources. Design Sales Territories, Procedure for Designing – Determining Manpower Requirements, Recruiting, Methods and The Selection System. Sales Quotas, Types of Sales Quotas, its Purpose and Managerial Evaluation. Man Power Planning – Tasks, Skill, Qualification.							9	C3		
IV	Staffing – Responsibilities, tools and Methods of Selection. Motivational and Compensation Procedures							9	C4		

	for Sales Force – Method of Financial Incentives and its Purpose – Designing A Compensation Plan. Evaluation of Performance and Control. Salesmanship – Sales Positions – Theories of Selling – Understanding Consumer Behavior- Training and Development of Sales force. Sales Training Process, Designing Training Content- Training for Different sales personnel, Training Feedback- Sales Audit and Analysis – Control of Sales Efforts and Costs.		
V	Distribution: Role of Distribution in the Marketing Mix Distribution center network, suppliers milk run, supply tracking, network configuration, quality control monitoring; Role and Functions. Transport and Handling: Economics of Transportation, Determining Optimum Mode of Transport. Organization, Machines, Procedures and Documentation- Policies; Role of Transport; Transport in emergencies; safety and security of goods- Dealer Network: Role of Middlemen/Dealer in Marketing and Distribution- Channel Information System- Designing a Channel information system. Dealer Functions at Wholesale and Retail Level – National and International Channel of Distribution- Strategic Plan of Network – Location, Selection - Appointment and Termination of Dealers - Morale and Motivation.	9	C5
	Total	45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Be able to understand sales management and its related software	PO4, PO6	
CO2	Know sales performance strategies and tactics.	PO1,PO2, PO6	
CO3	Understand sales forecasting techniques, sales quotas and sales force planning	PO4, PO6,PO7	
CO4	Know the concepts of sales force staffing, training and sales audit.	PO5, PO6	
CO5	Have knowledge on the role of distribution in sales management	PO6,PO7	
Reading List			
1.	Dr.S.S.Guptha, Sales and Distribution Management – Text and Cases an Indian Perspective,Laxmi Publications Pvt Ltd; 2018		
2.	Pingali Venugopal ,Sales and Distribution Management: An Indian Perspective, Sage, 2008		

3.	Ramendra Singh , Sales And Distribution Management,Vikas Publishing , 2016
4.	Tapan K. Panda , Sales and Distribution Management ,Oxford University Press,2011
References Books	
1.	Still, R.R., Sales Management: Decision Strategy and Cases, 5th Edition, Pearson, 2011.
2.	Tapan K Panda, Sunil Sahadev, Sales Management, Sales and Distribution Management ISBN: 9780199499045, Oxford University Press, 2019.
3.	Pingali Venugopal Sales and Distribution Management: An Indian Perspective, SAGE Publications, 2008.
4.	Cron, W.L. and DeCarlo, T.E., Sales Management: Concepts and Cases, 10 th Edition, Wiley India Pvt. Ltd., 2011.
5.	Havalder, K. and Cavale, V., Sales and Distribution Management, 2nd Edition, Tata McGraw-Hill Education, 2011.

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				M		S		
CO 2	M	S				S		
CO 3				M		S	M	
CO 4					M	S	M	
CO 5						M	M	

S-Strong M-Medium L-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KM4	Brand Management	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	Understand brand equity & assess the equity of a brand by applying brand equity models										
C2	Examine brand identity and positioning strategy by applying brand identity & positioning guidelines/templates/model										
C3	Ability to develop a comprehensive go to market strategy for a brand										
C4	Evaluate various architecture types & examine brand extension strategies for success										
C5	Ability to conduct brand audit & demonstrate knowledge of brand valuation and methods										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	Introduction: Definition of Brand - Importance of Brands – Branding Challenges and Opportunities – Brand Equity Concept – Brand Equity Models – Kepler Brand Identity Model - Brands vs. Products Constituents of a Brand: Brand Elements – Brand Identity - Image and Personality – Brand DNA, Kernel, Codes and Promises – Point of Distribution and Point of Purchase							9	C1		
II	Brand Positioning: Basic Concepts – Risks – Brands and Consumers – Competitive Advantage through Strategic Positioning of Brands – Points of Parity – Points of Difference –Brand Building: Designing Marketing Programmes to Build Brands – Role of Social Media in Brand Building – Managing and Sustaining Brands Long-Term.							9	C2		
III	Brand Image: Image Dimensions, Brand Associations & Image, Brand Identity; Perspectives, Levels and Prisms. Managing Brand Image – Stages – Functional, Symbolic and Experiential Brands – Brand Audits – Brand Loyalty – Cult Brands							9	C3		
IV	Brand Valuation: Methods of Valuation – Implications for Buying & Selling Brands. Leveraging Brands: Brand Extension – Brand Licensing – Co-branding – Brand Architecture and Portfolio Management							9	C4		
V	Branding in Practice: Handling Name Changes and Brand Transfer – Brand Revitalisation and							9	C5		

	Rejuvenation – Global Branding Strategies – Building and Managing Brands Across Boundaries – Branding Industrial Products, Services and Retailers – Building Brands Online – Indianisation of Foreign Brands and Taking Indian Brands Global.		
	Total	45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Understand brand equity & assess the equity of a brand by applying brand equity models	PO4, PO7	
CO2	Examine brand identity and positioning strategy by applying brand identity & positioning guidelines/templates/model	PO1, PO2, PO6	
CO3	Possess the ability to develop a comprehensive go to market strategy for a brand	PO4, PO6, PO7	
CO4	Evaluate various architecture types & examine brand extension strategies for success	PO1, PO4	
CO5	Ability to conduct brand audit & demonstrate knowledge of brand valuation and methods	PO5, PO6, PO7	
Reading List			
1.	Kevin Lane Keller, Mats Georgson, & Tony Aperia, Strategic Brand Management, Kindle 2 nd Edition, 2013		
2.	Brand Management, Palgrave Mcmillan, 2021		
3.	Journal of brand management, Palgrave Macmillan		
4.	Journal of Product & brand Management ,Emerald Publishing		
References Books			
1.	Aaker, D., Building Strong Brands, Simon & Schuster, 2010.		
2.	Chevalier, M. and Mazzalovo, G., Luxury Brand Management: A World of Privilege, 2nd Edition, John Wiley and Sons, 2012.		
3.	Dutta, K., Brand Management: Principles and Practices, Oxford University Press, 2012.		
4.	Gupta, N.R., The Seven Principles of Brand Management, Tata McGraw-Hill Education, 2011.		
5.	Kapferer, J.N., The New Strategic Brand Management: Advanced Insights and Strategic Thinking, 5th Edition, Kogan Page, 2012.		
6	Keller, K.L., Strategic Brand Management, 3rd Edition, Pearson, 2011.		

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				S			S	
CO 2	M	S				S		
CO 3				M		S	S	
CO 4	M			S				
CO 5					S	M	M	

S-Strong M-Medium L-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks			
									CIA	External	Total	
P23KM5	Industrial Marketing	Elective	3	-	-	-	3	45	25	75	100	
Course Objectives												
C1	To understand the environment of Industrial Marketing.											
C2	To create awareness and understanding of the Organizational buying process.											
C3	To provide insights about industrial marketing opportunities.											
C4	To have an idea and awareness about Business marketing strategy.											
C5	To get familiar about customer relationship management practices and strategies.											
SYLLABUS												
UNIT	Details							No. of Hours	Course Objectives			
I	The Environment of Industrial Marketing: A Business Marketing perspective - The Industrial Market: Perspective on the organization buyer.							9	C1			
II	Organizational Buying Process: Dimensions of Organizational Buying - Organizational Buying Behaviour.							9	C2			
III	Assessing Marketing Opportunities: Business Marketing Intelligence - Segmenting the Organizational Market - Organizational Demand Analysis: Measuring Market Potential and Sales Forecasting.							9	C3			
IV	Business Marketing Strategy: Business Marketing Planning: Strategic Perspective - Managing the Business Product Line - Business Marketing Channels - Business Pricing Function - Advertising Sales Promotion and Personal Selling Function - Controlling Industrial Marketing Strategy.							11	C4			
V	Customer Relationship Management: Managing your customer service/sales profile - Choosing your CRM strategy - Tools for capturing customer information - Managing Relationships through conflict.							7	C5			
Total							45					
Course Outcomes												
Course Outcomes	On completion of this course, students will;							Program Outcomes				
CO1	Be aware of the environment of industrial marketing.							PO4, PO6				
CO2	Possess knowledge of the organizational buying process.							PO2, PO6, PO7				
CO3	Have insights on industrial marketing opportunities.							PO6,PO7				
CO4	Learn business marketing strategy.							PO6, PO7				
CO5	Have better understanding on customer relationship management.							PO4,PO6,PO7				

Reading List	
1.	Milind T.Phadtare ,PHI,Kindle
2.	Hory Sarkar Mukerjee, Industrial Marketing ,Kindle
3.	Journal of Business and Industrial Marketing, Emerald Group Publishing
4.	International Journal of Industrial Marketing, Macrothink Institute, USA
References Books	
1.	Phadtare, Milind T., Industrial Marketing, Prentice-Hall, 2 nd edition, 2021.
2.	Basu, S.K., Sahu, K. C. , Rajiv, B., Industrial Organization and Management, Prentice-Hall, 1 st edition, 2021.
3.	Francis Cherunilam., Industrial Marketing Text and Cases, 1 st edition, Himalaya Publishing House, 2022.
4.	Biemans, W.G., Business to Business Marketing; A Value-driven approach, 1 st edition, McGraw-Hill Education, 2010.
5.	Ghosh, P.K., Industrial Marketing, 1 st edition, Oxford University Press, 2005.

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				M		M		
CO 2		S				M	M	
CO 3						M	M	
CO 4						M	M	
CO 5				S		M	M	

S-Strong M-Medium L-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KM6	Services Marketing	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To familiarize the students to the basic concepts of Services marketing and Service Sector										
C2	To provide insights on Marketing Mix In Service Marketing										
C3	To throw light on Effective Management Of Service Marketing										
C4	To elucidate on Quality of Services ,GAPS and factors influencing Services Marketing										
C5	To create awareness and importance of various service sectors like Health, Hospitality, travel, hotels and Tourism ,Professional Service, Public Utility Services & Educational Services										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	Marketing Services: Introduction - Growth of the service sector - The Concept of Service - Characteristics of Service – Classification of Service – Designing of the Service, Blueprinting, Using Technology, Developing Human Resources, Building Service Aspirations.							9	C1		
II	Marketing Mix In Service Marketing: The Seven Ps: Product Decision, Pricing, Strategies And Tactics, Promotion Of Service And Placing Of Distribution Methods For Services. Additional Dimension In Services Marketing – People, Physical Evidence And Process.							9	C2		
III	Effective Management Of Service Marketing: Marketing Demand And Supply through Capacity Planning and Segmentation – Internal Marketing of Services – External versus Internal Orientation of Service Strategy.							9	C3		
IV	Delivering Quality Service: Causes Of Service – Quality Gaps. The Customer Expectations Versus Perceived Service Gap. Factors And Techniques To Resolve This Gap Customer Relationship Management. Gaps in Services – Quality Standards, Factors and Solutions – The Service Performance Gap – Key Factors and Strategies for Closing the Gap. External Communication to the Customers – The Promise versus Delivery Gap – Developing Appropriate and Effective Communication about Service Quality							9	C4		
V	Marketing Of Service With Special Reference: Financial							9	C5		

	Services – Health Service - Hospitality Services including travel, hotels and tourism - Professional Service - Public Utility Services - Educational Services.		
	Total	45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Possess knowledge and understanding on the basic concepts of managing Services marketing and Service Sector	PO4,PO7	
CO2	Possess knowledge on Marketing Mix in Service Marketing	PO6	
CO3	Have insights on Effective Management of Service Marketing	PO6,PO7	
CO4	Learn Quality of Services,GAPS and factors influencing Services Marketing	PO6	
CO5	Have better understanding on various service sectors like Health, Hospitality, travel, hotels and Tourism,Professional Service, Public Utility Services & Educational Services	PO4, PO5, PO6, PO7	
Reading List			
1.	R. Srinivasan, Services Marketing: The Indian Context 4th Edition, PHI, Edition, 2014		
2.	Jayantha Chatterjee Christopher Lovelock, Pearson, 2017, Kindle		
3.	Journal of services marketing, Emerald Insight		
4.	Journal of service management, Emerald Group Publishing Ltd		
References Books			
1.	Bateman, J.E. and Hoffman, D., Services Marketing, 4th Edition, Cengage Learning, 2011.		
2.	Gronoos, C., Service Management and Marketing: Customer Management in Service Competition, 3rd Edition, Wiley India, 2011.		
3.	Jauhari, V. and Dutta, K., Services: Marketing, Operations and Management, Oxford University press, 2009.		
4.	Lovelock, C., Wirtz, J. and Chatterjee, J., Services Marketing, 7th Edition, Pearson, 2019.		
5.	Srinivasan, R., Services Marketing: Indian Context, PHI Learning, 2012.		
6.	Zeithaml, V., Bitner, M.J., Gremler, D. and Pandit, A., Services Marketing, 5th Edition, Tata McGraw-Hill, 2017		

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				M			S	
CO 2						S		
CO 3						S	M	
CO 4						M		
CO 5				S	S	M	M	

S-Strong M-Medium L-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KM7	Customer Relations Management	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To familiarize the students to the basics and evolution of CRM										
C2	To provide insights on CRM Concepts										
C3	To throw light on Planning for CRM and strategy its development in an organization										
C4	To elucidate on CRM and Marketing Strategy										
C5	To create awareness and importance of CRM Planning and Implementation										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	Evolution of Customer Relationship: CRM-Definition, Emergence of CRM Practice, Factors responsible for CRM growth, CRM process, framework of CRM, Benefits of CRM, Types of CRM, Scope of CRM, Customer Profitability, Features Trends in CRM, CRM and Cost Benefit Analysis, CRM and Relationship Marketing.							9	C1		
II	CRM Concepts: Customer Value, Customer Expectation, Customer Satisfaction, Customer Centricity, Customer Acquisition, Customer Retention, Customer Loyalty, Customer Lifetime Value. Customer Experience Management, Customer Profitability, Enterprise Marketing Management, Customer Satisfaction Measurements, Web based Customer Support.							9	C2		

III	<p>Planning for CRM:</p> <p>Steps in Planning-Building Customer Centricity, Setting CRM Objectives, Defining Data Requirements, Planning Desired Outputs, Relevant issues while planning the Outputs, Elements of CRM plan, CRM Strategy: The Strategy Development Process, Customer Strategy Grid.</p>	9	C3
IV	<p>CRM and Marketing Strategy:</p> <p>CRM Marketing Initiatives, Sales Force Automation, Campaign Management, Call Centers. Practice of CRM: CRM in Consumer Markets, CRM in Services Sector, CRM in Mass Markets, CRM in Manufacturing Sector</p>	9	C4
V	<p>CRM Planning and Implementation:</p> <p>Issues and Problems in implementing CRM, Information Technology tools in CRM, Challenges of CRM Implementation. CRM Implementation Roadmap, Road Map (RM) Performance: Measuring CRM performance, CRM Metrics.</p>	9	C5
Total		45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	To familiarize the students to the basic and evolution of CRM	PO4,P06,PO7	
CO2	To provide insights on CRM Concepts	PO2,PO3	
CO3	To throw light on CRM and strategy its development in an organization	PO5,PO6,PO8	
CO4	To elucidate on CRM and Marketing Strategy	PO1,PO5	
CO5	To create awareness and importance of CRM	PO3,PO5,PO7	

	Planning and Implementation	
Reading List		
1.	“How to Win at CRM” Strategy, Implementation, Management,ebook	
2.	The Art of CRM: Proven strategies for modern customer relationship management Kindle Edition	
3.	Electronic Customer Relationship Management,Kindle Edition	
References Books		
1.	Kincaid, J., Customer Relationship Management: Getting it right, Pearson, 2005.	
2.	Kumar, V. and Reinartz, W.J., Customer Relationship Management: A Databased Approach, Wiley India Pvt. Ltd., 2006.	
3.	Makkar, U. and Makkar, H.K., Customer Relationship Management, Tata McGraw-Hill Education, 2011.	
4.	Peelen, E., Customer Relationship Management, Pearson, 2008.	
5.	Shanmughasundaram, S., Customer Relationship Management: Modern Trends and Perspectives, PHI Learning Pvt. Ltd., 2008.Education, 2010.	
6.	Kincaid, J., Customer Relationship Management: Getting it right, Pearson, 2005.	

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				2	3	2		
CO 2		3	2					
CO 3					2	3		3
CO 4	2				3			
CO 5			3			2	2	

3-Strong 2-Medium 1-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KM8	Retail Marketing	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To educate students and enable to understand and analyze current retailing trends and strategies.										
C2	To develop the students towards managing the retail stores and organizations.										
C3	To identify the nuances of visual merchandising and its elements.										
C4	To know the consumer purchase decision process in the context of organized retailing.										
C5	To emphasis on global retailing strategies.										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	Retailing – Definition, scope and importance in the globalized era, organized and unorganized retailing, emerging trends in retailing – e-tailing, mega shopping malls, the modern retail store. Major types of Retail Organizations, corporate chains, voluntary chains, retail cooperatives, franchise organizations and merchandizing conglomerates / retail store types / retail classification of stores, restaurants and service providing offices.							9	C1		
II	The Retail Store - Retail stores management / Roles and responsibilities of retail store managers / Human resource management – recruiting, hiring, training and development, performance management, payroll, work place scheduling / Store business operations – materials management, coordination with purchase department / finance and accounts / Problem solving / Safety and security. Store Essentials – Classification of grocery items / Store Essentials – Location / Store designs / Display accessories / Store atmospherics / Developing own brands / The power of mega retailers over manufacturers / Dimension attributes and its components that affect retail outlet selection.							9	C2		
III	Visual merchandizing components – merchandize as focal point, choice of colours, display themes, display to complement store strategy, spotless cleanliness, frequent change of displays and essentials of good display, lighting / special display kinds – window,							9	C3		

	marquee, freestanding or island, counter, brand corner, end cap cascade or waterfall displays / Store Exterior – façade, details, texture.Store Aids – Gadgets that aid retailing – barcode readers, credit card swipe machines, money counters, counterfeit detectors, cash register, coin counter, bill strapping machine, money vacuum sealing machine. Graphics and Signage / Props / POP's / Planogram.		
IV	Retail strategies – Supply chain management - managing material, information and financial flows / critical success factors /drivers, elements and goals / basic retail strategies – low price high turnover, discounted prices across all categories, lifestyle goods value price / exclusive goods premium price strategy / retail formatting / retail mix / building customer loyalty / customer relationship management.Retail Consumer Behavior – Difference between consumer and shopper / Frugal, impulsive, compulsive and tightwad buyers / Sub classification of shopping orientation / Catering to service consumers – gaps model for improving retail service quality / retail research.	9	C4
V	Retail Strategies for Global Growth – Building sustainable global competitive advantage, adapting to local customs and culture, adopting global culture and practices / Different entry strategies – direct investment, joint venture, forming strategic alliances and franchising. Online shopping – different formats, retail convergence.	9	C5
Total		45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Be able to enhance knowledge about current retailing trends and strategies.	PO6,PO7	
CO2	The students would be able to develop insights towards managing the retail stores and organizations.	PO1,PO2, PO7	
CO3	Know the significance of visual merchandising strategies.	PO4, PO6,PO7	
CO4	Develop knowledge and Understanding on consumer buying behavior	PO4, PO6	
CO5	Be able to understand the importance of global retailing strategies.	PO4,PO6	
Reading List			
1.	The Open University, Retail Marketing, Kindle		
2.	Barry Berman, Retail Management, Kindle Edition		

3.	Journal of retailing ,Elsevier
4.	International Journal of Sales, Retailing and Marketing,Circle International
References Books	
1.	Berman, B., Evans, J. and Mathur, M., Retail Management: A Strategic Approach, 11 th Edition, Pearson, 2011.
2.	Dunne, P. and Lusch, R., Retail Management, South-Western, 2009.
3.	Gilbert, D., Retail Marketing Management, 2 nd Edition, Pearson, 2006.
4.	Goldrick, P., Retail Marketing, 2 nd Edition, McGraw-Hill Education, 2002.
5.	Miller, D., Retail Marketing, Tilde University Press, 2011.

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1						S	S	
CO 2	M	S					S	
CO 3				M		S	S	
CO 4				M		S		
CO 5				M		S		

S-Strong M-Medium L-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KM9	Rural Marketing	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To discuss the various aspects of rural marketing as an integral part of marketing management and develop an understanding of rural marketing.										
C2	Differentiate the rural market environment from the urban and semi-urban markets.										
C3	Understand the factors influencing the rural consumer behavior and their brandloyalty.										
C4	To analyze rural markets through marketing mix while applying the marketing concepts suitable to the rural markets.										
C5	To evaluate pricing and distribution strategies for rural consumers.										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	Rural Marketing– Definitions, myths and realities of rural marketing, potential of the Indian rural market, the rate of growth and market share of rural market for consumer and non durable goods. Needs, Wants and Demands of the Rural Customer. Values and satisfaction that spell satisfaction for the rural customer. The Rural Marketing Environment – Rural demography – the percentage of youth and their influence on family buying. Economic capacity and potential of rural market. Lack of technological support and infrastructure. Political environment and Rural Culture and its influence on rural marketing.							9	C1		
II	Rural Consumer Behavior – Cultural and sub cultural influences of different regions and within regions. Caste and social divisions and their influence. Influence of city educated youth, city bred daughter/son in law, village heads on rural buying. Occupation, lifestyle, influence of men over women and other determinants in rural marketing choice.Rural Marketing Segmentation – Geographic / Climatic / Water resources based / Nearness to town based / Industrialization based / Access by road or railway based / Demographic based – Population concentration, Socio Economic Classification, Income based.							9	C2		
III	Product – Specifically designed to suit rural environment / Products that work without electricity on batteries							9	C3		

	/Colours to choose rural choice (bright and colourful and not subtle and somber) Smaller packages that are less priced / Value based but not cheap products that hurt rural sensitivities. Pricing – Pre conceived notions do not help / Pricing related to Crop Harvest Times / Special Occasion Pricing / Pricing relating to rural Festivities and Fairs (Thiruviza), Easy Payment terms.		
IV	Place of Sale – Lack of outlets, transportation and warehousing, cost / service dilemma / the village shop that sells all from groceries to sanitary, cement, consumer durables and so on. The power of the delivery cum sales van. Other non conventional delivery mechanisms such as sales through computer based kiosks, self help groups, retired army personnel. Promotion – Logos, symbols and mnemonics to suit rural understanding. Picture based brands /Packaging should carry pictures for easy identification (Detol Sword / Nirma dancing girl) Selecting Proper Media Mix – TV / Radio / Cinema / Outdoor / Audio visual units / Publicity vans or bullock carts / Contacted Audio visual vans / Group demonstrations / Puppet Shows / Harikathas / Music CD's / Word of Mouth Promotions / Interpersonal Rural Specific Media through touch, feel and talk modes of communication.	9	C4
V	Rural Sales Force Management – Importance of Hiring Salesmen willing to work in Rural Environment / Possess rural culture and congruence / Attitude suited to Rural Culture / Knowledge of local language, culture and habits / Ability and willingness to several products at a time. Corporate and Government Efforts and Innovations – Mckinsey Study / Hansa Research / National Council of Agricultural and Economic Research / FICCI and Ernst and Young Studies / DCM Hariyali Kisan Bazar / ITC Choupal Sagar / Godrej Agrovet (GAVL), HUL's - Fair and Lovely, Lipton / Project Shakti / Hindustan Petroleum's Rasoi Ghars or community kitchens to popularize and sell LPG cylinders (cooking gas).	9	C5
	Total	45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Have an understanding about basic concepts of rural marketing.	PO4, PO6	
CO2	Be able to Differentiate the rural market environment from the urban and semi-urban markets.	PO6	

CO3	Have In depth understanding the factors influencing the rural consumer behavior and their brand loyalty.	PO4.PO6,PO7
CO4	Be able to apply the marketing concepts suitable to the rural markets.	PO4, PO6
CO5	Be able to understand pricing and distribution strategies for rural consumers.	PO2, PO4, PO6
Reading List		
1.	Sanal Kumar Velayudhan, Rural Marketing,Kindle	
2.	Pradeep Kashyap,Rural Marketing,Kindle	
3.	International journal of Rural Management,Sage	
4.	International Journal of trend in scientific research and development,	
References Books		
1.	Bhatia, T., Advertising and Marketing in Rural India, 2 nd Edition, Macmillan Publishers India Ltd., 2007.	
2.	Dogra, B. and Ghuman, K., Rural Marketing: Concepts and Practices, Tata McGraw-Hill Education, 2007.	
3.	Kashyap, P., Rural Marketing, 2 nd Edition, Pearson, 2012.	
4.	Krishnamacharyulu and Ramakrishnan, L., Cases in Rural Marketing: An Integrated Approach, Pearson, 2008.	
5.	Krishnamacharyulu and Ramakrishnan, L., Rural Marketing: Text and Cases, 2 nd Edition, Pearson, 2011.	
6.	Velayudhan, S.K., Rural Marketing: Targeting the Non-Urban Consumer, 2 nd Edition, Response Books, 2007.	

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				M		S		
CO 2						S		
CO 3					M	S	S	
CO 4				S		S		
CO 5		M		M		S		

S-Strong M-Medium L-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KM10	International Marketing	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To increase globalization by integrating the economies of different countries.										
C2	To assist developing countries in their economic and industrial growth by inviting them to the international market thus eliminating the gap between the developed and the developing countries.										
C3	To assure sustainable management of resources globally.										
C4	To propel export and import of goods globally and distribute the profit among all participating countries.										
C5	To enhance free trade at global level and attempt to bring all the countries together for the purpose of trading.										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	International Marketing Environment: Factors/Dimensions influencing International Marketing – Controllable and Uncontrollable factors in International Marketing.							9	C1		
II	Product Policy – International Product Life Cycle – Export Pricing. International Marketing Decision: Marketing Decision – Market Selection Decision – Market Entry Decision – Marketing Mix Decision. International Marketing Research: Marketing Information System – Market Research – Marketing Research – Methodology for Marketing Research – International Research Strategy – Desk Research and Filed Research – Market Oriented Information – International Marketing Intelligence – Competitive Intelligence.							9	C2		
III	International Sales Contract: Major Laws – INCO Terms – Standard clauses of International sales Contract – Role of Indian Council of Arbitration / International Chamber of Commerce in solving Trade disputes. International Trade Liberalization: General Agreement on Tariff and Trade (GATT) – World Trade Organization (WTO) – GATS – UNCTAD – Trade Blocks: Customs Union – EU – Intra – African Trade: Preferential Trade Area (PTA) – European Free Trade Area (EFTA) – Central American Common Market							9	C3		

	(CACM) – Latin American Free Trade Association (LAFTA) – North American Free Trade Agreement (NAFTA) – Association of South East Asian Nations (ASEAN) – CARICOM – GSTP – GSP – SAPTA – Indian Ocean RIM initiative – BIM ST – EC – World Bank, IMF, International Finance Corporation – Multinational Investment Guarantee Agency (MIGA). World Trade in Services – Counter Trade – World Commodity Markets and Commodity Agreements.		
IV	India's Foreign Trade: Recent Trends in India's Foreign Trade – India's Commercial Relations and Trade Agreements with other countries – Institutional Infrastructure for Export Promotion in India – Export Assistance – Export Finance – Export Processing Zones (EPZs) – Special Economic Zones (SEZs) – Exports by Air, Post and Sea – Small Scale Industries (SSI) and Exports – Role of ECGC - Role of EXIM Bank of India – Role of Commodity Boards – Role of State Trading Agencies in Foreign Trade – STC, MMTC, etc. Export Regulations: Procedure for export of goods – Quality control and Pre-shipment Inspection – Excise Clearance – Customs Clearance – Port Formalities – Exchange Regulations for Export – Role of Clearing and Forwarding Agents. Procedure for Executing an Export Order – Export and Import Documentation - Export Packing – Containerisation – World Shipping – Liners and Tramps – Dry ports- Project Exports – Joint Ventures - Marine Insurance and Overseas Marketing - Export Payment – Different Modes of Payment and Letters of Credit.	9	C4
V	World Trade and India: - Globalisation and Role of Multinational Enterprises (MNEs) - Overview of Export – Import Policy of India – Basic Objectives, Role and Functions of Export Promotion Councils.	9	C5
Total		45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Identify and analyse opportunities within international marketing environments	PO4, PO7	
CO2	Utilise cases, readings and international business reports to evaluate corporate problems/opportunities in an international environment; Select, research, and enter a	PO4, PO7	

	new international market;	
CO3	Prepare an international marketing plan; Develop a comprehensive course of action for a business firm using formal decision making processes;	PO2, PO4
CO4	Possess understanding and knowledge on Export trade	PO4, PO6, PO7
CO5	Have comprehensive knowledge and understanding on the role and functions of Export Promotion Councils	PO4, PO6
Reading List		
1.	R.Srinivasan, International Marketing, PHI Learning Pvt. Ltd., 2008	
2.	Roger Bennett, Jim Blythe, International Marketing: Strategy Planning, Market Entry & Implementation, Kogan Page, 2002	
3.	Journal of International Marketing, SAGE Publications	
4.	Journal of International Business Studies, Palgrave MmMillan	
References Books		
1.	Baack, D., Harris, E. and Baack, D., International Marketing, Sage Publications, 2012.	
2.	Cateora, P., Graham, J. and Salwan, P., International Marketing, 13 th Edition, Tata McGraw-Hill Education, 2008.	
3.	Czinkota, M. and Ronkainen, I., International Marketing, 8 th Edition, South-Western, 2007.	
4.	Onkvisit, S. and Shaw, J., International Marketing: Analysis and Strategy, 3 rd Edition, PHI Learning, 2009.	
5.	Paul, J. and Aserkar, R., Export Management, Oxford University Press, 2008.	
6.	Salvatore, D., International Economics: Trade and Finance, 10 th Edition, Wiley, 2012.	

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				M			M	
CO 2				M			M	
CO 3		S		M				
CO 4				M		S	M	
CO 5				M			M	

S-Strong M-Medium L-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KM11	Advanced Selling and Negotiation Skills	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To familiarize the students to the basic concepts of selling and sales organizations										
C2	Understand the theories of personal selling and selling strategies										
C3	To learn the negotiation skills										
C4	The importance of negotiation intelligence and its usefulness										
C5	Understand the development of salesforce organization										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	Concepts of Selling and Sales Organization: Sales Management - Evolution of sales function - Objectives of sales management positions - Functions of Sales executives - Relation with other executives. Sales Organization and Relationship: - Purpose of sales organization - Types of sales organization structures - Sales department external relations - Distributive network relations.							9	C1		
II	Theories of personal selling and selling strategies: Theories of personal selling - Types of Sales executives - Qualities of sales executives - Prospecting, pre-approach and post-approach - Organizing display, showroom & exhibition -Sales							9	C2		

	Presentations.		
III	<p>Negotiation strategies and Stages:</p> <p>Negotiation strategies – Distributive Negotiations- Integrative Negotiations - Conflict and Dispute Resolution - Reasons for negotiations breakdowns - Legal aspects in Sales & Negotiation - Negotiation stages - The Preparation Stage - Preparing a range of objectives - Constants and variables - Researching the other party - The Discussion Stage - Rapport building - Opening the negotiation - Questioning techniques - Listening skills - Controlling emotions - Art of persuasion and emotions – ethics in sales.</p>	9	C3
IV	<p>Negotiating Intelligence, Bargaining & Closing:</p> <p>Negotiating Intelligence - Influencing and assertiveness skills - Spotting the signs - non-verbal communication and voice clues - The Proposing Stage - Stating your opening position - Responding to offers – Adjournments - Administering Contracts and Role of Negotiations - The Bargaining and Closing Stage - Making concessions - Closing techniques - Confirming agreement.</p>	9	C4
V	<p>Sales force Administration & Management:</p> <p>Sales Analysis - Sales quotas - sales budget - sales territory allocation - sales audit - Sales Force Management - Recruitment and Selection - Sales Training - Sales Compensation -Contemporary Issues.</p>	9	C5
	Total	45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Possess the knowledge on the basic concepts of the sales organization.	P01, PO3, PO7	

CO2	Possess knowledge about theories of selling	PO1, PO2, PO7, PO8
CO3	Have insights negotiation strategies	PO1, PO3, PO6
CO4	Have understanding about negotiation skills	PO2, PO5, PO7
CO5	Develop knowledge about salesforce administration and management	PO1, PO3, PO8
Reading List		
1.	Selling and Negotiation Skills - A Pragmatic Approach - Prashant Chaudhary – Sage publishing	
2.	Advanced negotiation techniques, A McCarthy, S Hay - Springer	
3.	Negotiation Skills, AF Galal - books.google.com	
4.	Commercial negotiation skills, S Ashcroft - Industrial and Commercial Training, - emerald.com	
References Books		
1.	Naresh K. Malhotra (2019) Marketing Research: An Applied Orientation, 7th Edition Pearson Education, ISBN-13: 978-0134734842.	
2.	Dawn Iacobucci (2014), Marketing Models: Multivariate Statistics and Marketing Analytics, Createspace Independent Publishing Platform, ISBN 13: 9781502901873.	
3.	V. Kumar, Robert P. Leone, David A. Aaker, George S. Day and Gopal Das (2018), Marketing Research, 13th Edition, Wiley Publication, ISBN: 9788126577125	
4.	Hair, J.F., Jr., Black, W.C., Babin, B.J. & Anderson, R.E. (2014). Multivariate data analysis: Pearson new international edition (7th ed.). Upper Saddle River, N.J.: Pearson Education. ISBN: 9781292021904.	
5.	Sarstedt, M.; Mooi, E. (2019), A Concise Guide to Market Research: The Process, Data, and Methods Using IBM SPSS Statistics. Third Edition, Berlin: Springer Berlin.	
6.	Naresh K. Malhotra (2019) Marketing Research: An Applied Orientation, 7th Edition Pearson Education, ISBN-13: 978-0134734842.	

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S		M				S	
CO 2	S	S					S	S
CO 3	M		S					S
CO 4		S			M		S	
CO 5	S		S					S

S-Strong M-Medium L-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks			
									CIA	External	Total	
P23KM12	Channel Management Strategies	Elective	3	-	-	-	3	45	25	75	100	
Course Objectives												
C1	To familiarize the students to the basic concepts of Marketing Channels											
C2	To provide insights on Channel Design											
C3	To throw light on Channel Implementation											
C4	To elucidate on Channel Institutions											
C5	To create awareness and importance of Channel performance assessment											
UNIT	Details							No. of Hours	Course Objectives			
I	Introduction to Marketing Channels: Meaning – Structure – Functions - Importance - Types - Contribution of channel partners to marketers and consumers.							9	C1			
II	Channel Design: Channel design – Demand, supply and Channel efficiency - Types of channels based on segmentation – Supply side channel analysis – Channel flows and efficiency analysis – Channel Structure and Intensity – Gap analysis							9	C2			
III	Channel Implementation: Channel power – Getting it, using it, keeping it – Managing Conflict to Increase Channel Coordination – Strategic Alliances in Distribution – Vertical Integration in Distribution – Legal Constraints on marketing channel policies.							9	C3			
IV	Channel Institutions: Retailing, Wholesaling, Franchising, Electronic Marketing Channel - Logistics and Supply Chain Management - Omni and Hybrid Channels - Channel proliferation – online, offline, business to business, business to consumer, vertical and backward channel integration.							9	C4			
V	Channel performance assessment: Evaluation of Channel members’ performance – Criteria – Process - Channel Efficiency – Channel Compensation – Performance Metrics							9	C5			
Total							45					
Course Outcomes												
Course Outcomes	On completion of this course, students will;							Program Outcomes				
CO1	To familiarize the students to the basic concepts of							P01, PO3, PO7				

	Marketing Channels	
CO2	To provide insights on Channel Design	PO1, PO2, PO7, PO8
CO3	To throw light on Channel Implementation	PO1, PO3, PO6
CO4	To elucidate on Channel Institutions	PO2, PO5, PO7
CO5	To create awareness and importance of Channel performance assessment	PO1, PO3, PO8
Reading List		
1.	Channel strategy - Springer LINK	
2.	Channel Management - ResearchGate	
3.	Channel Management - SAGE Journals	
4.	Journal of Marketing Channels	
References Books		
1.	Palmatier, R., Stern, L., & El-Ansary, A., Marketing Channel Strategy Routledge 2016.	
2.	K. G. Hardy , Allan J. Magrath(1988) , Marketing Channel Management	
3.	Meenal Dhotre, Channel Management and Retail Marketing 2010, Himalaya Publishing House	
4.	Furey, T., & Friedman, L. (2012). Channel Advantage, The. Routledge.	
5.	Fotiadis, T., & Folinas, D. (2017). Marketing and Supply Chain Management: A Systemic Approach. Routledge.	
6.	Anne T. Coughlan, Erin Anderson, Louis W. Stern and Adel I. El – Ansary, Marketing Channels, 7th Edition 2008, Pearson	

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S		M				S	
CO 2	S	S					S	S
CO 3	M		S					S
CO 4		S			M		S	
CO 5	S		S					S

S-Strong M-Medium L-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KM13	Customer Engagement Marketing	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	Understand how to build good customer relationships										
C2	Acquire methods for uncovering the customer's needs										
C3	Understand the importance of making a persuasive case										
C4	Learn how to say 'no' to unreasonable demands										
C5	Master techniques for structuring effective customer meetings										
UNIT	Details							No. of Hours	Course Objectives		
I	Concepts and Meaning of Customer Engagement: Customer Relationship Management, Customer Experience Management and Customer Engagement – Customer Engagement Behaviour: Behavioral perspectives of customer engagement and Theoretical Foundations – The Process of Customer Engagement - Metrics for Engaging Customers							9	C1		
II	Customer Engagement and Brand Relationships: Connective Brands with Customers - Assessing Customer Engagement and brand relationship - Customer Engagement in virtual brand community –Social Network platforms - Customer Engagement in offline brand community.							9	C2		
III	Conceptualizing and Measuring Customer Engagement Value: Customer Brand Value, Customer Lifetime Value, Customer Referral							9	C3		

	Value, Business Reference Value.		
IV	Engagement, Interactivity, Social Media and Technology: Customer Influence Value, Customer Knowledge Value - Managing the Customer Engagement Value Framework - Organizational Challenges	9	C4
V	Emerging Customer Engagement: Antecedents and outcomes of Customer Engagement - Developing a Spectrum of Positive to Negative Citizen Engagement - Negative Customer Brand Engagement in Blogs - Contemporary Issues in customer engagement.	9	C5
Total		45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Explain and illustrate the strategic role of data analytics in digital marketing.	PO3, PO4, PO7	
CO2	Identify and evaluate appropriate tools and techniques to analyse digital marketing performance.	PO3, PO8	
CO3	Apply a variety of data collection and analysis technologies for the purposes of digital marketing analysis.	PO3, PO8	
CO4	Interpret digital marketing data analysis and translate it into tangible strategic and tactical insights.	PO2, PO5, PO7	
CO5	Consider the ethical considerations of big data in sustainable businesses.	PO4, PO5, PO7	
Reading List			
1.	A Pansari, V Kumar - Customer engagement marketing , 2018 - Springer		

2.	Customer engagement: Contemporary issues and challenges RJ Brodie, LD Hollebeek, J Conduit - 2015 - books.google.com
3.	Past, present, and future of customer engagement WM Lim, T Rasul, S Kumar, M Ala - Journal of Business Research, 2021 - Elsevier
4.	Strategic customer engagement marketing: A decision making framework A Alvarez-Milán, R Felix, PA Rauschnabel... - Journal of Business ..., 2018 - Elsevier
References Books	
1.	Kumar V (2014), Profitable Customer Engagement Concept, Metrics and Strategies, Sage Publications Pvt. Limited, New Delhi, India
2.	Palmatier, Robert W., Kumar, V., Harmeling, Colleen M. (2018), Customer Engagement Marketing, Palgrav Macmillan, India
3.	Linda Pophal (2014), The Everything Guide To Customer Engagement: Connect with Customers to Build Trust, Foster Loyalty, and Grow a Successful Business, Adams Media, Massachusetts, USA.
4.	Roderick J. Brodie, Linda D. Hollebeek and Jodie Conduit (2016), Customer Engagement, Contemporary Issues and Challenges, Routledge
5.	Engagement Marketing by Goodman Gail F. John Wiley & Sons Inc (2018)
6.	Customer Engagement Marketing- Robert W. Palmatier, V. Kumar, Colleen M. Harmeling (2018)

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1			S	M			S	
CO 2			S					S
CO 3			M					S
CO 4		M			S			M
CO 5				S	S		S	

S-Strong M-Medium L-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KM14	Digital Marketing	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	Understand the digital marketing space and acquire knowledge on digital marketing strategy										
C2	To learn and comprehend on SEO and SEM										
C3	To acquire knowledge on the various channels of SMM										
C4	To learn, understand, and evaluate Search analytics and Web analytics										
C5	To create awareness and understanding on google analytics										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	Digital Marketing Strategy: Digital vs. Traditional marketing- Online marketing space - Significance of digital marketing - Online marketing mix - E-products - STP - E-price - E-Promotion - Affiliate marketing - Online tools for Content Marketing – Market influence analytics in Digital Eco System.							9	C1		
II	SEO: Keyword strategy – SEO strategy – SEO success factors – On page and Off page techniques - Search Engine Marketing (SEM) – Working of Search Engine – SEM Components.							9	C2		
III	Social Media Marketing: Social Media Channels – Email marketing – SMS marketing - Social Media Strategy - Web PR and Online reputation management - Adwords - PPC Advertising - Video SEO - Conversion Optimization Monitoring - trends analysis – dashboards - segmentation - Navigation analysis (funnel reports, heat							9	C3		

	maps, etc.).		
IV	Search and Web Analytics: Search analytics Current trends & challenges - web analytics & Web 2.0, multi-channel marketing management, web mining & predictive analytics - Understanding the key fabric of the Web - Sources of data: clickstream data, online surveys, usability research - Clickstream data collection techniques - web server log analysis - page tagging - Web metrics and Key Performance Indicators (KPIs): simple views, visitor counts, measuring content, engagement, conversions, etc. Framework for mapping business needs to web analytics tasks - Data collection architecture- Introduction to OLAP, Web data exploration and reporting - Introduction to Splunk.	9	C4
V	Google Analytics: Key features and capabilities of Google analytics - how Google analytics works - implementing Google analytics - getting up and running with Google analytics - navigating Google analytics - using Google analytics reports - Google metrics - using visitor data to drive website improvement - focusing on key performance indicators- integrating Google analytics with third-party applications.	9	C5
	Total	45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	To examine and explore the role and importance of digital marketing in today's rapidly changing business environment.	PO1, PO3, PO7	
CO2	To focusses on how digital marketing can be utilised by organisations and how its effectiveness can measured.	PO1, PO2, PO7, PO8	
CO3	To know the key elements of a digital marketing	PO1, PO3, PO6	

	strategy	
CO4	To study how the effectiveness of a digital marketing campaign can be measured	PO2, PO5, PO7
CO5	To demonstrate advanced practical skills in common digital marketing tools such as SEO, SEM, Social media and Blogs.	PO1, PO3, PO8
Reading List		
1.	M Bala, D Verma - ... (2018). A Critical Review of Digital Marketing ..., 2018 - papers.ssrn.com	
2.	Digital marketing: global strategies from the world's leading experts YJ Wind, V Mahajan - 2002 - books.google.com	
3.	Digital marketing: A practical approach A Charlesworth - 2014 - taylorfrancis.com	
4.	Modern trends in the development of digital marketing NI Arkhipova, MT Gurieva - RSUH/RGGU Bulletin. Series ..., 2018 - ideas.repec.org	
References Books		
1.	Rob Stokes, (2014), e-marketing: The Essential Guide to Digital Marketing, 5th edition, Quirk Education.	
2.	Dave Chaffey, Fiona Ellis-Chadwick, Richard Mayer, Kevin Johnston, (2012), Internet Marketing: Strategy, Implementation and Practice, Prentice Hall. Liana Evans, (2010), Social Media Marketing: Strategies for Engaging in Facebook, Twitter & Other Social Media, Que Publishing.	
3.	Vandana Ahuja, (2015), Digital Marketing, 1st edition, Oxford University Press.	
4.	Avinash Kaushik, (2009), Web Analytics 2.0: The Art of Online Accountability and Science of Customer Centricity.	
5.	Rob Stokes, (2014), e-marketing: The Essential Guide to Digital Marketing,	

	5th edition, Quirk Education.
6.	Rob Stokes, (2014), e-marketing: The Essential Guide to Digital Marketing, 5th edition, Quirk Education.

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S		M				S	
CO 2	S	S					S	S
CO 3	M		S			S		
CO 4		S			M		S	
CO 5	S		S					S

S-Strong M-Medium L-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KM15	Marketing Analytics	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To familiarize the students to the basic concepts of Marketing analytics.										
C2	To provide insights on Business Strategies.										
C3	To throw light on Product and Price analytics.										
C4	To elucidate on distribution analytics.										
C5	To create awareness and importance of sales analytics.										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	Marketing Analytics Framework: Introduction to Marketing Analytics and Models. Market Insight - Market Data Source – treatment of outliers, Market sizing, PESTLE Market analysis, Porter Five Force Analysis Market segment identification, targeting and positioning - Tools and Techniques: Regression, Cluster Analysis, and Perceptual Mapping Techniques.							9	C1		
II	Business Strategy and Operations: Analytics based strategy selection with strategic models - Strategic Scenarios, Strategic Decision Models, and Strategic Metrics. Business Operations: Forecasting - Predictive Analytics - Data Mining - Balanced Scorecard - Critical Success Factors.							9	C2		
III	Product and Price Analytics: Product analytics: Conjoint Analysis model - Decision Tree Model -							9	C3		

	Portfolio Resource Allocation - Product/ service Metrics, Attribute Preference testing. Price Analytics: Pricing Techniques - Pricing Assessment - Profitable pricing - Pricing for Business Markets - Price Discrimination.		
IV	Distribution and Promotions Analytics: Distribution Analytics: Distribution Channel Characteristics - Retail Location selection, Channel Evaluation and Selection - Multi-channel Distribution. Promotion Analytics: Promotion Budget estimation - Promotion Budget Allocation – Ad value equivalence model - Promotion Metrics for traditional Media - Promotion Metrics for social media.	9	C4
V	Sales Analytics: E commerce sales model, sales metrics, profitability metrics and support metrics - Rapid decision models - data driven presentations - contemporary issues and opportunities in application of marketing analytics in different sectors.	9	C5
	Total	45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Understand the basic concepts of Marketing analytics.	PO1, PO3, PO7	
CO2	Analyse and Implement Business Strategies.	PO1, PO2, PO7, PO8	
CO3	Use differential Product and Price analytics.	PO1, PO3, PO6	
CO4	Compare and employ on distribution analytics.	PO2, PO5, PO7	
CO5	Use appropriate sales analytics.	PO1, PO3, PO8	
Reading List			
1.	Marketing analytics: Methods, practice, implementation, and links to other fields		

	SL France, S Ghose - Expert Systems with Applications, 2019 - Elsevier
2.	Marketing analytics for customer engagement: a viewpoint S Nagaraj - International Journal of Information Systems and Social ..., 2020 - igi-global.com
3.	Journal of Marketing Analytics - Palgrave Macmillan
4.	Applied Marketing Analytics Henry Stewart Publications
References Books	
1.	Stephen Sorger, (2013), MARKETING ANALYTICS, Strategic Models and Metrics, First Edition, Admiral Press.
2.	Gary L. Lilien and Arvind Rangaswamy (2014), Marketing Engineering: Computer Assisted Marketing Analysis and Planning, 2 nd edition, Trafford Publishing UK.
3.	Wayne L. Winston (2014), Marketing Analytics: Data-Driven Techniques with Microsoft Excel, First Edition, Wiley, Indianapolis.
4.	Paul W. Farris, Neil T. Bendle, Phillip E. Pfeifer, David J. Reibstein (2010), Marketing Metrics, 2nd Edition, Pearson USA.
5.	Mike Grigsby (2018), Marketing Analytics: A Practical Guide to Improving Consumer Insights Using Data Techniques, 2nd Edition, NY: Kogan Page Limited, New York.
6.	Rajkumar Venkatesan, Paul W. Farris, Ronald T. Wilcox, Marketing Analytics Essential Tools for Data-Driven Decisions, University of Virginia Press, 1st Edition, 2021.

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3		2				3	
CO 2	3	3					3	3
CO 3	2		3					3
CO 4		3			2		3	
CO 5	3		3					3

3-Strong 2-Medium 1-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KM16	Marketing Metrics	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To understand market share and concept of customer profitability.										
C2	To provide fundamental knowledge on product and portfolio management.										
C3	To understand the Margins & Profits, Pricing Metrics, price sensitivity.										
C4	To provide fundamental knowledge on promotional and Advertising metrics										
C5	To expose the students to Linking marketing metrics to financial performance										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	<p>Market Share and Customer Profitability: Market share: Share of Mind, Share of Heart -Market share in Units – Market share in Revenue, Relative Share - Competitive analysis - Market Concentration - Market Penetration – BDI-CDI.</p> <p>Customer Profitability - the value of individual customers and Relationships - Customers Regency and Retention. Prospect Value - Average acquisition cost - Average retention cost.</p>							9	C1		
II	<p>Product & Portfolio Management: Trial, Repeat, Penetration, and Volume Projections ,Growth: Percentage and Compound Annual Growth Rate, Cannibalization Rates and Fair Share Draw - Brand equity metrics -Conjoint utilities and consumer projections - Segment utilities - Conjoint utilities and volume projections.</p>							9	C2		

III	<p>Margins & Profits, Pricing Metrics: Unit Margin- Margin percentage - Channel Margins - Average Price per unit - Price per statistical unit - Variable and fixed costs-Marketing spending- Contribution per unit- Contribution margin percentage - Break even sales - Target volume - Target revenues.</p> <p>Price sensitivity and optimization - setting prices to maximize profits - Price Premium, Reservation Price, Percent Good Value- Price elasticity of demand - optimal price - residual elasticity</p>	9	C3
IV	<p>Promotions and Advertising Metrics: Promotion Metrics: Temporary price promotions - Baseline Sales, Incremental Sales, and Promotional Lift - Redemption Rates for Coupons / Rebates. The central measures of advertising coverage and effectiveness - Model for consumer response to advertising –</p> <p>Advertising Metrics: Impressions, Gross Rating Points, and Opportunities to See Cost per Thousand Impressions (CPM) Rates. Reach/Net Reach and Frequency. Share of Voice Impressions</p>	9	C4
V	<p>Sales force and Channel Management: Linking marketing metrics to financial performance – Workload - Sales potential forecast - Total sales force effectiveness - Sales force organization, performance, and compensation.</p> <p>Distribution coverage and logistics. Sales Force Coverage, Sales Force Goals. Sales Force Results. Sales Force Compensation. Facings and Share of Shelf Out of Stock and out-of-Service Levels - Direct product profitability – GMROI - Net profit-Return on sales-Return on investment - Economic profits – EVA – payback – NPV – IRR – ROMI - Application of marketing metrics in organizations.</p>	9	C5
	Total	45	

Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Able to understand market share and concept of customer profitability.	PO1, PO3, PO6, PO8
CO2	Become familiar with fundamental knowledge on product and portfolio management.	PO2, PO5, PO6,
CO3	Able understand the Margins & Profits, Pricing Metrics, price sensitivity.	PO1, PO3, PO5, PO7
CO4	Become familiar fundamental knowledge on promotional and Advertising metrics	PO2, PO5, PO6, PO7
CO5	Become familiar about Linking marketing metrics to financial performance	PO1, PO3, PO5, PO7, PO8
Reading List		
1.	Key marketing metrics: the 50+ metrics every manager needs to know P Farris, N Bendle, P Pfeifer, D Reibstein - 2017 - books.google.com	
2.	Content marketing metrics: Theoretical aspects and empirical evidence E Rancati, N Gordini - European Scientific Journal, 2014 - core.ac.uk	
3.	Marketing metrics: The definitive guide to measuring marketing performance PW Farris, N Bendle, PE Pfeifer, D Reibstein - 2010 - books.google.com	
4.	Marketing metrics:: Status of six metrics in five countries P Barwise, JU Farley - European Management Journal, 2004 - Elsevier	
References Books		

1.	Paul W. Farris, Neil T. Bendle, Phillip E. Pfeifer, David J. Reibstein (2010), Marketing Metrics, 2nd Edition, Pearson USA.
2.	Stephen Sorger, (2013), MARKETING ANALYTICS, Strategic Models and Metrics, First Edition, Admiral Press.
3.	Gary L. Lilien and Arvind Rangaswamy (2014), Marketing Engineering: Computer-Assisted Marketing Analysis and Planning, Trafford Publishing UK
4.	Wayne L. Winston (2014), Marketing Analytics: Data-Driven Techniques with Microsoft Excel, Wiley, Indianapolis.
5.	Customer Experience 3.0: High-Profit Strategies in the Age of Techno Service, John A. Goodman, Amacom, 2014.
6.	Paul W. Farris, Neil T. Bendle, Phillip E. Pfeifer, David J. Reibstein (2010), Marketing Metrics, 2nd Edition, Pearson USA.

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3		3			3		2
CO 2		2			3	3		
CO 3	3		3		2		2	
CO 4		3			2	2	3	
CO 5	3		2		3		3	2

3-Strong 2-Medium 1-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KM17	New Product Strategies	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To familiarize the students to the basic concepts of New Product Strategy										
C2	To provide insights on Generation of new product ideas and identifying new market opportunities										
C3	To throw light on Selecting Market opportunity and Designing new market offers										
C4	To elucidate on Brand identity development										
C5	To hypothesize and implement new product Entry Strategies										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	Basics of New Product Strategy: New Product Strategy-decisions- consumer behavior adoption and diffusion of innovations; characteristics, purpose, risk in new products; PLC.							9	C1		
II	Idea Generation and Development: Generation of new product ideas and identifying new market opportunities, New Product Planning Process-stage gate system and its application.							9	C2		
III	The Product offer: Selecting Market opportunity and Designing new market offers-Concept Generation and Evaluation, Developing and Testing Physical offers.							9	C3		
IV	New Product Brand Development and Pricing Strategies: Importance of Brand decisions and Brand identity development; Pricing of a new product, Pre-							9	C4		

	test Marketing.		
V	New Product Launch: Entry Strategies - Pre-launch, during launch and Post launch preparations.	9	C5
	Total	45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Be familiar with the basic concepts of New Product Strategy	PO1, PO3, PO7	
CO2	Be well versed in Generation of new product ideas and identifying new market opportunities	PO1, PO2, PO7, PO8	
CO3	Select Market opportunities and Designing new market offers	PO1, PO3, PO6	
CO4	Develop Brand identity development	PO2, PO5, PO7	
CO5	Hypothesize and implement new product Entry Strategies	PO1, PO3, PO8	
Reading List			
1.	Product Strategy & Roadmaps, Kindle Edition, 2017		
2.	Roman Picher, Strategize: Product Strategy and Product Roadmap Practices for the Digital Age, Kindle Edition, 2016		
3.	Journal of Product Innovation, 2004 - Wiley Online Library		
4.	Industrial Marketing Management, 2009 - Elsevier		
References Books			
1.	Ulrich, Karl, Eppinger, Steven, (2012), Product Design and Development, 5th edition, McGraw-Hill.		
2.	Crawford, Merle, Di Benedetto, Anthony, (2014), New Products Management, 11 th edition, McGraw-Hill.		
3.	Robert G.Cooper, (2011), Winning at New Products, Creating Value through		

	Innovation, 4 th edition, Basic Book, Perseus Books Group.
4.	Bettencourt, Lance, (2010), Service Innovation: How to Go from Customer Needs to Breakthrough Services, McGraw-Hill.
5.	Jaime Levy (2021), UX Strategy: Product Strategy Techniques for Devising Innovative Digital Solutions, O'Reilly Media, Inc.
6.	Ulrich, Karl, Eppinger, Steven, (2012), Product Design and Development, 5 th edition, McGraw-Hill.

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3		2				3	
CO 2	3	3					3	3
CO 3	2		3					3
CO 4		3			2		3	
CO 5	3		3					3

3-Strong 2-Medium 1-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KM18	Strategic Marketing	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To learn fundamentals of strategic marketing										
C2	To have understanding about external environmental analysis										
C3	To know about strategic marketing advantage										
C4	To have insights about market resource allocation and customer value										
C5	To get familiar about implementation and contemporary issues in marketing strategy										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	Introduction to Strategic Marketing: Fundamentals of Marketing Strategy - Market scope - competitive advantage - strategic target and strategic advantage - consumer and business markets.							9	C1		
II	External environmental analysis: Political, economic, socio cultural, technological forces and strategic uncertainty in marketing. Analysis of effects Scenario analysis and forecasting for marketing.							9	C2		
III	Strategic marketing advantage: Strategic marketing group analysis – Types of Strategic marketing group - Strategic marketing group mapping - positional advantage and sources of advantage in marketing – Creating and Challenging Competitive Advantage – Creating Corporate Advantage.							9	C3		

IV	Marketing Resource allocation and customer value: Meaning – Types and Principles of Resource allocation models – Allocation between advertising and sales promotion – Allocation to new media - Allocation across markets and countries – Allocation to future research issues - Portfolio methods used for product market combination for different SBUs.	9	C4
V	Implementation issues in marketing strategy and Contemporary Issues: Marketing mix policies, control, implementation and marketing organization issues. Effect of current digital era on marketing strategy.	9	C5
Total		45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcome	
CO1	Understand fundamentals of strategic marketing	P01, PO3, PO7	
CO2	Learn and understand about external environmental analysis	PO1, PO2, PO7, PO8	
CO3	Having knowledge about strategic marketing advantage	PO1, PO3, PO6	
CO4	Derive insights about market resource allocation and customer value	PO2, PO5, PO7	
CO5	Familiar about implementation and contemporary issues in marketing strategy	PO1, PO3, PO8	
Reading List			
1.	D. W. Cravens, N Piercy, Strategic marketing, academia.edu, 2006		
2.	RMS Wilson, C Gilligan Strategic Marketing Management, taylorfrancis.com, 2012		
3.	Strategic marketing and marketing strategy: domain, definition, fundamental issues and foundational premisesR Varadarajan - Journal of the Academy of Marketing Science, 2010 – Springer		

4.	Journal of Strategic Marketing, Taylor & Francis,
References Books	
1.	Ferrell, O. C., & Speh, T. W. (2017). Marketing Strategy, Loose-Leaf Version. Cengage Learning.
2.	West, D. C., Ford, J., & Ibrahim, E. (2015). Strategic marketing: creating competitive advantage. Oxford University Press, USA.
3.	Andaleeb, S. S., & Hasan, K. (Eds.). (2016). Strategic marketing management in Asia: case studies and lessons across industries. Emerald Group Publishing Limited.
4.	Abratt, R., & Bendixen, M. (2018). Strategic Marketing: Concepts and Cases. Routledge
5.	Morgan, R. E. (2016). Strategic marketing: New horizons in theory and research. J. Rudd, M. Jaakkola, & G. W. Marshall (Eds.). Emerald Group Publishing Limited.
6.	Ferrell, O. C., & Speh, T. W. (2017). Marketing Strategy, Loose-Leaf Version. Cengage Learning.

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3		2				3	
CO 2	3	3					3	3
CO 3	2		3					3
CO 4		3			2		3	
CO 5	3		3					3

3-Strong 2-Medium 1-Low

SPECIALIZATION COURSES: HUMAN RESOURCE MANAGEMENT

Subject Code	Subject Name	Category	L	T	P	O	C r e d i t s	I n s t. H o u r s	Marks		
									C I A	E x t e r n a l	T o t a l
P23KHR1	Human Resources Development	Elective	3	-	-	1	3	45	25	75	100
Course Objectives											
C1	To understand the requirements of HRD Professional in the present content with the developmental perspective of HRD.										
C2	To analyse and explore the models and factors influencing employee behavior and Learning.										
C3	To explore the developing needs of Human capacity and its impact of HRD initiatives.										
C4	To understand the training need & explore the technique for development.										
C5	To explore the recent trends in career planning & development.										
UNIT	Details							No. of Hours	Course Objectives		
I	Introduction: Definition, Scope and objectives - Evolution of HRD - Developmental Perspective of HRD - HRD at macro and micro levels: Outcomes of HRD in the National and Organizational contexts. Qualities and Competencies required in a HRD professional. Importance of HRD in the Present Context. Development of HRD Movement in India. Difference between HRM and HRD Organisation of HRD Function.							9	C1		
II	Human Resource Development System: HRD Mechanisms – Climate and Culture – Influences of Employee Behaviour – Model of Employee Behaviour – External and Internal Factors Influencing Employee Behaviour. Learning and HRD: Learning Principles – Maximizing Learning – Individual Differences in the Learning Process – Learning Strategies and Styles – Recent Developments in Instructional and Cognitive Psychology.							9	C2		
III	Developing Human Capacity: Aptitude - Knowledge - Values - Skills of Human Relations - Responsiveness - Loyalty and Commitment - Transparency - Leadership							9	C3		

	Development. Evaluating HRD: Human Resource Accounting - HR Audit and Benchmarking - Impact Assessment of HRD initiatives on the bottom-line of an organization.		
IV	Training and Development: Meaning and Scope of training - education and development; Training need analysis - Types of training Internal and external – On - job Training & Job shadowing, SGTA- Outbound Training - Attitudinal training - Principles Involved in Selection of Training Method – Techniques of Training Different Levels - Training effectiveness.	9	C4
V	Career Planning and Development: Definition - objectives – importance – career development –Career path defining- principles of theories career planning – steps involved – succession planning. Recent Trends in HRD: Training for trainers and HRD professionals – Goal-directed work system behavior-Dynamics of HR & Employee Engagement-Sustainable Human Development- Promoting Research in HRD.	9	C5
Total		45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Understand the need of the HRD professionals.	PO1, PO8	
CO2	Integrate the concept and practical implication of learning & behavior.	PO3, PO5	
CO3	Understand the developing need of Human capacity.	PO3, PO5	
CO4	Understand Training need & its development.	PO1, PO2, PO4	
CO5	Have a better understanding of career planning & development.	PO6, PO7, PO8	
Reading List			
1.	Brian Becker, Mark Huselid, Dave Ulrich, ‘The HR Scorecard’, Harvard Business School Press.		
2.	Kirsten & Martin Edwards, ‘Predictive HR Analytics: Mastering the HR Metric’, Kogan Page.		
3.	KirsWayne Cascio, John Boudreau, ‘Investing in people. Financial Impact of Human Resource Initiatives’.		
4.	Tomas Chamorro-Premuzic, ‘The Talent Delusion’.		
References Books			
1.	Gibb, S., Human Resource Development: Foundations, Process, Context, 3 rd Edition, Palgrave Macmillan, 2011.		
2.	McGuire, D. and Jorgensen, K., Human Resource Development, Sage South Asia, 2011.		
3.	Noe, R. and Deo, A., Employee Training and Development, 5 th Edition, Tata McGraw-Hill Education, 2012.		

4.	Rishipal, Training and Development Methods, S.Chand, 2011.	
5.	Saks, A., Performance Management through Training and Development, Cengage Learning, 2010.	
6.	Werner, J.M. and DeSimone, R.L., Human Resource Development, 5 th Edition, Cengage Learning, 2012.	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	40 Marks
	Assignments/mini project/practical demonstrations	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	60 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	M							M
CO 2			S		S			
CO 3			M		M			
CO 4	M	M		M				
CO 5						M	M	M

S-Strong M-Medium L-Low

	Performance: Types of teams and Implications for Performance Management – Purpose and Challenge of Team Performance Management – Rewarding Team Performance Implementing Performance Management System: Factors affecting Implementation – Pitfalls of Implementation – Traditional Practices in the Industry.		
	Total	45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Recognize and apply performance management techniques.	PO2, PO6	
CO2	Design performance management process across various business units.	PO2, PO8	
CO3	Formulate, comply and implement performance analysis tools and standards.	PO2, PO4, PO7	
CO4	Construct performance review and employ Performance Management system.	PO1, PO5	
CO5	Critique team management strategies.	PO1, PO5	
Reading List			
1.	Sir John Whitmore, ‘Coaching for Performance’		
2.	Andrew S Grove, ‘High output Management’		
3.	Camille Fournier, ‘The Manager’s Path’		
4.	Christopher D lee, ‘Performance Conversations’		
References Books			
1.	Aguinis, H., Performance Management, 4 th Edition, Chicago Business Press, 2019.		
2.	Jason Lauritsen, Unlocking High Performance: How to use performance management to engage and empower employees to reach their full potential, 1 st Edition, Kogan Page, 2018.		
3.	T V Rao, Performance Management: Toward Organizational Excellence, 2 nd Edition, SAGE response, 2015.		
4.	Armstrong, M., Armstrong’s Handbook of Performance Management, 4 th Edition, Kogan Page, 2012.		
5.	Madhu Arora, Poonam Khurana, Sonam Choiden, Performance Management- Happiness and Keeping Pace with Technology, 1st Edition, CRC Press, 2020.		
6.	Hedda Bird, The Performance Management Playbook, 1 st Edition, Pearson, 2022.		
Methods of Evaluation			
Internal Evaluation	Continuous Internal Assessment Test		40Marks
	Assignments/mini demonstrations	project/practical	
	Seminars		
	Attendance and Class Participation		

External Evaluation	End Semester Examination	60 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussions, Debating or Presentations	

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1		M				M		
CO 2		M						M
CO 3		M		M			M	
CO 4	M				S			
CO 5	M				S			

S-Strong M-Medium L-Low

Subject Code	Subject Name	Category	L	T	P	O	C r e d i t s	I n s t · H o u r s	Marks			
									C I A	E x t e r n a l	T o t a l	
P23KHR3	Organizational Development	Elective	3	-	-	1	3	45	25	75	100	
Course Objectives												
C1	To generalize a fair comprehension of basic concepts on OD.											
C2	To assimilate design elements of OD.											
C3	To summarize the effects of Organizational culture and reinforcing techniques.											
C4	To illustrate the effectiveness of working in teams.											
C5	To interpret constructs of well-being and approaches to achieving a balance.											
UNIT	Details							No. of Hours	Course Objectives			
I	Introduction: Introduction- evolution- basic values and assumptions- foundations of OD- Process of OD - managing the phases of OD- Organizational diagnosis – OD Techniques - Questionnaire, interview, work task force- collecting, analyzing- feedback of diagnostic information.							9	C1			
II	Approaches: Key Organizational Designs – Procedures-Differentiation & Integration - Basic Design – Dimensions Determination of Structure- Forces Reshaping Organization – Life Cycles in Organization.							9	C2			
III	Organizational culture: Key Role of Organizational Culture - Functions & Effects of Organizational Culture - Leaders role in shaping and reinforcing culture, Developing a Global Organizational Culture.							9	C3			
IV	Groups & teams: Work Groups & Teams - Preparing for the world of work Group Behavior - Emerging issues of Work Organization and Quality of Work Life – Career stage model – Moving up the career ladder.							9	C4			
V	Wellbeing: Stress and Well Being at Work: Four approaches to stress - Sources of stress at work, consequences of stress - Prevalent Stress Management - Managerial implications.							9	C5			
Total								45				
Course Outcomes												
Course	On completion of this course, students will;							Program Outcomes				

Outcomes		
CO1	Comprehend and justify basic concepts on OD.	PO2, PO6
CO2	Assimilate and design OD process.	PO4, PO8
CO3	Summarize Organizational culture and use reinforcing techniques.	PO3
CO4	Illustrate effectiveness of working in teams.	PO1, PO5
CO5	Interpret constructs of wellbeing and approaches to achieving a balance.	PO1, PO3, PO5
Reading List		
1.	Laslo Bock, 'Work Rules-Insights from inside Google'	
2.	Edgar H Schein, 'Organisational Culture and Leadership	
3.	Kirk Blackard, James W Gibson, 'Capitalizing on conflict'	
4.	Peter S Cohan, 'Value Leadership'	
References Books		
1.	Anderson, D., Organization Development: The Process of Leading Organizational Change, 5 th Edition, Sage Publication 2019.	
2.	W. Warner Burke, Debra A. Noumair, Organization Development: A Process of Learning and Changing 3 rd Edition, Pearson FT Press, 2015.	
3.	French, W., Bell, C. and Vohra, Organization Development: Behavioral Science Interventions for Organization Improvement, 6 th Edition, Pearson Higher Education, 2017.	
4.	Cummings, T., Theory of Organization Development and Change, 9 th Edition, South-Western, 2011.	
5.	Cheung-Judge, M. and Holbeche, L., Organization Development: A Practioner's Guide for OD and HR, Kogan Page, 2 nd Edition, 2015.	
6.	Ramanarayan, S. and Rao, T.V., Organization Development: Accelerating Learning and Transformation, 2 nd Edition, Sage India, 2011.	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	40 Marks
	Assignments/mini project/practical demonstrations	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	60 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate	Longer essay/ Evaluation essay, Critique or justify with pros and cons	

(K5)	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1		M				M		
CO 2				M				M
CO 3			M					
CO 4	M				S			
CO 5	M		M		S			

S-Strong M-Medium L-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KHR4	Industrial and Labour Relations	Elective	3	-	-	1	3	45	25	75	100
Course Objectives											
C1	To familiarize the students to the basic concepts of Industrial Relations in order to aid in understanding how an industry functions.										
C2	To provide insights on Industrial Harmony and Conflicts										
C3	To throw light on Labour Relations, Joint consultation										
C4	To explicate on Trade Union, Problems and role of Indian Trade Unions.										
C5	To elucidate on Collective Bargaining, Tripartite Machinery										
UNIT	Details							No. of Hours	Course Objectives		
I	Industrial Relations: The changing concepts of Industrial relations- Factors affecting employee stability. Application on Psychology to Industrial Relations. Codes of Conduct.							9	C1		
II	Industrial Harmony and Conflict: Harmonious relations in industry- importance and means; cause of industrial disputes- Machinery for settling of disputes- Negotiation- Conciliation- Mediation- Arbitration and Adjudication- Strikes- Lock-outs- Lay-off and Retrenchment- Code of Discipline- Grievance procedure-Labour management co- operation; Worker's participation in management.							9	C2		
III	Labour Relations: Changing concept of management labour relations- Statute laws- Tripartite conventions- development of the idea of social justice- limitation of management prerogatives increasing labour responsibility in productivity. Joint Consultation: Principal types- Attitude of trade unions and management- Joint consultation in India.							9	C3		
IV	Trade Unions: Trade Unions and their growth-economic- social and political conditions leading to the development of trade unionism- Theories of trade unionism- Aim and objectives of trade unions- Structure and governing of trade unions. Problems and Role of Indian Trade Unions: Recognition and leadership- Finances and							9	C4		

	Membership- Compulsory versus free membership- Political activities- Welfare- Legislation- Majority and Minority unions- Social responsibilities- positive role in economic and social development.		
V	Collective Bargaining: Meaning- Scope- Subject matter and parties- Methods and tactics- Administrations of collective bargaining agreements- Charter of Demands & Counter Demands- Fair and unfair labour practice. Tripartite Machinery: At the center and in the states- I.L.O. – Its functions and role in labour movement – Industrial health and safety- Industrial legislations.	9	C5
Total		45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Generalize with the basic concepts of Industrial Relations.	PO2, PO6	
CO2	Enumerate insights on Industrial Harmony and Conflicts.	PO4, PO8	
CO3	Have insights on Labor Relations, Joint Consultation	PO8	
CO4	Summarize best practices of Trade Union, Problems and role of Indian Trade Unions	PO1, PO5	
CO5	Demonstrate policies for Collective Bargaining, Tripartite Machinery.	PO1, PO3, PO5	
Reading List			
1.	Campbell Balfour, 'Industrial Relations in the common market'		
2.	Michael Poole, 'Theories of Trade unionism'		
3.	Srikanth Goparaju, 'Industrial Relations in Modern India'		
4.	Glenn Diesen, 'Great Power Politics in the fourth Industrial Revolution'		
References Books			
1.	Tripathi PC, Gupta C B & Kapoor N D., Industrial Relations and Labour Laws., 6 th Edition 2020.		
2.	Sen, R., Industrial Relations: Text and Cases, 2 nd Edition, Macmillan PublishersIndia, 2009.		
3.	Monappa, Nambudri and Selvaraj, Industrial Relations and Labour Laws, 2 nd Edition, Tata McGraw-Hill, 2012.		
4.	PRN Sinha, and Sinha Indu Bala, Industrial Relations, Trade Unions and Labour Legislation, Pearson, 3 rd Edition, 2017.		
5.	Sivarethnamohan R, Industrial Relations and Labour Welfare, PHI Learning, 1 st Edition 2010.		
6.	VenkataRatnam, C. S., Industrial Relations, Oxford University Press, 2 nd Edition, 2017.		
Methods of Evaluation			
Internal Evaluation	Continuous Internal Assessment Test		40 Marks
	Assignments/mini project/practical demonstrations		

	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	60 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1		M				M		
CO 2				M				M
CO 3								S
CO 4	M				S			
CO 5	M		M		S			

S-Strong M-Medium L-Low

Subject Code	Subject Name	Category	L	T	P	O	C r e d i t s	Ins t. Ho u r s	Marks		
									C I A	E x t e r n a l	T o t a l
P23KHR5	Career Management	Elective	3	-	-	1	4	45	25	75	100
Course Objectives											
C1	To comprehend the dimensions of career planning and career development, career management.										
C2	To demonstrate techniques of self-assessment and changing landscapes of career management.										
C3	To discuss and debate on contemporary issues in career management, Career Anchors, and solutions for working families.										
C4	To introspect and design Process of Career planning and career development, predict and construct Career Road Maps.										
C5	To summarize and select appropriate Learning and Development for Career & Organizational growth										
UNIT	Details							No. of Hours	Course Objectives		
I	Introduction to Career Management: Meaning and overview of career, career planning, career development and career management – Differences between Career Management, Career Development and Career Planning. Objectives and importance of career management.							9	C1		
II	Self-Assessment and Career Management: Self-Assessment and Career Management - Understanding the new career - Changing landscape of careers, Protean career, Career and identity, Understanding lifestyle and personal vision. Managing your career: Skills assessment and peer coaching.							9	C2		
III	Contemporary Issues in Career Management: Contemporary issues in Career Management - Developing Career and Work-life implications- Work, gender and dual career couples. Lifespan career development, Career Anchors, Fast track Careers Vs Slow track careers, Mid Life career blues. Career challenges and solutions for working families.							9	C3		
IV	Career Management System in Organization: Career Management from Organizational Point of View - Career Planning Vs Succession Planning, Process of Career planning and career development.							9	C4		

	Career management strategies. Career Management Systems. Career guidance and counseling. Managers Role in Career Management. Career Road Maps.		
V	Role of Learning in Career Growth: Learning and Development for Career & Organizational growth; Strategies of getting organizations into learning mode; Expanding your Horizons. Learning Culture - Learning Management Systems.	9	C5
	Total	45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Comprehend fairly the dimensions of career planning and career development, career management.	PO4, PO6	
CO2	Demonstrate techniques of self-assessment and changing landscapes of career management.	PO2, PO8	
CO3	Debate and conclude the contemporary issues in career management, Career Anchors, and solutions for working families.	PO3, PO6	
CO4	Introspect and design Process of Career planning and career development, predict and construct Career Road Maps.	PO1, PO8	
CO5	Summarize and select appropriate Learning and Development for Career & Organizational growth	PO1, PO3, PO6	
Reading List			
1.	Ben Horowitz, <i>'The Hard Thing About Hard Things: Building A Business When There Are No Easy Answers'</i> .		
2.	Angela Duckworth, <i>'Grit: The Power Of Passion and Perseverance'</i> .		
3.	Elaine Welteroth, <i>'More Than Enough: Claiming Space For Who You Are (No Matter What They Say)'</i> .		
4.	Amy Cuddy, <i>'Presence: Bringing Your Boldest Self To Your Biggest Challenges'</i> .		
References Books			
1.	Bill Burnett, Dave Evans, Designing Your Life: How to Build a Well-Lived, Joyful Life, Knopf Publisher, 1st edition 2016.		
2.	John Lees, Career Road Map, Acorn Books Ltd, 1st edition 2016.		
3.	Greenhaus, J.H., Callanan, G. A., and Godshalk, V.M. 2009, Career Management 3rd Edition, The Dryden Press, Harcourt College Publishers		
4.	Harrington, Brad and Hall, Douglas T. (2008). Career management and work / life integration: Using Self-Assessment to Navigate Contemporary Careers, 1st edition Sage Pub.		
5.	Dr. Gandham Sri Rama Krishna, Dr. N.G.S. Prasad, Miss Ch. Maheswari Rambai, Encyclopedia of Personality Development and Career Management, 1st Edition 2016 Himalaya publishing house Pvt. Ltd.		
6.	Jonothan P West, Career Planning, Development, and Management: An Annotated Bibliography Routledge, 1st edition 2017.		

Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	40 Marks
	Assignments/mini project/practical demonstrations	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	60 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				S		M		
CO 2		M						M
CO 3			S			M		
CO 4	M							M
CO 5	M		M			S		

S-Strong M-Medium L-Low

Subject Code	Subject Name	Category	L	T	P	O	C r e d i t s	Ins t. Ho u r s	Marks		
									C I A	E x t e r n a l	T o t a l
P23KHR6	Emotional Intelligence and Managerial Effectiveness	Elective	3	-	-	1	3	45	25	75	100
Course Objectives											
C1	To familiarize the students to the basic concepts of Emotional Intelligence										
C2	To provide insights on Emotional Competencies										
C3	To throw light on Emotional literacy										
C4	To elucidate on significance of Emotional Intelligence										
C5	To create awareness and importance of Emotional Learning in organizations										
UNIT	Details							No. of Hours	Course Objectives		
I	Introduction to Emotional Intelligence: Emotional Brain, Theories of Emotion, Emotional Intelligence, concept and its evolution, Differences between emotional quotient and intelligent quotient.							9	C1		
II	Emotional Competencies: The emotional competency framework- Self-awareness, self-regulation, motivation, social awareness (empathy) and Social skill (relationship management), Measuring Emotional Intelligence- The emotional competency inventory.							9	C2		
III	Emotional literacy: Emotional intelligence and emotional literacy, Managing aggression and depression, Emotional literacy training- developing emotional skill (awareness), cognitive skills and behavioural skill.							9	C3		
IV	Emotional Intelligence at work place: The role of EI in leadership, EI and Leadership styles, Need of EI in Building Teams.							9	C4		
V	Emotional Learning in organizations: Training of EI in organization, developing emotional competencies through relationship at work and implementing EI programs.							9	C5		
Total							45				
Course Outcomes											
Course Outcomes	On completion of this course, students will;							Program Outcomes			
CO1	Recognize and apply basic concepts of Emotional Intelligence							PO4, PO6, PO7			

CO2	Enumerate and chart Emotional Competencies	PO3, PO6, PO8
CO3	Annotate and signify Emotional literacy	PO6, PO7
CO4	Be aware of using Emotional Intelligence tools	PO1, PO7, PO8
CO5	Hypothesize and assimilate importance of Emotional Learning in organizations	PO1, PO6, PO7
Reading List		
1.	Goleman, Richard Boyatzis, Annie McKee, ' <i>Primal Leadership</i> '.	
2.	Travis Bradberry, Greaves, ' <i>Emotional Intelligence 2.0</i> '	
3.	Colleen Stanley, ' <i>Emotional intelligence for sales success: Connect with customers and get results</i> '	
4.	David R. Caruso, Peter Salovey, ' <i>The Emotionally Intelligent Manager</i> '.	
References Books		
1.	Daniel Goleman, Emotional Intelligence, Bloomsbury Publishing India Private Limited, 25 th Anniversary Edition 2020.	
2.	Rajagopalan Purushothaman, Emotional Intelligence, SAGE Essentials, 2021.	
3.	Dalip Singh ,Emotional Intelligence at Work :A Professional Guide, SAGE, 1 st Edition 2015.	
4.	M S Battacharya, Emotional Intelligence, Excel Publications, 1 st Edition 2007.	
5.	Deepa R, Unearthing your Emotional Intelligence, Notion Press, 1st Edition, 2020.	
6.	Sumner Redstone , Peter Knoble ,A Passion to Win: An Autobiography , Simon & Schuster, 1 st Edition 2001.	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	40 Marks
	Assignments/mini project/practical demonstrations	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	60 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				S		S	M	
CO 2			M			S		S
CO 3						S	M	
CO 4	M						M	S
CO 5	M					S	M	

S-Strong M-Medium L-Low

Subject Code	Subject Name	Category	L	T	P	O	C r e d i t s	Ins t. Ho u r s	Marks		
									C I A	E x t e r n a l	T o t a l
P23KHR7	HR Analytics	Elective	2	-	1	-	3	45	25	75	100
Course Objectives											
C1	To derive a strong understanding of HR Analytics, Process and impact										
C2	To expand the learning on statistics and toolkits of HRM										
C3	To summarize the best practices in HR analytics										
C4	To collate and appraise optimal methods for measuring HR contribution										
C5	To develop and construct HR regulations and reporting requirements										
UNIT	Details							No. of Hours	Course Objectives		
I	Introduction to human resource analytics: Understanding HR indicators, metrics and data, HR Analytics Process, Frameworks for HR Analytics: LAMP Framework, HCM 21 Framework. Application of analytical techniques to evaluate human capital impact on business.							9	C1		
II	Statistics for HRM: Statistical analysis for HR, Toolkits, Compensation KPIs, Power interest stakeholder matrix, Data models, Creating dash boards, analyzing and reporting.							9	C2		
III	Best Practices in HR analytics: Staffing, supply and demand forecasting, Total compensation analyses, Performance Analytics, Attrition Analytics, Learning and Development Analytics, Diversity Analytics, Employee engagement analytics - Employee satisfaction analytics.							9	C3		
IV	Measuring HR contribution: Developing HR Scorecard, Developing HR Analytics Unit: Analytics Culture, Analytics for decision making, Analytics for Human Capital in the Value Chain-Balance Score card – ROI –Predictive Analytics.							9	C4		
V	HR regulations and reporting requirements: HR Policies, Procedures and guidelines, Key regulations and reporting requirements, connecting missions or goals to HR Benchmarks and metrics, Reporting & Advising - the 4 rules of reporting HR analytics - importance of data visualization.							9	C5		
Total								45			

Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Gain clarity on the concept of HR Analytics	PO1, PO2, PO6
CO2	Explore on statistics and toolkits	PO1, PO3, PO6
CO3	Contrasting and assimilating best practices in HR analytics	PO2, PO6
CO4	Demonstrate in analyzing optimal methods for measuring HR contribution	PO1, PO6
CO5	Design and construct HR regulations and reporting requirements	PO1, PO2, PO6
Reading List		
1.	Mong Shen Ng, 'Predictive HR Analytics, Text Mining & Organizational Network Analysis (ONA)'	
2.	Nigel Guenole, Jonathan Ferrar, and Sheri Feinzig, 'The Power of the People: Learn How Successful Organizations Use Workforce Analytics to Improve Business Performance'	
3.	Steve van Wieren, 'Quantifiably Better: Delivering Human Resource (HR) Analytics from Start to Finish'	
4.	Erik van Vulpen, 'The Basic Principles of People Analytics: Learn How to Use HR Data to Drive Better Outcomes for Your Business and Employees'	
References Books		
1.	Martin Edwards, Kirsten Edwards, Predictive HR Analytics: Mastering the HR Metric, Kogan Page, 2nd Edition, 2019.	
2.	Pease G., Beresford B., Walker L., Developing Human Capital: Using Analytics to Plan and Optimize your Learning and Development Investments. Wiley, 1 st Edition, 2014.	
3.	Fitz-Enz, J., The New HR Analytics: Predicting the Economic Value of Your Company's Human Capital Investments, American Management Association Amacom, 1 st Edition, 2018.	
4.	Bassi, L., Carpenter, R., and McMurrer, D., HR Analytics Handbook, Reed Business, McBassi & Company, 1st Edition, 2012.	
5.	Sesil, J. C., Applying advanced analytics to HR management decisions: Methods for selection, developing incentives, and improving collaboration. Upper Saddle River, New Jersey: Pearson Education, 1 st Edition, 2017.	
6.	Dipak Kumar Bhattacharyya, Hr Analytics: Understanding Theories and Applications, Sage Publications India Private Limited, 1st Edition, 2017.	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	40 Marks
	Assignments/mini project/practical demonstrations	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	60 Marks
	Total	100 Marks

Methods of Assessment	
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	M	M				S		
CO 2	M		M			S		
CO 3		M				S		
CO 4	M					M		
CO 5	M	M				M		

S-Strong M-Medium L-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KHR8	Learning and Development	Elective	2	-	1	-	3	45	25	75	100
Course Objectives											
C1	To introduce L&D Organisations, Models, Practices and Experiential Learning Cycles.										
C2	To assimilate arguments towards designing L&D framework, Mapping organizational learning maturity and Skill Gap Analysis.										
C3	To introspect the ethical implications and L&D delivery and Design Thinking.										
C4	To demonstrate coaching and implementation of L&D strategies.										
C5	To evaluate the L&D approaches, Learning theories, Learning Analytics and redesign continuous learning										
UNIT	Details							No. of Hours	Course Objectives		
I	Introduction: Learning & Development Foundation: The Design & Dynamics of Learning- Contemporary Skills for Efficient Facilitation- Contemporary Frameworks & Tools to Evaluate L&D Programs- Leadership & Management Development- Organizational Design & Development-Learning Vs Training, Training Cycle, Experiential Learning Cycles-Creating Learning ecosystems.							9	C1		
II	Learning and Development Strategy: Objectives and learning outcomes-Sequencing learning content- Training & Learning Methods-Monitoring, Assessing and Evaluation-Building a Culture of Learning-Learning Strategy- Setting Up the Learning Landscape-Mapping organizational learning maturity, Setting up learning programs and strengthening the informal learning landscape; Skill Gap Analysis-Learning Key Techniques.							9	C2		
III	Delivery: Delivery Styles, L&D activities, Physical Environment – Tools & Techniques, digital learning content, Delivery and Evaluations; Role of Learning and Development Practitioners-Issues, Design Thinking; Ethics in Learning and Development.							9	C3		
IV	Coaching Strategy: Introduction to Coaching - Evidence-Based Coaching-Coaching Process- Models- Benefits; Mentoring Process- Models-							9	C4		

	Benefits; Social Media and Collaborative Learning; Learning & Development In Organisations: Strategy, Evidence And Practice.		
V	Learning Engagement, Evaluation and Learning Analytics: Learner Engagement, Factors affecting Learning, Psychology and Neuroscience of Learning-Strategies for learning enhancement and engagement. Learning Evaluation theory and thinking -process and practice-Evaluation Methods, Approaches, Tools-Analyzing and reporting recommendations. Learning Analytics: Collecting Learning Data - Implementing Learning Analytics.	9	C5
	Total	45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Comprehend the importance of L&D Organisations and design Models, Practices and Experiential Learning Cycles.	PO1, PO2, PO6	
CO2	Assimilate arguments towards designing L&D framework and Mapping Organisational Learning.	PO1, PO6, PO8	
CO3	Introspect the ethical implications of L&D delivery.	PO6, PO8	
CO4	Illustrate implementation of coaching and implementation of L&D strategies.	PO1, PO6, PO8	
CO5	Design and evaluate the L&D approaches for continuous learning and development.	PO1, PO2, PO6	
Reading List			
1.	Boller, Fletcher, 'Design Thinking for Training and Development'		
2.	Sharon Boller, Karl Kapp, 'Play to Learn: Everything You Need to Know About Designing Effective Learning Games'		
3.	Michelle Weise, 'Preparing for Jobs That Don't Even Exist Yet'		
4.	Jaime Roca, Sari Wilde, 'The Connector Manager: Why Some Leaders Build Exceptional Talent – and Others Don't'		
References Books			
1.	Rebecca Page-Tickell, Learning and Development: A Practical Introduction (HR Fundamentals Book 15), 2 nd edition, 2018 by Kogan Page.		
2.	Kathy Beevers, Andrew Rea, David Hayden, Learning and Development Practice in the Workplace 2019, CIPD - Kogan Page; 4th edition.		
3.	Michelle R. Weise, Long Life Learning, Preparing for Jobs that Don't Even Exist Yet, 1 st Edition, Wiley 2020.		
4.	Sharon Boller, Laura Fletcher, Design Thinking for Training and Development: Creating Learning Journeys That Get Results, ATD Press, 1 st edition, 2020.		
5.	Thomas Garavan, Carole Hogan, Amanda Cahir-O'Donnell & Claire Gubbins, Learning & Development in Organisations: Strategy, Evidence and Practice, 1 st edition, Oak Tree Press, 2020.		

6.	Andrew Mayo, Creating a Learning and development strategy, 2 nd edition, Viva CIPD, 2017.	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	40 Marks
	Assignments/mini project/ demonstration sessions	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	60 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest ideas/concepts with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	M	M				S		
CO 2	M					S		M
CO 3						S		M
CO 4	M					M		M
CO 5	M	M				M		

S-Strong M-Medium L-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KHR9	Organizational Change	Elective	2	-	1	-	3	45	25	75	100
Course Objectives											
C1	To gather meaning and nature of organizational change and change process and models.										
C2	To comprehend the management of change and effective ways of managing change										
C3	To familiarize about the change agents										
C4	To summarize an in-depth analysis of OD interventions										
C5	To draw insights on HR management interventions.										
UNIT	Details							No. of Hours	Course Objectives		
I	Organizational Change: Meaning, Nature, Forces for change- change agents- Change process-Types and forms of change- Models of change- Resistance to change – individual factors – organizational factors – techniques to overcome change- Change programs – job redesign.							9	C1		
II	Management of Change: Diagnosing the organization, determining the desired future state, Implementation Action, Evaluating the Action, Institutional Action Research. Effective Ways of Managing Change: Evolutionary and Revolutionary change in organization: Continuous versus discontinuous changes, Uni-directional and cyclic changes.							9	C2		
III	Change Agents: Change Agents: Skills – External and Internal Change Agents - Resistance to change- Managing the resistance to change - Levin’s change model.							9	C3		
IV	OD Intervention: Human process interventions- Individual, group and inter-group human relations- structure and technological interventions- strategic interventions – sensitivity training – survey feedback, process consultation – team building – inter-group development.							9	C4		
V	HR Management Interventions: Performance management, employee development,							9	C5		

	Workforce diversity and wellness. Strategic interventions - Mergers and acquisitions - Organizational Culture Change - Team Intervention, third-party peace-making, Structural Intervention, Comprehensive OD Interventions.		
	Total	45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Comprehend the meaning and nature of organizational change and change process and models.	PO1, PO2, PO6, PO7, PO8	
CO2	Gain knowledge about the management of change and effective ways of managing change	PO1, PO5, PO6, PO8	
CO3	Contrast and hypothesize the change agents	PO2, PO6, PO7, PO8	
CO4	Gain in-depth knowledge about OD interventions	PO1, PO5, PO6, PO7, PO8	
CO5	Draw insights about HR management interventions.	PO1, PO2, PO5, PO6, PO7, PO8	
Reading List			
1.	William and Susan Bridges, <i>Managing Transitions: Making the Most of Change</i> .		
2.	John Kotter and Holger Rathgeber, <i>Our Iceberg Is Melting: Changing and Succeeding Under Any Conditions</i> .		
3.	Al Comeaux, <i>Change (the) Management: Why We as Leaders Must Change for the Change to Last</i> .		
4.	Spencer Johnson and Kenneth Blanchard, <i>Who Moved My Cheese</i> .		
References Books			
1.	Palmer. I, Dunford. R, Akin. G,(2016), Managing organizational change: A multiple perspectives approach, 3 rd edition, McGraw-Hill Irwin		
2.	R. G. Priyadharshini, Organizational Change and Development, Cengage Learning, 1 st Edition 2015.		
3.	Thomas G. Cummings, Christopher G. Worley: Organisation Development And Change, Thomson Learning, 11 th Edition, 2020.		
4.	Paul Gibbons, The Science of Successful Organizational Change: How Leaders Set Strategy, Change Behavior, and Create an Agile Culture, Pearson FT Press, 1st Edition 2015.		
5.	Organizational, Design, and Change-Gareth R. Jones, Pearson Education, 5th Edition 2007.		
6.	Dipak Kumar Bhattacharya, Organizational Change & Development, OUP India, 1 st Edition, 2011.		
Methods of Evaluation			
Internal Evaluation	Continuous Internal Assessment Test		40 Marks
	Assignments/mini project/ demonstration sessions		
	Seminars		

	Attendance and Class Participation	
External Evaluation	End Semester Examination	60 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	M	M				S	M	M
CO 2	M				M	S		M
CO 3		M				S	M	M
CO 4	M				S	M	M	M
CO 5	M	M			S	M	M	M

S-Strong M-Medium L-Low

Subject Code	Subject Name	Category	L	T	P	O	C r e d i t s	Ins t. Ho u r s	Marks		
									C I A	E x t e r n a l	T o t a l
P23KHR10	Strategic HRM	Elective	3	-	-	1	3	45	25	75	100
Course Objectives											
C1	To familiarize the students with the basic concepts of Strategic Management										
C2	To provide insights into Environmental Forecasting										
C3	To throw light on Human Resource Strategy										
C4	To elucidate on Strategic Human Resource Processes										
C5	To create awareness and importance of New Economic Policy and HRM Strategy										
UNIT	Details							No. of Hours	Course Objectives		
I	Strategic Management: Nature and Significance; Dimensions of Strategic Decisions; Strategic Management Model and components; Strategy Formulation: Formulating a Company Mission; Forces Influencing the Strategy Formulation; Porter's Model;							9	C1		
II	Environment Forecasting: Analyzing the Company Profiles; Formulating Long-Term Objectives and Grand Strategies; Strategy Implementation; Institutionalizing the Strategy; Structure, Leadership and Culture, Evaluating the Strategy; Corporate Strategy and Global Strategy.							9	C2		
III	Human Resource Strategy (HRS): Concept, Approaches, HRS and Business Strategy; Change Management Strategies, Training and Development Strategies; Organizational Performance and HRS: HRM Strategy and Difficulties in its implantation							9	C3		
IV	Strategic Human Resource Processes: Workforce Utilization and Employment Practices; Efficient Utilization of Human Resources; Dealing with employee shortages; selection of employees; Dealing with employee surpluses and special implementation challenges. Reward and development systems; Strategically Oriented Performance Management Systems; oriented compensation systems and employee development.							9	C4		

V	New Economic Policy and HRM Strategy: Role of Human Resources in Strategy Formulation: Integrating Human Resources in Strategic Decisions; HRS and HRIS; Human Resource Strategy: Some Key Issues, HRM Strategy for Future.	9	C5
Total		45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Comprehend the application of Strategic Management	PO1, PO2, PO6, PO7	
CO2	Evaluate Corporate Strategy & aid in Environment Forecasting	PO1, PO6, PO7	
CO3	Develop strategies, approaches for higher Organisational Performance	PO1, PO2, PO6	
CO4	Elucidate on Strategic Human Resource Processes and resource utilization	PO1, PO6, PO7	
CO5	Analyse and formulate New Economic Policy and HRM Strategy	PO2, PO6, PO7	
Reading List			
1.	J.C. Spender, 'Business Strategy: Managing Uncertainty, Opportunity, and Enterprise'.		
2.	Mark Schaefer, 'Return On Influence: The Revolutionary Power of Klout, Social Scoring, and Influence Marketing'.		
3.	Niraj Dawar, 'Tilt: Shifting Your Strategy from Products to Customers'.		
4.	W. Chan Kim, 'Blue Ocean Strategy, Expanded Edition: How to Create Uncontested Market Space and Make the Competition Irrelevant'.		
References Books			
1.	Ananda Das Gupta, Strategic Human Resource Management Formulating and Implementing HR Strategies for a Competitive Advantage, Productivity Press New York-Rouledge, 1 st Edition 2020.		
2.	Tanuja Agarwala, Strategic Human Resource Management, Oxford University Press, 1 st Edition 2007.		
3.	Gary Rees & Paul Smith, Strategic Human Resource Management An International Perspective, Sage, 3 rd Edition, 2021.		
4.	Marielle G. Heijltjes, Strategic Human Resource Management, Sage Publications Ltd. (UK), 1 st Edition 2000.		
5.	Rajib Lochan Dhar : Strategic Human Resource Management, Excel Books New Delhi, 1 st Edition 2010.		
6.	David Ulrich, Jon Younger, Wayne Brocbank, 'HR from the Outside In: Six Competencies for the Future of Human Resources (BUSINESS BOOKS)', McGraw Hill. 1st Edition, 2012.		
Methods of Evaluation			
Internal Evaluation	Continuous Internal Assessment Test		40 Marks
	Assignments/mini project/ demonstration sessions		
	Seminars		

	Attendance and Class Participation	
External Evaluation	End Semester Examination	60 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	M	M				S	M	
CO 2	M					S	M	
CO 3	M	M				S		
CO 4	M					M	M	
CO 5		M				M	M	

S-Strong M-Medium L-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KHR11	Talent Management	Elective	3	-	-	1	3	45	25	75	100
Course Objectives											
C1	To have a clear understanding of the concept of talent management and its role										
C2	To acquire knowledge on talent planning										
C3	To obtain knowledge on talent acquisition and retention										
C4	To understand the concept of competency mapping and models of competency mapping										
C5	To understand the methodology to be followed in competency mapping										
UNIT	Details							No. of Hours	Course Objectives		
I	<p>Introduction to Talent Management: Definition, Meaning of Talent Management, Objectives & Role of Talent Management in building the sustainable competitive advantage to a firm, Key Processes of Talent Management, Benefits of Talent Management, Talent vs. knowledge people, Source of Talent, Consequences of failure in managing talent , Tools for Managing Talent.</p> <p>Building blocks of talent management: competencies – performance management, conducting performance reviews, Appraising executive talent, selecting the right appraisal.</p>							9	C1		
II	<p>Talent Planning – Understanding the needs and mind set of employees, Succession management process, Integrating succession planning and career planning, designing succession planning program, talent development budget, contingency plan for talent; building a reservoir of talent, compensation management within the context of talent management.</p>							9	C2		
III	<p>Talent Acquisition and Retention – Talent Acquisition-Defining Talent Acquisition, Develop high potential employees, High performance workforce, Importance of Talent Development Process, Steps in developing talent. Talent Retention: SMR Model (Satisfy, Motivate and Reward), Employee Retention Programs, Career Planning and Development, Best practices in</p>							9	C3		

	employee retention.		
IV	Competency Mapping: Concepts and definition of competency; types of competencies, Features of competency, approaches to mapping methods, Competency mapping procedures and steps , 5-level competency model, Developing competency models from raw data- data recording, analyzing the data, content analysis of verbal expression, validating the competency models, how competencies relate to career development and organizational goals.	9	C4
V	Methodology of Competency Mapping: Competency models people capability maturity model, developing competency framework, competency profiling, competency mapping tools, use of psychological testing in competency mapping , competency-based interviewing, assessment of competencies through 360 degree feedback, BEI, CIT, validation of competencies.	9	C5
Total		45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Have a clear understanding the concept of talent management and its role	PO2,PO4,PO5	
CO2	Have knowledge on talent planning	PO1,PO4	
CO3	Have knowledge of talent acquisition and retention	PO3,PO5,PO8	
CO4	Have an understanding of the concept of competency mapping and models of competency mapping	PO1,PO6	
CO5	Have an understanding the methodology to be followed in competency mapping	PO1,PO7	
Reading List			
1.	Talent management, William J Rothwell		
2.	Talent Management for the 21 st century, P Cappelli-HBR		
3.	Strategic Talent Management, Robert J Greene		
4.	Reinventing Talent Management, Edward E Lawler		
References Books			
1.	Seema Sanghi, The Handbook of Competency Mapping, Sage Publications, 3rd Edition, 2016		
2.	Lance A. Berger, The Talent Management Handbook, Making Culture a Competitive Advantage by Acquiring, Identifying, Developing, and Promoting the Best People Tata McGraw Hill, 3rd Edition, 2018.		
3.	Edward J Cripe, Competency Development Guide, Workitect Inc., 1st Edition, 2012.		
4.	Lyle M. Spencer, Signe M. Spencer, Competence at work: Models for Superior		

	Performance, John Wiley Publishing, 1st Edition 2008.	
5.	Rao T.V., Performance Management: Toward Organizational Excellence, SAGE, 2nd Edition, 2015.	
6.	Sumati Ray Anindya Basu Roy, Competency Based Human Resource Management, SAGE, 1st Edition, 2019.	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	40 Marks
	Assignments/mini project/ demonstration sessions	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	60 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1		M		S	M			
CO 2	M			M				
CO 3			M		S			S
CO 4	M					M		
CO 5	S						M	

S-Strong M-Medium L-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KHR12	Workplace Counselling	Elective	2	-	1	-	3	45	25	75	100
Course Objectives											
C1	To familiarize the students to Understanding Workplace Counseling and role of counsellor.										
C2	To summarize and establish setting a counseling ecosystem, Training of Counsellors, Understanding Burnout and ambiguous decision making.										
C3	To extrapolate problems at workplace, Relationship concerns in the Family & Workplace and counseling interventions.										
C4	To interpret counseling evaluation formats, documentations and resolving issues.										
C5	To justify ethical code of conduct in counseling and restricting undue influences at work.										
UNIT	Details							No. of Hours	Course Objectives		
I	INTRODUCTION: Meaning and Definition of Counselling - Counselling process – Building the counselling relationship and facilitating initial disorder – In depth exploration - Understanding Workplace Counselling – History. Counsellor Qualities - Confidentiality, Unconditional Positive regard, Empathy, Active Listening, Six ways of responding.							9	C1		
II	SETTING UP COUNSELING IN THE WORKPLACE: Assessing need for workplace counselling - Preparing, Assessing, Contracting, Terminating counselling within an Organization. Training of Counsellors: Methods of training counsellors- Dynamics of counselling training- Training Ecosystem, Culture and tools. Models - Counselling Orientation - Brief Therapy - Problem Focused - Work Oriented - Manager Based - Internal, External based – Welfare -Organizational Change. Group counseling, Family Counseling- Preventive and Proactive Counseling. Understanding Burnout, compassion fatigue,							9	C2		

	dilemma and ambiguous decision making, professional uncertainty.		
III	DEALING WITH SPECIFIC WORK PROBLEMS: Employee problem counseling - Problems of Absenteeism, Turnover, Work Stress, BOSS, ROSS, Depression, Substance Abuse. Sexual Harassment, Work-life balance, Unethical behavior in work place, Travel stress, Relationship concerns in the Family and Workplace, Psychosomatic Disorders, Internet Addiction Disorder, Eating Disorders.	9	C3
IV	EVALUATIONS: Needs Theory and Self Awareness, Johari window, learning to use free associations - Setting boundaries in Counselling - Strategies for the client to explore, understand and resolve the problem - Formative and Summative Evaluation, Methods of evaluation- Analyzing, Recording and escalation procedures. Resolving client issues - Field force analysis.	9	C4
V	ETHICS: Ethical issues in decision making, training, and counselling - Ethical responsibilities for Employers, employees and stakeholders - Ethics governing counselling. Understanding undue influences - Setting guidelines for workplace relations, ethical code of conduct, whistle blowing mechanisms, EEO, transparent support system within Organization.	9	C5
Total		45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Understand Workplace Counselling need and assume role of a counsellor	PO1,PO5	
CO2	Summarize and establish setting a counseling ecosystem	PO8	
CO3	Design solutions to workplace counseling through interventions	PO4,PO7	
CO4	Contrast counseling evaluation formats and implement appropriately	PO2,PO6	
CO5	Compare and justify ethical code of conduct in counseling and construct guidelines	PO3	
Reading List			
1.	The effectiveness of workplace counselling, J Mc Leod		
2.	Guidelines for counselling in the workplace, R Hughes A Kinder		
3.	Counselling in the workplace, A Coles		
4.	Counselling in organisations, M Carroll		

References Books		
1.	S Narayana Rao, Prem Sahajpal, Counselling and Guidance, 3rd edition, TATA McGraw Hill Education, 2017.	
2.	Thomas M. Skovholt, Michelle Trotter-Mathison, The Resilient Practitioner: Burnout and Compassion Fatigue Prevention and Self-Care Strategies for the Helping Professions, 3rd Edition, Routledge 2016.	
3.	Jan Sutton, William Stewart, Learning to Counsel, Develop the Skills, Insight and Knowledge to Counsel Others, 4th edition, 2017, Robinson Publishing.	
4.	Amy Cooper Hakim, Working with Difficult People, Second Revised Edition: Handling the Ten Types of Problem People Without Losing Your Mind, Tarcher Perigee, 2nd edition, 2017.	
5.	John Ballard, Decoding the Workplace, Gildan Media, 1st edition, 2018.	
6.	Samuel T. Gladding, Counseling: A Comprehensive Profession, Pearson Education, 8th edition, 2018.	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	40 Marks
	Assignments/mini project/ demonstration sessions	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	60 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S				M			
CO 2								S
CO 3				M			M	
CO 4		M				M		
CO 5			S					

S-Strong M-Medium L-Low

Subject Code	Subject Name	Category	L	T	P	O	C r e d i t s	In st. H o u r s	Marks		
									C I A	E x t e r n a l	T o t a l
P23KHR13	Human Capital Planning	Elective	2	-	1	-	3	45	25	75	100
Course Objectives											
C1	To understand the basic concepts of Human resource planning										
C2	To know the sources of recruitment and recent trends in recruitment.										
C3	To explore selection and induction processes in an organization.										
C4	To know and use various promotions, transfers and separations.										
C5	To learn ethical issues in human capital planning.										
UNIT	Details							No. of Hours	Course Objectives		
I	Human Resource Planning (HRP): Objectives of HRP - Significance and methods of HRP - Methods of Forecasting, Demand and supply forecasting - Models of HRP, Job Analysis, Job Specification, Job Description, Job evaluation, linking HRP with strategic business plan.							9	C1		
II	Sources of Recruitment: Recruitment plan and methods, Recruitment policy, Features of a good recruitment policy, Employee Referral Initiatives, E-Recruitment /Online recruitment Technique - Recent trends in Recruitment, Evaluation of a recruitment program.							9	C2		
III	Selection & Induction: Selection: Selection Process, Selection Methods, Selection Test, different types of selection tests, Interview Techniques, Different types of interviews, Skill Gap Analysis Placement: Differences between recruitment, selection and placement Induction: Purpose – Objectives – Process and Principles – Factors of Effective Induction							9	C3		
IV	Promotion: Promotion Procedure & Program, Demotion. Transfer - Purpose and Procedure – Types. Separations – Terminations – Dismissals – Suspension – Retrenchment – Layoffs – Resignations – VRS.							9	C4		
V	Ethical Issues: Ethical issues in Human Capital Planning - Ethical							9	C5		

	issues in Recruitment and Selection, Ethical issues in Attrition and Retention, Ethical issues in Appraisal - Enhancing the effectiveness of Recruitment & Selection.		
Total		45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Understand about the basic concepts of Human resource planning	PO1	
CO2	Know the sources of recruitment and recent trends in recruitment.	PO2	
CO3	Use appropriate selection and induction processes in an organization.	PO4	
CO4	Know various promotions, transfers and separations.	PO2	
CO5	Learn the ethical issues in human capital planning.	PO3,PO8	
Reading List			
1.	The cumulative nature of the entrepreneurial process: The contribution of human capital, planning and environment resources to small venture performance Sigal HaberaArie Reichelb		
2.	Strategic thinking, strategic planning, strategic innovation and the performance of SMEs: The mediating role of human capital, Nagwan AlQershi		
3.	Beyond HR: The New Science of Human Capital By John W. Boudreau, Peter M. Ramstad		
4.	Human capital and regional development Alessandra Faggian, Félix Modrego, and Philip McCann		
References Books			
1.	Heneman III. H.G, Judge. T.A, R.L. Heneman, 1 st Edition 2014, Staffing Organizations, McGraw-Hill Education		
2.	Kenneth McBey, Strategic Human Resources Planning, Cengage learning, 5th Edition, 2015.		
3.	Dipak Kumar B, Human Resource Planning, Excel, 3rd Edition, 2016.		
4.	Stewart. C.J, Cash. C.J. Jr, (2014), Interviewing: Principles and Practices, 14th edition, McGraw-Hill.		
5.	H.R. Appannaiah, H.A. Bhaskara, (2021) – Human Capital Management, First edition – Himalaya publishing house.		
6.	William J Rothwell, H. C. Kazanas, Planning & Managing Human Resources: Strategic Planning for Personnel Management, HRD Press Inc., 2nd Edition, 2014.		
Methods of Evaluation			
Internal Evaluation	Continuous Internal Assessment Test		40 Marks
	Assignments/mini project/ demonstration sessions		
	Seminars		
	Attendance and Class Participation		
External Evaluation	End Semester Examination		60 Marks

	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S							
CO 2		M						
CO 3				M				
CO 4		S						
CO 5			M					M

S-Strong M-Medium L-Low

Subject Code	Subject Name	Category	L	T	P	O	C r e d i t s	In st. H o u r s	Marks		
									C I A	E x t e r n a l	T o t a l
P23KHR14	Human Resource Information System	Elective	2	-	1	-	3	45	25	75	100
Course Objectives											
C1	To familiarize the students to the basic concepts of Data & Information										
C2	To provide insights on Data Management for HRIS										
C3	To throw light on HR Management Process & HRIS										
C4	To elucidate on HR Management Process II & HRIS										
C5	To create awareness and importance of Security, Size & Style of Organizations & HRIS										
UNIT	Details							No. of Hours	Course Objectives		
I	Data & Information: Needs for HR Manager – Sources of Data – Role of IT in HRM – IT for HR Managers – Concept, Structure, & Mechanisms of HRIS – Programming Dimensions & HR Manager – Survey of Software Packages for Human Resource Information System including ERP Software such as SAP, Oracles Financials and Ramco’s Marshal [only data input, output & screens] ,EHRM ,Objectives, Advantages & Disadvantages.							9	C1		
II	Data Management for HRIS: Data Formats, Entry Procedure & Process, Data Storage & Retrieval, Transaction Processing , Office Automation, Information Processing & Control Functions, Design of HRIS, Relevance of Decision Making, Concepts for Information System Design							9	C2		
III	HR Management Process in HRIS: Modules on HR Planning, Recruitment, Selection, Placement, Module on Performance Appraisal System, Training & Development Module, Module on Pay & other Related Dimensions, Information System’s support for Planning & Control.							9	C3		
IV	HRIS Application: HR administration – Outsourcing – Job shadowing – HR planning Sub System – Data input - Data Capturing for Monitoring & Review – Outflow – Report – Information Processing for Decision Making - DSS – Overview of HR metrics.							9	C4		

V	HRIS Security and Privacy: Security - Style of Organizations – Security of Data and Operations of HRIS Modules –Problems during IT Adoption Efforts and Processes to Overcome – Cyber Security – Needs – Approaches – Principles – Types – Information Security Management in HRIS.	9	C5
Total		45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Be familiarized with the basic concepts of Data & Information	PO4	
CO2	Have knowledge on Data Management for HRIS	PO2	
CO3	Know about HR Management Process & HRIS	PO1	
CO4	Will use HR Management Process II & HRIS	PO2,PO5	
CO5	Will be aware of the importance of Security, Size & Style of Organizations & HRIS	PO6,PO8	
Reading List			
1.	Human resource information systems (HRIS) and technology trust Susan K. Lippert, Paul Michael Swiercz		
2.	Human Resource Information Systems (HRIS) in HR Planning and Development in Mid to Large Sized Organization, AshaNagendra Mohit Deshpande		
3.	Human Resource Information Systems (HRIS) of Developing Countries in 21st Century: Review and ProspectsG. M. Azmal Ali Quaosar, Md. Siddikur Rahman		
4.	Human Resource Information Systems (HRIS): Providing Business with Rapid Data Access, Information Exchange and Strategic Advantage Dr. Kenneth A. Kovach, Charles E. Cathcart, Jr.		
References Books			
1.	Michael J. Kavanagh , Mohan Thite ,Human Resource Information Systems: Basics, Applications, and Future Directions ,Sage Publications Pvt Ltd,3 rd Edition, 2019.		
2.	Sathish.M.Badgi, Practical Guide to Human Resource Information Systems,PHI, 1 st Edition 2012.		
3.	Kavanagh, Human Resource Information Systems: Basics, Applications and Future Directions, Sage South Asia Edition, 1 st Edition 2011.		
4.	P.K. Gupta ,Susheel Chhabra ,Human Resource Information System ,Himalaya Publishing House, 1 st Edition, 2015.		
5.	Michael J. Kavanagh , Mohan Thite ,Human Resource Information Systems: Basics, Applications, and Future Directions ,Sage Publications Pvt Ltd,3 rd Edition, 2019.		
6.	Michael Armstrong, A Handbook of Human Resource Management Practice, Kogan Page,10th Edition, 2006.		

Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	40 Marks
	Assignments/mini project/ demonstration sessions	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	60 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				S				
CO 2		M						
CO 3	M							
CO 4		M			M			
CO 5						M		S

S-Strong M-Medium L-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KHR15	Stress Management	Elective	2	-	1	-	3	45	25	75	100
Course Objectives											
C1	To understand the concept of stress management										
C2	To understand the impact of stress										
C3	To analyse the stress reduction techniques										
C4	To study the strategies to cope up with stress										
C5	To develop resilience to stress										
UNIT	Details							No. of Hours	Course Objectives		
I	Introduction to Stress Management: Introduction to stress: Meaning, Definition, Eustress, Distress, Stressor-emotional, intellectual, environmental, occupational/educational performance, social, physical, and spiritual stressors- Types of stress: Acute stress, Episodic Acute stress and chronic stress, Sources of stress, signs and Symptoms,							9	C1		
II	Impact of Stress: Physiological Impact of stress, Psychological Impact of stress, Social Impact of stress, Types of intervention, The General Adaptation Syndrome - Fight or flight response, Stress warning signal							9	C2		
III	Stress Reduction Techniques: Challenging Stressful Thinking, Problem Solving and Time Management, Psychological and Spiritual Relaxation Methods, Physical Methods of Stress Reduction, Preparing for the Future: College and Occupational Stress							9	C3		
IV	Coping Strategies: Coping Mechanisms: Appraisal focused, Emotional focused and Problem focused - Stress problem solving Sequence - ABCDE problem solving Model							9	C4		
V	Developing Resilience to Stress: Understanding stress level, Role of Personality Pattern, Self Esteem, Locus of Control, Role of Thoughts Beliefs and Emotions, Life Situation Intrapersonal: Assertiveness, Time Management							9	C5		
Total							45				
Course Outcomes											

Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Have a clear understanding on the concept of stress management	PO3
CO2	Illustrate the impact of stress and predict Stress warning signals	PO2
CO3	Develop ability to analyse the stress reduction techniques	PO1, PO4
CO4	Acquire the ability to identify the strategies to cope up with stress	PO5,PO6
CO5	Develop resilience strategies to stress	PO7,PO8
Reading List		
1.	Family stress management: A contextual approach, P Boss, CM Bryant, JA Mancini	
2.	Preventive Stress Management in Organizations, Thomas A. Wright, PhD, Joyce A. Adkins, PhD, Debra L. Nelson	
3.	Stress Management, Richard Pettinger	
4.	Stress and stress management, Crampton, Suzanne M; Hodge, John W; Mishra, Jitendra M; Price, Steve.	
References Books		
1.	Kajal A. Sharma, Cary L. Cooper, D.M. Pestonjee, Organizational Stress Around the World Research and Practice, Routledge, 1 st Edition, 2022.	
2.	Rachel Lewis, Joanna Yarker, Emma Donaldson-Feilder, Preventing Stress in Organizations: How to Develop Positive Managers, Wiley Blackwell, 1 st Edition, 2011.	
3.	Joe Martin - Managing Stress in the Workplace How to Get Rid of Stress at Work and Live a Longer Life, 1 st Edition, 2014.	
4.	Emily Nagoski , Amelia Nagoski , Burnout: The Secret to Unlocking the Stress Cycle, Ballantine Books, 1 st Edition, 2019.	
5.	Kelly McGonigal, The Upside of Stress: Why Stress Is Good for You, and How to Get Good at It, Avery Publishers, 1 st Edition 2016.	
6.	Ashley Weinberg, Valerie Sutherland, Organizational Stress Management: A Strategic Approach, Palgrave Macmillan, 5 th Edition 2010.	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	40 Marks
	Assignments/mini project/ demonstration sessions	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	60 Marks
	Total	100 Marks

Methods of Assessment	
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1			M					
CO 2		M						
CO 3	M			S				
CO 4					M	M		
CO 5							M	M

S-Strong M-Medium L-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KHR16	Competency Mapping	Elective	2	-	1	-	3	45	25	75	100
Course Objectives											
C1	To recognize and identify importance of competency-based framework										
C2	To comprehend types and methods of competency										
C3	To demonstrate use of competency tools, framework and clusters										
C4	To audit competency implementation cycles and drive high performance										
C5	To steer stakeholders' confidence and implement competency model										
UNIT	Details							No. of Hours	Course Objectives		
I	Introduction: History and Origin of Competency - KSA Vs Competency - Reasons for Popularity of Competency - Competency & EVA -Criticisms-Iceberg Model of Competency - Operant & Respondent Traits of Competency.							9	C1		
II	Functions: Types: Threshold Competencies - Differentiating Competencies - Generic or Key Competencies - Functional or Technical Competencies - Leadership or Managerial Competencies- developing a Competence Matrix.							9	C2		
III	Framework: Sources of competence information- Tools of competencies: Behavioural Event Interview-Behavioural Description Interview- Benchmarking Established Models. Competency Clusters - HR Generic Competency Model -Supervisory Generic Competency Model- Industry Specific Models.							9	C3		
IV	Assessment: HR Competence audit-Role of Assessment centres- Strategies to address the gaps - Integrating the Competency Model - Competency based Recruitment and Selection - Competency Based Performance Appraisal - Competency Based Succession & Career Planning - Competency Based Compensation and Benefits - Competency based Training & Development - Reassess competencies and evaluate ROI.							9	C4		
V	Resistance and Implementation: Understanding Resistance -Strategies to acquire stakeholder confidence-Stakeholder's Map-Resolving resistance.							9	C5		

	Clarifying Implementation Goals & Standards - Action Plan - Define Performance Effectiveness Criteria - Identify a Criterion Sample - Data Gathering & Interim Competency Model - Finalize & Validate Competency Model.		
	Total	45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Recognize the importance of competency-based framework	PO2	
CO2	Comprehend types and methods of competency	PO1,PO4	
CO3	Demonstrate use of competency tools and clusters	PO5	
CO4	Schematize audit plans for competency implementation cycles	PO6	
CO5	Negotiate stakeholders' confidence and implement competency model	PO7,PO8	
Reading List			
1.	Competency Mapping – A Drive For Indian Industries, Rajeshwaree A		
2.	Competency Mapping of the Employees, N. Anisha		
3.	Competency Mapping in Indian Industries -A Case Study, Amey Choudhari		
4.	Competency Measurement Model, Dario russo		
References Books			
1.	Seema Sanghi, The Handbook of Competency Mapping: Understanding, Designing and Implementing Competency Models in Organizations, SAGE Publications India, 3 rd edition, 2016.		
2.	Sumati Ray Anindya Basu Roy, Competency Based Human Resource Management, SAGE Publications India Pvt Ltd, 1 st Edition, 2019.		
3.	Sudhir Warier, Competency Management – A Practitioner's Handbook: Develop Self, Businesses, Communities & Societies, Notion Press, 1 st Edition, 2019		
4.	Mahesh Kuruba, Role Competency Matrix: A Step-By-Step Guide to an Objective Competency Management System, Springer,1 st Edition, 2019.		
5.	David D Dubious, Competency-Based Human Resource Management: Discover a New System for Unleashing the Productive Power of Exemplary Performers, Davies-Black Publisher, 1 st Edition, 2010.		
6.	Lyle M Spencer, Signe M Spencer, Competence at Work: Models for Superior Performance, Wiley India, 1 st Edition, 2008.		
Methods of Evaluation			
Internal Evaluation	Continuous Internal Assessment Test		40 Marks
	Assignments/mini project/ demonstration sessions		
	Seminars		
	Attendance and Class Participation		
External	End Semester Examination		60 Marks

Evaluation		
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1		M						
CO 2	M			M				
CO 3					S			
CO 4						M		
CO 5							M	M

S-Strong M-Medium L-Low

Subject Code	Subject Name	Category	L	T	P	O	C r e d i t s	Ins t. Ho urs	Marks		
									C I A	E x t e r n a l	T o t a l
P23KHR17	International HRD	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To summarize and comprehend the expanding role of global corporations										
C2	To demonstrate the functioning of international assignments										
C3	To elucidate development of global IHRM practices										
C4	To interpret compliance norms of global organizations										
C5	To introspect future of sustainable IHRM practices										
UNIT	Details							No. of Hours	Course Objectives		
I	<p>IHRD: Scope of IHRD- Positivist and Interpretive views on Culture, Values, Power-Cross Cultural Management, Model, Dimensions; Comparison between HRD India and Globalization.</p> <p>Learning Theories globally and implications-Career development in multinational and multicultural environment-Schein's career anchors-Holland's vocational preference inventory.</p>							9	C1		
II	<p>Processes: Transfer of employment practices across borders-The four influences framework-IHRM approaches-Factors affection-Implications.</p> <p>International Assignments and Employment practices- motives-Process-Dimensions of success and failure. Expatriation- Developing International Staff and Multinational Teams, Approaches to International Compensation.</p>							9	C2		
III	<p>Development & Practices: Multinational companies and Host companies-Sustainable practices of host and divergent country employment arrangements-Global Employment Relations.</p> <p>Training & Development in global environment-Krikpatrick's Taxonomy-Expatriate Training, PMS - Transition of Expats to global leaders-Global and local sourcing-Compliance to Labour Market-Capitalist Vs Socialist Market economies.</p>							9	C3		
IV	<p>Practices in Economies: PMS in different economies-Total Rewards in International Context-Components-Complexities-approaches.</p>							9	C4		

	Global Context: EEO-Gender Sensitivity-Diversity-Inclusivity- Onshoring, offshoring, Friendshoring-Models of strategic HRD.		
V	Sustainability: Repatriation-issues-best practices; Sustainable practices through Ethics and CSR; Green HRD; Ethical Issues-dispute settlement-International labour contract. Knowledge Management-Transfer; Changing and Future Trends: International labour standards, Managing Remote Work -issues-digital privacy and decent work.	9	C5
Total		45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Demonstrate IHRM factors influential in global corporations	PO2,PO4	
CO2	Design IHRM elements for global assignments	PO1,PO5	
CO3	Critique and conclude developmental strategies for IHRM practices	PO2	
CO4	Implement and audit compliance IHRM norms	PO6	
CO5	Predict and appraise sustainable IHRM practices	PO8	
Reading List			
1.	International HRD: context, processes and people – introduction Thomas Garavan, Alma McCarthy, and Ronan Carbery		
2.	Theoretical frameworks for comparing HRD in an international context, Jean Woodall		
3.	The Issue of International Values and Beliefs: The Debate for a Global HRD Code of Ethics, Darlene Russ-Eft, Timothy Hatcher		
4.	International Technology Transfer For Competitive Advantage: A Conceptual Analysis Of The Role Of HRD, A. Ahad M. Osman-Gani		
References Books			
1.	K Ashwathappa, International Human Resource Management, TATA McGraw Hill, 2 nd Edition, 2017.		
2.	Anne-Wil Harzing, Ashly Pinnington, International Human Resource Management, SAGE, 4 th Edition, 2014.		
3.	Thomas Garavan, Alma McCarthy, Ronan Carbery, Handbook of International Human Resource Development: Context, Processes and People, Edward Elgar Publishing, 3 rd Edition, 2017.		
4.	Peter J. Dowling Marion Festing Allen D. Engle, International Human Resource Management, CENGAGE INDIA, 7 th Edition , 2017.		
5.	Edwards Tony, Chris Rees, International Human Resource Management: Globalization, National Systems and Multinational Companies, Pearson Education India, 3 rd Edition, 2016.		
6.	Yongsun Paik , Charles M. Vance, Managing A Global Workforce : Challenges And Opportunities In International Human Resource Management,		

	PHI Learning, 2 nd Edition, 2013.	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	40 Marks
	Assignments/mini project/ demonstration sessions	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	60 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1		M		M				
CO 2	M				M			
CO 3		S						
CO 4						M		
CO 5								M

S-Strong M-Medium L-Low

Subject Code	Subject Name	Category	L	T	P	O	C r e d i t s	In st. H o u r s	Marks		
									C I A	E x t e r n a l	T o t a l
P23KHR18	Compensation and Rewards Management	Elective	2	-	1	-	3	45	25	75	100
Course Objectives											
C1	To familiarize the students to the basic concepts of compensation										
C2	To provide insights on compensation planning										
C3	To throw light on compensation Pay										
C4	To elucidate on Executive compensation										
C5	To create awareness and importance of Wage administration in India:										
UNIT	Details							No. of Hours	Course Objectives		
I	Compensation: types of compensation, conceptual framework of compensation management, Theories of wages – criteria of wage fixation – Institutional and cultural factors on compensation practices – National differences in compensation – Compensation system design issues: Compensations Philosophies, compensation approaches – Strategic							9	C1		
II	Compensation Planning: Developing a total compensation strategy – Competitive Advantage – Job evaluation systems, the compensation structure- Wage and salary surveys, the wage curve, pay grades and rate ranges, preparing salary matrix, fixing pay, significant compensation issues.							9	C2		
III	Variable Pay: Strategic reasons for incentive plans, administering incentive plans, individual incentive plans, group incentive plans ,team compensation, ESOPs, Performance measurement issues, incentive application and globalization, Managing Employee Benefits: Nature and types of benefits, employee benefits programs security benefits, retirement security benefits, health care benefits, time–off benefits, benefits administrations, employee benefits required by law, discretionary major employee benefits, employee services designing a benefits package.							9	C3		
IV	Executive Compensation: Elements of executive compensation and its management, Executive compensation in an international context, Wage							9	C4		

	Determination: Principles of wage and salary administration, methods of wage determination in India; internal and external equity in compensation systems.		
V	Wage Administration in India: wage policy in India, wage boards: structure, scope and functions, Pay Commissions. International Compensation, global convergence of compensation practices - Pay for performance for global employees -practices in different industries, Employee benefits around the world, CEO pay in a global context, Beyond compensation.	9	C5
Total		45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Be familiarized with compensation	PO4,PO8	
CO2	Understand Compensation Planning	PO1,PO2	
CO3	Design Executive Compensation	PO2,PO6	
CO4	Understand Wage administration in India	PO6,PO7	
CO5	Be aware of the importance of Wage administration in India	PO8	
Reading List			
1.	A Strategic Perspective on Compensation Management, Milkovich, George T.		
2.	Compensation Management, Dipak Kumar Bhattacharyya		
3.	Employees Perception Towards Compensation Management Practices in Software Industry: An Indian Evidence,Dr. Das Kishore Kumar		
4.	Compensation in Organizations, Sara L. Rynes, Barry Gerhart		
References Books			
1.	B. D. Singh ,Compensation and Reward Management ,Excel Books,2012.		
2.	Richard I. Henderson, Compensation Management in a Knowledge-Based World, Pearson Education,10th Edition, 2011.		
3.	Tapomoy Deb, Compensation Management, Text and Cases, Excel Books, 1st Edition, 2009.		
4.	Milkovich, Newman & Gerhart, Compensation, TMH, 10th Edition, 2011.		
5.	Jerry M. Newman ,Barry Gerhart & George T. Milkovich ,Compensation, McGrawHill,12 th Edition, 2020.		
6.			
Methods of Evaluation			
Internal Evaluation	Continuous Internal Assessment Test		40 Marks
	Assignments/mini project/ demonstration sessions		
	Seminars		
	Attendance and Class Participation		
External Evaluation	End Semester Examination		60 Marks
	Total		100 Marks

Methods of Assessment	
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				M				M
CO 2	M	M						
CO 3		M				M		
CO 4						M	M	
CO 5								S

S-Strong M-Medium L-Low

SPECIALIZATION COURSES: SYSTEMS MANAGEMENT

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KS1	Data Base Management System	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To provide insights to the database concepts and modeling.										
C2	To throw light on RDBMS and basic structure of SQL.										
C3	To familiarize on integrity & domain constraints and normalization using functional, multivalued, join dependencies.										
C4	To create awareness and importance of object oriented data model.										
C5	To elucidate on database system architectures.										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	Introduction – Data Models – Database languages – Transaction – Storage management – Database administrator – Users – overall system structure – Entity – Relationship Model – Basic concepts – Mapping constraints – keys – E - R Diagram – Weak Entity Sets – reduction of E- R Diagram to tables.							9	C1		
II	Relational Model – structure – relational algebra – extended operations – Modifications on a database – views – SQL – basic structure – set operations – aggregate functions – Nested Sub queries – derived relations, views.							9	C2		
III	Integrity constraints – Domain constraints – referential integrity – assertions – triggers – functional dependencies – relational database design – decomposition – normalization using functional, multivalued, Join dependencies– Domain – Key Normal form – alternative approaches.							9	C3		
IV	Object Oriented data Model – Languages – Object Relational databases: Nested Relations – Complex types and object Orientation – Querying with							9	C4		

	complex types – creation of complex values and objects – comparison.		
V	Database System Architectures : Centralized Systems, Client server systems, Distributed systems, Parallel databases – introduction –inter query –intra query, intra-operation –interoperation parallelism – distributed databases –distributed data storage– network transparency –Query processing – Transaction model–Commit protocols –coordinator selection –concurrency control –deadlock handling – multi database systems.	9	C5
	Total	45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Summarise the database concepts and modeling.	P02, P06	
CO2	Recall the concept of RDBMS and basic structure of SQL.	P01, P06	
CO3	Generalise on integrity & domain constraints and normalization using functional, multivalued, join dependencies.	P01, P05, P06	
CO4	Formulate one’s understanding on object oriented data model.	P01, P06	
CO5	Criticise and compare the database system architectures.	P02, P05, P06	
Reading List			
1.	T. William Olle, Database management system, Encyclopedia of Computer Science		
2.	Journal of Intelligent Information Systems - Integrating Artificial Intelligence and Database Technologies, Springer		
3.	Knowledge and Information Systems, Springer		
4.	Journal of Network and Systems Management, Springer		
TEXT BOOKS			
1.	C.J. Date, A.Kannan, S.SwamiNadhan, An Introduction to Database systems, , Pearson, 8 th Edition, 2003		
2	Paneerselvam, R; Database Management Systems; PHI; 2018		
3	SatinderBal Gupta; Aditya Mittal; Introduction to Database Management; Laxmi Publication; 2009		
4	Raghu Ramakrishnan;JohannesGehrke; Database management systems; third edition; McGraw Hill; 2000		

5	Rajiv Chopra; Database management systems: A Practical approach; 5 th edition; S Chand and company; 2008	
References Books		
1.	A Silberschatz, H Korth, S Sudarshan, “Database System and Concepts ”, McGraw-Hill, 6 th Edition, 2013	
2.	Ragurama Krishnan, Johannes Gehrke, Data base Management Systems, McGraw-Hill 3 rd Edition, 2014.	
3.	ElmasriNavathe, Fundamentals of Database Systems, Pearson Education, 7 th Edition, 2015	
4.	Rob, Coronel, “Database Systems”, Seventh Edition, Cengage Learning, 2006.	
	Total	100 Marks

CO – PO MAPPING

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1		S				S		
CO 2	M					S		
CO 3	M				S	M		
CO 4	S					M		
CO 5		S			S	M		

S-Strong M-Medium L-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KS2	System Analysis and Design	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To familiarize the students on the fundamentals of system analysis and design.										
C2	To provide insights on computer-assisted tools and types of automated tools.										
C3	To throw light on review and selection fact-finding techniques.										
C4	To elucidate on the essentials of design designing effective output.										
C5	To create awareness and importance on software design & documentation and case studies on various domains.										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	System Analysis Fundamentals: Introduction to System, System Analysis and Design, Need for System Analysis and Design, Role of the System Analyst System Development Strategies: SDLC, Structured Analysis Development Method, System Prototype Method.							9	C1		
II	Case Tools:Benefits of Computer-Assisted Tools, Categories of Automated Tools, Case Components Organizations as System: Interrelatedness and Interdependence of System, System Process, Boundaries, System Feedback, Managing Project.							9	C2		
III	Review and Selection Fact-Finding Techniques:Interview, Questionnaire, Record Review, Observation Data Flow Diagram: Advantages, Notations, Rules, Leveling, Logical and Physical DFD. Data Dictionary: Importance, Data Elements, Describing Process Specification Structured Decisions: Decision Tree, Decision Tables, Structured English.							9	C3		
IV	The Essentials of Design Designing Effective Output:Objectives, Types of Output, Method, Factors to consider - Designing Effective Input: Objectives, Guideline for Form design, Screen and Web Forms,							9	C4		

	Designing User Interface: Objectives, Types of user interface, Designing Accurate Data – Entry Procedures: Objectives, Effective coding, Data-Entry Method, Ensuring data quality through input validation		
V	Quality Assurance through Software Engineering - Design of Software, Software design and documentation: Structured Flowcharts, HIPO, Warnier /Orr Diagrams Managing Quality Assurance: Level of Assurance, Level of Test Implementation of Information System: Training Strategies, Conversion, Post Implementation Review - Case Studies - Financial Accounting System - Payroll System – Library System - Inventory System - Online Banking System - Railway Reservation system(Input, Output, DFD)	9	C5
	Total	45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Recall the fundamentals of system analysis and design.	P01, P02	
CO2	Describe the computer-assisted tools and types of automated tools.	P02, P06	
CO3	Analyse the review and selection of fact-finding techniques.	P01, P04	
CO4	Formulate the essentials of designing effective output.	P02, P06	
CO5	Organise your understanding on software design & documentation and case studies on various domains.	P01, P06	
Reading List			
1.	Finite Elements in Analysis and Design, Elsevier		
2.	Formal Methods in System Design, Springer		
3.	Journal of Systems and Software, Elsevier		
4.	Telecommunication Systems - Modelling, Analysis, Design and Management, Springer		
	Text book		

1	V Rajaraman; Analysis and Design of Information Systems; PHI; 2018
2	J B Dixit; Structured system Analysis and Design ; Laxmi Publications; 2007
3	AruneshGoyal; System Analysis and Design ; PBI Learning; 2011
4	Dr V k Jain; System Analysis and Design handbook; Dreamtech Press; 2000
5	Preeti Gupta; Structured System Analysis and Design; Firewall Media; 2005
References Books	
1.	Hoffer J. A, George J.F, Valacich J.S, Modern Systems Analysis and Design, Pearson Education, 6 th Edition, 2011
2.	Alan Dennis and Barbara Wixom, Roberta M. Roth, Systems Analysis and Design, Wiley, 2018.
3.	Whitten J. L, Bentley L. D, Systems Analysis and Design Methods, McGraw Hill, 2005.
4.	Kenneth E. Kendall, Julie E. Kendall, Systems Analysis and Design, Pearson
5.	Elias M. Awad, System Analysis and Design, Galgotia Publications Pvt. Ltd, 2010

CO-PO MAPPING

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S					S		
CO 2		S				S		
CO 3	M			S				
CO 4		M				M		
CO 5	S					S		

S-Strong M-Medium L-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KS3	Decision Support System	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To provide insights on components and characteristics of DSS.										
C2	To throw light on modeling process, model directory and model base management system.										
C3	To familiarize on data structure and data base languages.										
C4	To create awareness and importance of dialog management, user interface and										
C5	To elucidate on development of decision support system.										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	Introduction: Decision concept – Steps – Decision Support System – Components – Characteristics – Classifications and Applications.							9	C1		
II	Model Management: Model – Modeling Process – Types of Models – Optimization – Simulation – Heuristic: Descriptive – Predictive Model Base – Modeling Languages – Model Directory, Model Base Management System – Model Execution, Integration and Command Processing – Model Packages.							9	C2		
III	Data Management System: Data Base – Sources of Data – Data Directory – Data Structure and Data Base Languages – Query Facility – Data Management System – DBMS as DSS Development Tool.							9	C3		
IV	Dialog Management: User Interface – Graphics – Multimedia – Visual Interactive Modeling – Natural language processing – Speech Recognition and Understanding – Issues in User interface.							9	C4		
V	Development of Decision Support System: Development Process – Software and Hardware; Data Acquisition – Model Acquisition – Dialog development – Integration – Testing and Validation – Training and Implementation.							9	C5		
	Total							45			

Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Have insights on components and characteristics of DSS.	P01, P02
CO2	Possess knowledge on DSS architecture; approaches to development; and models in DSS.	P02, P04
CO3	Possess knowledge on Group DSS and Executive Information Systems (EIS).	P01, P05
CO4	Have better understanding on AI and expert	P02, P06
CO5	Learn and understand on development of decision support system.	P01, P06
Reading List		
1.	Decision Support Systems and Electronic Commerce, Elsevier	
2.	Decision Support Systems, Science Direct	
3.	Decision Sciences – Wiley Online Library	
4.	Soft Computing - A Fusion of Foundations, Methodologies and Applications Springer	
Text Books		
1	Sitansu S Mittra; Decision Support Systems: Tools and Techniques; Wiley; 1986	
2	Ramanathan Sugumaran; John Degroote; Spatial Decision Support System: Principles and Practices; Taylor and Francis; 2011	
3	V S Janakiraman; Sarukesi, K; Decision Support Systems; PHI; 2008	
4	B Ravindranath; Decision Support Systems and Data Warehouses; NewAge International; 2003	
References Books		
1.	Efraim Turban, Jay E. Aronson, Ting-Peng Liang, Ramesh Sharda, Decision Support & Business Intelligent Systems, Pearson Education, 8 th Edition, 2007	
2.	Mallach, Efreem G, Decision Support & data Warehouse Systems –McGraw-Hill, 2002	
3.	Marakas, George. M, Decision Support Systems in the 21st century – Pearson Education, 1999	
4.	Daniel J Power, Decision Support Systems – Concepts and Resources for Managers: Quorum Books, 2002	
5.	Efraim Turban, Ramesh Sharda, DursunDelen, Business Intelligence and Analytics – Systems for decision support, Pearson, 2018	

CO-PO MAPPING

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	M						
CO 2		S		S				
CO 3	M				S			
CO 4		M				S		
CO 5	S					M		

S-Strong M-Medium L-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KS4	E-Business	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To familiarize the students on the web designing software tools.										
C2	To provide insights on data warehousing and application of e-commerce in various sectors.										
C3	To throw light on E-Marketing and ERP tools & modules										
C4	To elucidate on E-security, Internet governance and cyber law issues.										
C5	To create awareness and importance of E-commerce in service sector; and										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	Introduction : Introduction to World Wide Web – Intelligent Web Designing – Software Tools – IP, TCP, HTTP, HTML, Cryptography – Consumer Interface Technologies – OLAP and Data Mining							9	C1		
II	Principles – Potential – Knowledge Management – Data Warehousing – Application of E-Commerce in Different Sector – Service, Industry, Domestic – Multidisciplinary Approach to E-Commerce, Customer Relation Management.							9	C2		
III	Business Model – E-Marketing – Intelligent Agents – Economics in E-Commerce – Equilibrium Price – Supply Chain Management – ERP Tools and Modules – Opportunities and Challenges – Mobile Commerce							9	C3		

IV	Online Payment – E-Security – Security Protocols – How sites are hacked – Internet Governance – Firewall Legal Issues: Software Intellectual Property Law – Contract Law for E-Business – Cyber Law Issues - Interpol	9	C4
V	E-Commerce Industries: Online Retail Sector – Online Financial Services – Online Travel Services – Online Career Services – Online Publishing – Online Entertainment Consumer Protection: Privacy and Information Rights – Warranties and New Products.	9	C5
Total		45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Summarise the knowledge on the web designing software tools.	P05, P06, P07	
CO2	Describe the application of data warehousing and of e-commerce in various sectors.	P02, P04	
CO3	Explain the tools of E-Marketing and ERP & its modules.	P02, P06	
CO4	Interpret the issues associated with E-security, Internet governance and cyber law.	P02, P03, P06, P07	
CO5	Explain the role of E-commerce in service sector; and privacy & information rights	P04, P06	
Reading List			
1.	Information Systems and e-Business Management, Springer		
2.	Electronic Commerce Research, Springer		
3.	Dien D. Phan , E-Business Management Strategies: A Business-To-Business Case Study, Information Systems Management, Taylor & Francis		
4.	E-business model design, classification, and measurements, Thunderbird International Business Review, Wiley Online Review		
Text Books			
1.	Joseph P T, “E-Commerce: An Indian Perspective”, PHI Publications, 5th Edition, 2015.		
2.	UrmiDatta&NehaSomani, “E-commerce and Business Communication”, Oxford University Press, 1st Edition, 2017		
3	E commerce: An Introduction;AmirManzoor; Lambert Academic Publishing; 2019		

4	MamtaBhusry; E Commerce; Firewall Media; 2005
5	V Rajaraman; Essentials of E Commerce Technology; PHI Learning; 2009
References Books	
1.	David Whiteley, “E-Commerce: Strategy, Technologies and Applications”, Indian Edition, McGraw Hill Publications, 2017.
2.	Jelassi, Tawfik, Martínez-López, Francisco J, “Strategies for e-Business - Concepts and Cases on Value Creation and Digital Business Transformation”,
3.	Kenneth C Laudon and Carol GuercioTraver, “E-Commerce – Business, Technology, Society”, Pearson Publication, 15th Edition, 2019.

CO-PO MAPPING

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1					M	M	M	
CO 2		S		M				
CO 3		M				S		
CO 4		S	S			S	S	
CO 5				M		M		

S-Strong M-Medium L-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KS5	Internet of Things (IoT)	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To provide insights to the students on the basic concepts of IoT										
C2	To throw light on the various models related to IoT architecture.										
C3	To familiarize on the design and building blocks of IoT.										
C4	To create awareness and importance of data analytics tools for IoT.										
C5	To elucidate on IoT related case-studies and real world applications.										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	Introduction: Evolution of Internet of Things - Physical Design of IoT - Logical Design of IoT - IoT Enabling Technologies - IoT Levels and Deployment Templates - Domain Specific to IoTs.							9	C1		
II	IoT Architecture: ETSI, IETF, OGC architectures - IoT reference model - Domain model - information model - functional model - communication model - IoT reference architecture.							9	C2		
III	Building IoT: IoT Systems - Logical Design using Python - IoT Physical Devices and Endpoints: What is an IoT Device - Basic building blocks of an IoT device - Exemplary Device: Raspberry Pi - Programming Raspberry Pi with Python - Other IoT Devices.							9	C3		
IV	IoT Data Platform: Data Analytics for IoT: Introduction - Apache Hadoop - Using Hadoop Map Reduce for Batch Data Analysis - Apache Oozie - Apache Spark - Tools for IoT - Introduction - Chef: Setting up Chef.							9	C4		
V	Case Studies and Real-World Applications: Real world design constraints - IoT Physical Servers & Cloud Offerings - Case Studies Illustrating IoT Design: Introduction - Asset management – Smart Cities - Environment - Productivity Applications.							9	C5		
	Total							45			

Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Infer the basic concepts of IoT.	P04, P06
CO2	Comparison on the various models related to IoT architecture.	P02, P04, P05
CO3	Recall the design and building blocks of IoT.	P01, P02, P06, P07
CO4	Assess the importance of data analytics tools for IoT.	P02, P06, P07
CO5	Analyse the IoT related case-studies and real world applications.	P01,P02,P03,P06, P07
Reading List		
1.	Internet of Things – Science Direct	
2.	International Journal of Internet of Things and Cyber-Assurance, Inderscience	
3.	S Li, LD Xu, S Zhao, The internet of things: a survey, , Information systems frontiers, Springer	
4.	F Wortmann, K Flüchter ,Internet of things - Business & Information Systems Engineering, Springer	
Text Books		
1.	ArshdeepBahga, Vijay Madiseti, - Internet of Things – A hands-on approach, University Press, 2015	
2	DrKamleshLakhwani; DrHemant Kumar Gianey; Joseph KoftWireko; Internet of Things; BPB Publications; 2020	
3	Sunil Cheruvu; Anil Kumar; Ned Smith; Demystufying Internet of Things Security: Successful IoT; Apress; 2019	
4	RajkumarBuyya; Amir VahidDastjerdi; IoT: Principles and Paradigms; Elsevier; 2016	
5	AbhikChaudhry; Internet of things, for things and by things; Taylor and Francis; 2019	
References Books		
2.	Dieter Uckelmann, Mark Harrison, Michahelles, Florian (Eds), —Architecting the Internet of Things, Springer, 2011.	
3.	Honbo Zhou, —The Internet of Things in the Cloud: A Middleware Perspectivel, CRC Press, 2012.	
4.	Jan Holler, VlasiosTsiatsis , Catherine Mulligan, Stamatis , Karnouskos, StefaAvesand. David Boyle, "From Machine-to-Machine to the Internet of Things – Introduction to a	
5.	Olivier Hersent, David Boswarthick, Omar Elloumi , —The Internet of Things – Key applications and Protocols, Wiley, 2012	
6.	Adrian McEwen and Hakim Cassimally, “Designing the Internet of Things”, John Wiley & Sons, 2013.	

CO-PO MAPPING

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				S		S		
CO 2		M		S	S			
CO 3	S	S				M	M	
CO 4		M				S	S	
CO 5	S	S	S			M	S	

S-Strong M-Medium L-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KS6	Cloud Computing	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To familiarize the students on the history and models of cloud computing.										
C2	To provide insights on characteristics, challenges and virtualization concepts of cloud computing.										
C3	To throw light on cloud computing applications such as Amazon AWS, Microsoft Azure and Google App Engine.										
C4	To elucidate on cloud access, cloud provenance and cloud security.										
C5	To create awareness and importance of governance and the future of cloud based system in organization.										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	History of Cloud Computing: History of Centralized and Distributed Computing - Overview of Distributed Computing, Cluster computing, Grid computing. Technologies for Network based systems- System models for Distributed and cloud computing- Software environments for distributed systems and clouds.							9	C1		
II	Introduction to Cloud Computing: Introduction to Cloud Computing- Cloud issues and challenges - Properties - Characteristics - Service models, Deployment models. Cloud resources: Network and API - Virtual and Physical computational resources - Data-storage. Virtualization concepts - Types of Virtualization- Introduction to Various Hypervisors - High Availability (HA)/Disaster Recovery (DR) using Virtualization, Moving VMs .							9	C2		
III	Cloud Computing Applications: Cloud Programming and Software Environments – Parallel and Distributed Programming paradigms – Overview on Amazon AWS and Microsoft Azure – Overview on Google App Engine – Emerging Cloud software Environment.							9	C3		

IV	Cloud Security: Cloud Access: authentication, authorization and accounting - Cloud Provenance and metadata - Cloud Reliability and fault-tolerance - Cloud Security, privacy, policy and compliance Cloud federation, interoperability and standards.	9	C4
V	Governance and the future of Cloud: Organizational Readiness and Change Management in the Cloud Age, Legal Issues in Cloud Computing, Achieving Production Readiness for Cloud Services, How Cloud Will Change Operating Systems, Future of Cloud TV & Cloud-Based Smart Devices, Cloud and Mobile, Home-Based Cloud Computing.	9	C5
Total		45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Quote on the history and models of cloud computing.	P04, P06, P07, P08	
CO2	Analyse the characteristics, challenges and virtualization concepts of cloud computing.	P01, P04, P05	
CO3	Comprehend on cloud computing applications such as Amazon AWS, Microsoft Azure and Google App Engine.	P01, P02, P03, P06, P07	
CO4	Compare and contrast on cloud access, cloud provenance and cloud security.	P05, P06, P07. P08	
CO5	Organise your thoughts on governance and the future of cloud based system in organization.	P01,P02,P03,P04, P07	
Reading List			
1.	Journal of Cloud Computing, Advances, Systems and Applications, Springer Open		
2.	Special Issue on Cloud-based Media Computing and Communications, Computer Communications, Elsevier		
3.	L Qian, Z Luo, Y Du, L Guo , Cloud computing: An overview, international conference on cloud computing, 2009 - Springer		
4.	Lizhe Wang, Gregor von Laszewski, Andrew Younge, Xi He, Marcel Kunze, Jie Tao & Cheng Fu, Cloud Computing: a Perspective Study, New Generation Computing, Springer		
Text Books			
1.	Kris Jamsa, Cloud Computing, Jones & Bartlett Learning, 2013		
2.	Kumar Saurahb, Cloud Computing – Insights into new era infrastructure, Wiley		

	India, 2nd Edition, 2012
3.	Rao, M N ; Cloud Computing; Prentice Hall India; 2015
4.	Pandey, U S; Chaudhary, Kavita; Cloud Computing; S chand and company; 2014
5.	Nayan B Ruparelia; Cloud computing; MIT Press; 2016
References Books	
1.	RajkumarBuyya, James Broberg and AndrzejGoscinski, Cloud Computing – Principles and Paradigms, John Wiley & Sons, 2011
2.	Barrie Sosinsky, “ Cloud Computing Bible” John Wiley & Sons, 2011
3.	Tim Mather, SubraKumaraswamy, and ShahedLatif, Cloud Security and Privacy An Enterprise Perspective on Risks and Compliance, O'Reilly, 2009
4.	Kai Hwang, Geoffrey C. Fox and Jack J. Dongarra, Distributed and cloud computing from Parallel Processing to the Internet of Things, Morgan Kaufmann,

CO-PO MAPPING

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				S		M	S	S
CO 2	S			M	S			
CO 3	M	S	S			S	M	
CO 4					S	M	S	S
CO 5	S	M	M	S			S	

S-Strong M-Medium L-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KS7	Enterprise Resource Planning (ERP)	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To familiarize the students to the basics of ERP models, structures and										
C2	To brief the advancement of IT and data management										
C3	To throw light on ERP marketplace dynamics										
C4	To elucidate on implementation of ERP										
C5	To orient to open source ERP and future directives										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	ERP Introduction: Origin, Evolution and Structure and Benefits: o Conceptual Model of ERP, Scenario and Justification of ERP in India, Various Modules of ERP, Advantage of ERP.							9	C1		
II	Advancement of IT and Impact on organizations data management: Data warehousing, Data Mining, Online Analytic Processing (OLAP), Product Life Cycle Management (PLM).							9	C2		
III	ERP Marketplace and Marketplace Dynamics: Market Overview, Marketplace Dynamics, and The changing ERP Market. ERP- Functional Modules: Introduction, Functional Modules of ERP Software Integration of ERP, Supply chain and Customer Relationship Applications.							9	C3		
IV	ERP Implementation: Business Process mapping and re-engineering, ERP Implementation Life Cycle, Role of Consultants, Vendors and Employees. Critical Success Factors: Guiding Selection and Evaluation of ERP, Strategies and CSF for Successful ERP Implementation, Causes of ERP Failure.							9	C4		

V	Practical Module: ERP & E-Commerce, Future Directives- in ERP, Integrating ERP into organizational culture. Using an open source ERP tool for orienting students to ERP.	9	C5
Total		45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Define the basics of ERP models, structures and advantages	P01, P02, P07	
CO2	Comprehend and categorize the advancement of IT and data management	P05, P06, P07	
CO3	Summarise the ERP marketplace dynamics	P01, P02, P07	
CO4	Compare and design implementation of ERP	P01, P02, P05. P06	
CO5	Contrast and use open source ERP towards future directives	P03, P04,P05, P07, P08	
Reading List			
1.	Business Process Management Journal, Emerald insight		
2.	Journal of Business Research, Elsevier		
3.	T Huang, K Yasud, Comprehensive review of literature survey articles on ERP - Business Process Management Journal, Emerald		
4.	H Klaus, M Rosemann, GG Gable, What is ERP?, Information systems frontiers, Springer		
Text Books			
1.	Enterprise Resource Planning (ERP) Text and Case Studies, Mr. C.S.V. Murthy, Himalaya Publication, 2008.		
2.	Dr. Ashim Raj Singla, Enterprise Resource Planning 2 nd Edition, Cengage Learning, 2019.		
3.	S. Sadagopan, ERP-A Managerial Perspective, McGraw Hill,1999.		
4.	K Ganesh; Sanjay Mohapatra; AnbuShankar,S P; Enterprise Resource Planning: Fundamentals of Design and Implementation; Springer; 2014		
5.	S Parthasarathy; Enterprise Resource Planning: A Managerial and Technical Perspective; NewAge Publications; 2007		
References Books			
1.	Alexis Leon , Enterprise Resource Planning McGraw Hill, 2 nd Edition, 2018		
2.	David L. Olson , Managerial Issues of Enterprise Resource Planning Systems, McGraw Hill, 2008.		

3.	F. Robert Jacobs and D. Clay Whybark, Why ERP? A primer on SAP Implementation, McGraw Hill, 2000.
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CO-PO MAPPING

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	S					M	
CO 2					S	S	M	
CO 3	M	S					S	
CO 4	S	M			S		S	S
CO 5			S	M	M		M	S

S-Strong M-Medium L-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KS8	Software Project and Quality management	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To comprehend and reflect on overview of project planning, project evaluation, project analysis and technical planning, software estimation										
C2	To elaborate and critically analyze Resource scheduling and management, CMM, key process indicators, process monitoring and control.										
C3	To generate and align Critical Chain Project Management, Test Maturity Model & Six Sigma and collate reports.										
C4	To evaluate existing Adaptive Project Framework and build quality models based on Six Sigma & Lean Process Model.										
C5	To contrast Software configuration management processes and audit quality standardisations.										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	Introduction: Project Overview - Traditional Project Management - Scoping the Project - Identifying Project Activities-An overview of project planning, project evaluation, project analysis and technical planning, software estimation. Organizational quality goals, policy, quality plans, certification, accreditation, process measurements, audits.							9	C1		
II	Requirements: Estimating Duration, Resource Requirements and Cost - Constructing and Analyzing the Project Network Diagram - Finalizing the Schedule and Cost Based on Resource Availability - Organizing and Conducting the Joint Project Planning Session. Capability Maturity Model: CMM & CMMI, goals, commitment, ability, measurement & verification, maturity levels, key process areas, key process indicators, process monitoring and control.							9	C2		
III	Project Teams: Recruiting Organizing and Managing the Project Team - Monitoring and Controlling Progress - Closing out the Projects - Critical Chain Project							9	C3		

	Management - Activity planning, project schedules, sequencing and scheduling projects. Test Maturity Model & Six Sigma: Overview, Key Process Areas, TPI framework of test quality, levels of maturity, assessment, analysis, reporting.		
IV	Framework: Introduction to the Adaptive Project Framework - Version Scope - Cycle Plan - Cycle Build - Client Checkpoint - Post-Version Review - network planning model, shortening project duration, Identifying critical activities. Six Sigma & Lean Process Model: quality criteria, quality metrics, frameworks, process wastages, operational processes, guidelines and templates	9	C4
V	Standardisations: Variations to APF- Software configuration management, Basic functions, Responsibilities, standards configuration management, prototyping, models of prototyping. Organizational Considerations - Project Portfolio Management - Project Support Office Case study - PRINCE Project management standards. Audits: ISO, CMM, People CMM, TMM, Six Sigma.	9	C5
Total		45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Comprehend and reflect on overview of project planning, project evaluation, project analysis and technical planning, software estimation	P01, P02, P06, P07	
CO2	Critically analyze Resource scheduling and management, CMM, key process indicators, process monitoring and control.	P05, P06, P07	
CO3	Generate and align Critical Chain Project Management, Test Maturity Model & Six Sigma and collate reports.	P01, P02, P06	
CO4	Evaluate existing Adaptive Project Framework and build quality models based on Six Sigma & Lean Process Model.	P01, P02, P05. P06	
CO5	Contrast and conclude Software configuration management processes and audit quality standardisations.	P04, P05, P07, P08	

Reading List	
1.	Software Quality Journal, Springer
2.	International Journal of Project Management, Elsevier
3.	MJ Parzinger, R Nath, A study of the relationships between total quality management implementation factors and software quality, Total quality management, Taylor & Francis
4.	K Kautz, EÅ Larsen Diffusion theory and practice: Disseminating quality management and software process improvement innovations, Information Technology & People, Emerald
Text Books	
1	Ashfaque Ahmed; Software Project Management: A process driven approach; T& F; 2011
2	PankajJalote; Software Project Management in Practice; Pearson Education ; 2002
3	PriyadarshiniTripathy; KshirasagarNaik; Software Testing and Quality Assurance; Wiley Publishing; 2011
4	Bharat BhushanAgarwal; ShivangiDhall; Software Project Management; Laxmi Publication; 2011
5	K K Singh; Akansha Singh; software Project management; Umesh Publication; 2011
References Books	
1.	Richard L. Chamberlain, Planning Quality Project Management of (EMR/EHR) Software Products (HIMSS Book Series), CRC Press, 1 st Edition 2017.
2.	Ronald Cummings - John, Owais Peer, Leading Quality: How Great Leaders Deliver High Quality Software and Accelerate Growth, ROI Press,1 st Edition 2019.
3.	Greg Caldwell, Lean Mastery: 8 Books in 1 - Master Lean Six Sigma & Build a Lean Enterprise, Accelerate Tasks with Scrum and Agile Project Management, Optimize with Kanban, and Adopt The Kaizen Mindset, Greg Caldwell Publishing, 1 st Edition 2020.
4.	Tom C. Witt, IT Best Practices: Management, Teams, Quality, Performance, and Projects, CRC Press,1 st Edition 2018.
5.	Linda Westfall, The Certified Software Quality Engineer Handbook, ASQ Quality Press, 2 nd Edition, 2017.
6.	Stephan Goericke, The Future of Software Quality Assurance, 1 st 2020, Springer Open.

CO-PO MAPPING

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	M				M	S	
CO 2					S	M	S	
CO 3	M	S				S		
CO 4	S	M			S	S		
CO 5				S	M		S	S

S-Strong M-Medium L-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KS9	Data Warehousing	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To provide insights to the characteristics and architecture of data warehouse.										
C2	To throw light on the fundamentals, classification and major issues in data mining.										
C3	To familiarize on APRIORI principle & Algorithm and Association rule										
C4	To create awareness and importance of classification techniques, decision tree										
C5	To elucidate on the various clustering techniques.										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	Data warehouse: Introduction to Data warehouse, Difference between operational database systems and data warehouses, Data warehouse Characteristics, Data warehouse Architecture and its Components, Extraction-Transformation-Loading, Logical(Multi-Dimensional), Data Modeling, Schema Design, Star and Snow-Flake Schema, Fact Constellation, Fact Table, Fully Addictive, Semi-Addictive, Non-Addictive Measures; Fact-Less-Facts, Dimension Table Characteristics; OLAP Cube, OLAP Operations, OLAP Server Architecture-ROLAP, MOLAP and HOLAP.							9	C1		
II	Data Mining: Fundamentals of data mining, Data Mining Functionalities, Classification of Data Mining systems, Data Mining Task Primitives, Integration of a Data Mining System with a Database or Data Warehouse System, Major issues in Data Mining. Data Preprocessing: Need for Preprocessing the Data, Data Cleaning, Data Integration & Transformation, Data Reduction, Discretization and Concept Hierarchy Generation.							9	C2		
III	Association Rules: Problem Definition, Frequent Item Set Generation, The APRIORI Principle, Support and Confidence Measures, Association Rule Generation;							9	C3		

	APRIOIRI Algorithm, The Partition Algorithms, FP-Growth Algorithms, Compact Representation of Frequent Item Set- Maximal Frequent Item Set, Closed Frequent Item Set.		
IV	Classification: Problem Definition, General Approaches to solving a classification problem, Evaluation of Classifiers , Classification techniques, Decision Trees-Decision tree Construction, Methods for Expressing attribute test conditions, Measures for Selecting the Best Split, Algorithm for Decision tree Induction; Naive-Bayes Classifier, Bayesian Belief Networks; K- Nearest neighbor classification- Algorithm and Characteristics, prediction: Accuracy and Error measures, Evaluating the accuracy of a classifier or a predictor, Ensemble methods.	9	C4
V	Clustering: Clustering Overview, A Categorization of Major Clustering Methods, partitioning methods, hierarchical methods, , partitioning clustering-k-means algorithm, pam algorithm; hierarchical clustering-agglomerative methods and divisive methods, Basic Agglomerative Hierarchical Clustering Algorithm, Key Issues in Hierarchical Clustering, Strengths and Weakness, Outlier Detection.	9	C5
Total		45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Have insights to the characteristics and architecture of data warehouse.	P05, P06, P07	
CO2	Possess knowledge on the fundamentals, classification and major issues in data mining.	P01, P02, P06	
CO3	Possess knowledge on APRIOIRI principle & Algorithm and Association rule generation.	P01, P02, P06, P07	
CO4	Have better understanding on classification techniques, decision tree and Bayesian Belief Networks.	P01, P05. P06	
CO5	Learn and understand the various clustering techniques.	P04, P05, P07,	
Reading List			
1.	Data Mining and Knowledge Discovery, Springer		

2.	International Journal of Information Management, Science Direct
3.	BH Wixom, HJ Watson, An empirical investigation of the factors affecting data warehousing success, MIS quarterly, JSTOR
Text Books	
1.	P Chandra, MK Gupta, Comprehensive survey on data warehousing research, International Journal of Information Technology, Springer
2.	PaulrajPonniah, Data warehousing Fundamentals, Wiley Publications. 2 nd Edition, 2012
3	Parteek Bhatia; Data mining and data warehousing; Principles and Practical applications; Cambridge University Press; 2019
4	Arshad khan; Data warehousing 101 : Concepts and Implementation; iUniverse; 2003
5	Prabhu CSR; Data warehousing: Concepts, Techniques and Products; PHI Universal; 2008
References Books	
1.	George M. Marakas, Modern Data Warehousing, Mining and Visualization, Pearson Publications. 3 rd Impression, 2009
2.	Jaiwei Ham and MichelineKamber, Data Mining concepts and techniques, Kauffmann Publishers, 2006
3.	W.H.Inmon, Building the Data Warehouse, 4th edition Wiley India Pvt. Ltd, 2005.
4.	Michel Berry and Gordon Linoff, Data mining techniques for Marketing, Sales and Customer support, John Wiley, 2011

CO-PO MAPPING

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1					S	M	S	
CO 2	M	S				M		
CO 3	S	S				S	M	
CO 4	S				S	S		
CO 5				S	M		S	

S-Strong M-Medium L-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KS10	Deep Learning And Artificial Intelligence	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To familiarize the students on the modern practices of deep forward networks.										
C2	To provide insights on deep models, optimization techniques and algorithms with adaptive learning rates.										
C3	To throw light on foundation and applications of AI.										
C4	To elucidate on the approaches to knowledge representation.										
C5	To create awareness and importance of applications of expert systems and machine learning paradigms.										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	Deep Networks: Deep Networks: Modern Practices: Deep Forward Networks: Example: Learning XOR - Gradient-Based Learning - Hidden Units - Architecture Design - Regularization for Deep Learning.							9	C1		
II	Models: Optimization for Training Deep Models: How Learning Differs from Pure Optimization -Challenges in Neural Network Optimization - Basic Algorithms - Parameter Initialization Strategies - Algorithms with Adaptive Learning Rates - Approximate Second-Order Methods - Optimization Strategies and Meta-Algorithms							9	C2		
III	Intelligent Systems: Introduction to Artificial Intelligence: Intelligent Systems - Foundations of AI - Applications -Tic-Tac-Toe Game Playing - Problem Solving: State-Space Search and Control Strategies: Introduction - General Problem Solving - Exhaustive Searches - Heuristic Search Techniques.							9	C3		
IV	Knowledge Representation: Advanced Problem-Solving Paradigm: Planning: Introduction - Types of Planning Systems -Knowledge Representation: Introduction - Approaches to Knowledge Representation -Knowledge Representation using							9	C4		

	Semantic Network - Knowledge Representation using Frames.		
V	Applications: Expert Systems and Applications: Blackboard Systems – Truth Maintenance Systems – Applications of Expert Systems – Machine-Learning Paradigms: Machine-Learning Systems – Supervised and Unsupervised Learnings.	9	C5
Total		45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Identify the modern practices of deep forward networks.	P01, P02, P05, P07	
CO2	Explain the deep models, optimization techniques and algorithms with adaptive learning rates.	P01, P02, P04, P06	
CO3	Summarise on the foundation and applications of AI.	P04, P05, P06, P07	
CO4	Criticise the approaches to knowledge representation.	P02, P06. P07	
CO5	Organise the applications of expert systems and machine learning paradigms.	P04, P05, P07, P08	
Reading List			
1.	Artificial Intelligence – Elsevier		
2.	International Journal of Machine Learning and Cybernetics, Springer		
3.	DM Dimiduk, EA Holm, SR Niezgoda, Perspectives on the impact of machine learning, deep learning, and artificial intelligence on materials, processes, and structures engineering, Integrating Materials and and Manufacturing Innovation volume 2018 - Springer		
Text Books			
1.	SarojKaushik, "Artificial Intelligence", Cengage Learning India Pvt. Ltd, 2011		
2.	Deepak Khemani, "A First Course in Artificial Intelligence", McGraw Hill Education (India) Private Limited, New Delhi, 2013		
3.	Elaine Rich, Kevin Night, Shivashankar B Nair, "Artificial Intelligence" 3 rd Edition, McGraw Hill, 2008.		
4.	A Sujith, GS Sajja, V Mahalakshmi, S Nuhmani, Systematic review of smart health monitoring using deep learning and Artificial intelligence, Neuroscience Informatics, Elsevier		
5.	Kanimozhi S; Suguna; Dhivya; Paiva, Sara; Artificial Intelligence: Recent trends and		

	Applications; CRC Press; 2021
References Books	
1.	Ian Goodfellow, YoshuaBengio, Aaron Courville, "Deep Learning", MIT Press, 2016.
2.	Li Deng and Dong Yu, "Deep Learning Methods and Applications", Foundations and Trends in Signal Processing, 2014.
3.	YoshuaBengio, "Learning Deep Architectures for AI", Foundations and Trends in Machine Learning, 2009

CO-PO MAPPING

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	S			S		M	
CO 2	M	S		S		S		
CO 3				M	S	M	S	
CO 4		S				S	S	
CO 5				S	M		M	S

S-Strong M-Medium L-Low

**SPECIALIZATION COURSES: LOGISTICS AND SUPPLY CHAIN
MANAGEMENT**

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KL1	Supply Chain Management	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To provide an in-depth understanding of various frameworks on the concepts of Supply Chain management										
C2	To analyze and evaluate the insights on Supply chain synergies										
C3	To examine the dimensions on Sales & Operation Planning										
C4	To appraise on the overview on Customer value and supply chain management										
C5	To appraise the various elements of supply chain analytics										
UNIT	Details							No. of Hours	Course Objectives		
I	Introduction to Supply Chain: Historical perspective Understanding Supply Chain key issues in supply chain management Objectives, importance, Decision phases -Examples of supply chains Supply chain strategies, The supply chain becomes value chain Supply chain as a competitive weapon							9	C1		
II	Supply chain synergies: Collaborate with supply chain partners Supply Chain Drivers and Design Drivers of supply chain performance: Framework for structuring Facilities, including warehouse, Inventory, Transportation, Information, Sourcing, and Pricing – Yield management /Revenue management							9	C2		
III	Sales and Operations Planning: Demand management Demand forecasting, Aggregate Planning and Managing Supply, Demand and Inventory Aggregate Planning in a Supply Chain: role, aggregate planning problems, strategies, role of IT, Implementation Responding to predictable variability in supply chain – Types of supply chains-creating responsive supply chains lean and agile supply chain their characteristics.							9	C3		
IV	Leadership and Control: Customer value and supply chain management: Dimensions of customer value-value added services – customer value measures Push-pull boundary –mass customization and supply chain management outsource - Third and Fourth - Party Logistics							9	C4		

	providers – managing risk in supply chains Creating a sustainable supply chain.		
V	Supply chain analytics: Use of computer software in supply chain problems -Electronic commerce – emerging mega trends supply chain of the future – seeking structural flexibility–The multi-channel revolution 2020 vision.	9	C5
	Total	45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Be able to understand the basic concepts of Supply Chain management.	PO4, PO6, PO8	
CO2	Be able to apprehend, analyze and evaluate the insights on Supply chain synergies.	PO1, PO2	
CO3	Be able to learn and examine the insights on Sales & Operation Planning.	PO5, PO6, PO7	
CO4	Be able to classify, appraise and assess the Customer value and supply chain management.	PO4, PO5	
CO5	Be able to appraise, and evaluate on the various elements of supply chain analytics.	PO3, PO8	
Reading List			
1.	Supply chain management and advanced planning, Springer.		
2.	Supply chain management: An international journal, Emerald.		
3.	Industrial marketing management, Elsevier.		
4.	Journal of Business logistics, Wiley online.		
References Books			
1.	The Supply Chain Revolution, Suman sarkar,2017, Amacom		
2.	Supply Chain Metrics that Matter, Lora M. Cecere , 2014,wiley publication.		
3.	Supply Chain Strategy, Second Edition Unleash the Power of Business Integration to Maximize Financial, Service, and Operations Performance, Edward Frazelle, 2017,McGraw hill.		
4.	Managing Supply Chain Operations, Lei Lei , 2017, World scientific publications		
5.	Essentials of Supply Chain Management, Michael H. Hugos ,2018,wiley publication		

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				M		M		M
CO 2	M	S						
CO 3		S			M	M	M	
CO 4				S	S		S	
CO 5			S					S

S-Strong M-Medium L-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KL2	Principles and Practice of Logistics Management	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To provide an in-depth understanding of various frameworks on the concepts & functions of logistics.										
C2	To analyze and evaluate the activities of logistics & Inventory										
C3	To examine the dimensions of transportation warehousing and distribution										
C4	To appraise on the overview of operational need on effective logistic performance.										
C5	To appraise the various elements of logistics cost and need for integration.										
UNIT	Details							No. of Hours	Course Objectives		
I	Concepts of Logistics – Evolution – Nature and Importance – Components of Logistics Management – Competitive Advantages of Logistics – Functions of Logistics management – principles – Logistics Network – Integrated Logistics system.							9	C1		
II	Elements of Logistics and Inventory carrying – Ware housing – Material handling – Order processing – Transportation – Demand Forecasting – Impact of Forecasts on Logistics and Performance measurements.							9	C2		
III	Transportation – participants in Transportation Decisions – Modes of Transportation – Factors influencing Transport economics – documents in Transport Decision Making Warehousing / Distribution – Functions of Warehouse – benefits of Warehouse – Service – Warehousing Alternatives – Warehouse site selection – Factors while initiating Warehouse Operations – Warehouse Management System.							9	C3		
IV	Packing and Materials Handling – Functions of packaging – Communication – Packaging cost – Types of Packaging Material – Unitization – Containerization – Designing a package factors affecting choice of packaging							9	C4		

	materials.		
V	Organization for effective logistics performance – centralized and decentralized structures – stages of functional aggregation in organization, financial issues in logistics performance – Measures – Steps in ABC costing – Financial Gap Analysis integrated Logistics – Need for Integration - Activity Centers in Integrated Logistics Role of 3PL and 4PL – Principles of LIS.	9	C5
Total		45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Be able to understand the broad concepts of evolution and functions of logistics management.	PO1, PO2	
CO2	Be able to apprehend, analyze and evaluate the basic principles of logistics, warehousing and material handling	PO1, PO2, PO3, PO8	
CO3	Be able to learn and examine the process of transportation, distribution, packaging etc	PO5, PO6, PO7	
CO4	Be able to classify, appraise and assess the knowledge on integrated logistics and linguistic information system.	PO4, PO5	
CO5	Be able to appraise, and evaluate on the various elements of logistics cost and need for integration in logistics facilities.	PO3, PO8	
Reading List			
1.	Journal of Logistics Management, ingenta.		
2.	Periodicals of Engineering and Natural Sciences		
3.	The International Journal of Logistics Management, emerald.		
4.	Advances in Logistics and Supply Chain Management, springer.		
References Books			
1.	1st Edition Logistics Principles and Practice By Hessel Visser, 2007, Routledge.		
2.	Logistics and Supply Chain Management by Saikumari V. (Author), Purushothaman S (Author), Sultan Chand.		
3.	Logistics Management 1St Edn 2014 Edition by GANAPATHI AND NANDI, OXFORD		
4.	Textbook of Logistics and Supply Chain Management Agarwal D K, Trinity publications, 2018.		
5.	Logistics Management 3rd ED Paperback,2012 by V.V Sople ,Pearson publication.		

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	S						
CO 2	M	S	S					S
CO 3					M	M	M	
CO 4				S	S			
CO 5			S					S

S-Strong M-Medium L-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KL3	Inventory & Warehousing Management	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To provide an in-depth understanding of Inventory Management and its impact on Logistics										
C2	To analyze and evaluate the activities of various models, tools and techniques of Inventory control and inventory management										
C3	To examine the dimensions of knowledge of various inventory ranking methods, and how to use technology in inventory control										
C4	To appraise on the overview of basics of warehouse management, its location, layout and principles of warehouse design										
C5	To appraise the various elements on knowledge about the standardization, codification, safety and security of inventory and the role of Information technology in warehouse management										
UNIT	Details							No. of Hours	Course Objectives		
I	Introduction to Inventory – Definition, principles, role, functions and importance of Inventory, Types of Inventory, Inventory Policy, Costs Associated with Inventory, Inventory and Profitability, Impact of Inventory on total logical cost – Inventory management – objectives / importance, symptoms of poor inventory management, Improving effectiveness of inventory management.							9	C1		
II	Inventory Control and models – Importance and scope of Inventory control, Selective Inventory control, Inventory Models – Economic Lot size, EOQ, Economic Batch Quantity [EBQ], ROL – reorder level, P model, Q model, two bin system, fair share allocation model, MRP, ABC analysis, Just in Time (JIT). Modern methods Kanban, DRP and ERP.							9	C2		
III	Inventory Methods – Inventory ranking methods and Quadrant technique, FIFO. LIFC, Weighted average method, Inventory under certainly and uncertainly, Risk Management, Work in progress inventories, Finished Goods Inventories, Spare parts inventories, Use of Computers in Inventory Management – RFID, EDI, Satellite tracking system.							9	C3		
IV	Warehouse Management – Definition, Principles,							9	C4		

	Roles, Importance of Warehouses, Need for Warehousing, Warehouse selection and planning, functions and operations of a warehouse, Warehouse location, Area of Warehouse, Factors affecting warehousing cost, Warehouse layout, Design principles.		
V	Planning – codification and standardization of the Materials, Incoming Materials Receipts, Retrieval and Transaction Processing System, Security and Loss Prevention, Consumption Based Planning – MRP and lot sizing procedure, Forecasting parameter and result, planned order planning file consolidation, Break bulk, Cross docking, Mixing, Assembly – competitive advantage, production support warehouse – ERP, Role of IT in warehousing.	9	C5
Total		45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Be able to understand the broad concepts of Inventory Management and its impact on Logistics.	PO1, PO4, PO6, PO8	
CO2	Be able to apprehend, analyze and evaluate the basic principles of various models, tools and techniques of Inventory control and inventory management.	PO3, PO4	
CO3	Be able to learn and examine the process of various inventory ranking methods, and how to use technology in inventory control.	PO5, PO6, PO7	
CO4	Be able to classify, appraise and assess the basics of warehouse management its location, layout and principles of warehouse design.	PO4, PO5	
CO5	Be able to appraise, and evaluate on the various elements of standardization, codification, safety and security of inventory and the role of Information technology in warehouse management	PO3, PO8	
Reading List			
1.	International Journal of Supply Chain and Inventory Management, Inderscience.		
2.	International Journal of Logistics Systems and Management, Inderscience.		
3.	Journal of Operations Management, wiley.		
4.	International Journal of Logistics Research and Applications, Taylor and Francis		
References Books			
1.	Basics of Warehouse and Inventory Management: (The pillars of business Logistics) INDIA SPECIFIC EDITION 2022, by Villivalam Rangachari Rangarajan, Notion Press		
2.	Inventory Management: Principles and Practices Paperback 2008, by P. Narayan (Author), Jaya Subramanian (Author), Excel books		
3.	Best Practice in Inventory Management Hardcover, 1997 by Tony Wild		

	(Author), Publisher A Butterworth-Heinemann Title.
4.	Hands-On Inventory Management (Resource Management) Hardcover 2007, Ed C. Mercado, Auer Bach Publications.
5.	Inventory Management,2006, Chandra bose, Prentice Hall India Learning Private Limited.

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	M			M		M		M
CO 2			M	S				
CO 3					M	M	M	
CO 4				S	S			
CO 5			M					S

S-Strong M-Medium L-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KL4	Domestic and International Logistics	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To provide an in-depth understanding of various frameworks on the basic logistics concepts and the terminology used in the logistics field and various types of vehicle selection.										
C2	To analyze and evaluate the activities of planning & Decision making. To examine the role that logistics plays with the rest of the corporate functions.										
C3	To examine the dimensions of legislation such as licensing, drivers working hours and vehicle dimensions.										
C4	To appraise on the overview of logistics functions interface with Order Management, Inventory Control, Transportation, and Distribution channels as integral part of the supply chain.										
C5	To appraise the various elements of general understanding of strategic challenges of the material sourcing, reverse logistics and material production as a means of supply chain strategies.										
UNIT	Details							No. of Hours	Course Objectives		
I	Vehicle Selection – Types of Vehicles – Types of Operations – Load types and characteristics – main types of vehicle body – Implications of vehicle selection – vehicle acquisition.							9	C1		
II	Need for planning – fleet management – main types of road freight transport – transport resource requirements – vehicle routing and scheduling issues – data requirements – computer routing and scheduling – information system applications – GPS – RFID.							9	C2		
III	Legislation – Operator licensing – Driver licensing – Driver's Hours regulations – Road transport directive – tachographs – vehicle dimensions.							9	C3		
IV	Introduction to Air Cargo; Aviation and airline terminology – IATA areas – Country – Currency – Airlines – Aircraft layout – different types of aircraft – aircraft manufacturers – ULD – International Air Routes – Airports – codes – Consortium – Hub and spoke – Process Flow.							9	C4		

V	Air freight forwarding; Air Freight Exports and Imports – Special Cargoes – Consolidation – Documentation – Air way Bill (AWB) – Communications – Handling COD Shipments – POD – conditions of contract – Dangerous (DGR) or Hazardous goods.	9	C5
Total		45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Be able to understand the basic logistics concepts and the terminology used in the logistics field and various types of vehicle selection.	PO1, PO2, PO6	
CO2	Be able to apprehend, analyze and evaluate the basic principles on planning & decision making. They will examine the role that logistics plays with the rest of the corporate functions.	PO1, PO5	
CO3	Be able to learn and examine the process on legislation such as licensing, drivers working hours and vehicle dimensions.	PO5, PO6, PO7	
CO4	Be able to classify, appraise and assess the logistics functions interface with Order Management, Inventory Control, Transportation, and Distribution channels as integral part of the supply chain.	PO3, PO5	
CO5	Be able to appraise, and evaluate on the various elements of strategic challenges of the material sourcing, reverse logistics and material production as a means of supply chain strategies.	PO3, PO8	
Reading List			
1.	Journal of Marketing Theory and Practice, Taylor and francis.		
2.	International Journal of Physical Distribution, emerald.		
3.	Management Decision, emerald.		
4.	Periodicals of Engineering and Natural Sciences (PEN)		
References Books			
1.	T. A. S. Vijayaraghavan, Supply Chain Analytics, Wiley, 2021		
2.	Fundamentals of air transport management by P.S. Senguttuvan, Excel Books, 2006.		
3.	Business Logistics; Supply chain management (5 th edition) L Ronald Ballou, Pearson, 2007.		
4.	Warehouse management; a complete guide to improving efficiency and minimizing cost (2 nd Edition); Gwynne Richards, 3 rd Edition, Kogan Page. 2017.		
5.	Pierre A. David and Richard D. Stewart, International Logistics: The management of International Trade Operations, Cengage Learning, 2013		
6.	Wendy L Tate, The Definitive Guide to Supply Management and Procurement, 1 st Edition, Pearson, 2020.		

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	M	M				S		
CO 2	M				S			
CO 3					M	M	M	
CO 4			S		S			
CO 5			S					S

S-Strong M-Medium L-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KL5	Purchasing Management	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To provide an in-depth understanding of principles, theories and practices of purchasing and supply management, critically evaluate these, and link to various aspects of performance (financial measures as well societal (e.g. ethical and environmental) aspects)										
C2	To analyze and evaluate the activities of purchasing and supply management in the organization, and also relative to other supply chain management processes										
C3	To examine the dimensions of supply strategies and supplier relationships in various contexts										
C4	To appraise on the overview to analyze and critically assess robustness of supplier relationship strategies										
C5	To appraise the various elements of related to supply strategy to externalities such as scarcity of natural resources, climate change, ethical and environmental issues and costs.										
UNIT	Details							No. of Hours	Course Objectives		
I	Introduction to purchasing: Introduction to purchasing, Importance of purchasing, change role of purchasing							9	C1		
II	Purchasing policies and activities: Importance of policies, policies to provide guidance and direction, and purchasing procedures. Objectives of purchasing, responsibilities, purchasing process, efficient purchase.							9	C2		
III	Selection of supplier: Outsourcing or insourcing, supplier evaluation and selection, supplier evaluation criteria, supplier score cards.							9	C3		
IV	Developing and maintaining supplier relationships.							9	C4		
V	Importance of quality in purchasing decisions: overview of quality management, purchasing role in managing supplier quality, Total quality management (TQM).							9	C5		
Total							45				
Course Outcomes											
Course Outcomes	On completion of this course, students will;							Program Outcomes			
CO1	Students will Understand established principles, theories and practices of purchasing and supply management							PO4, PO6, PO8			

CO2	Understanding the role of purchasing and supply management in the organization.	PO1, PO2
CO3	Understanding supply strategies and supplier relationships in various contexts	PO5, PO6, PO7
CO4	Understanding and analyzing and critical assess robustness of supplier relationship strategies	PO4, PO5
CO5	Relating supply strategy to externalities and environmental issues and costs.	PO3, PO8
Reading List		
1.	https://www.projectmanager.com/blog/purchase-management	
2.	Supply chain management: An international journal, Emerald.	
3.	Industrial marketing management, Elsevier.	
4.	https://www.procurementexpress.com/purchase-orders/purchasing-management/	
References Books		
1.	Supply Chain Management 6/e Paperback, 2016, Chopra/Kalra, Pearson.	
2.	Purchasing and Supply Chain Management (English, Paperback, Johnsen Thomas E, 2014, Rutledge publication.	
3.	Purchasing and Supply Management, 15 th edition, Anna E. Flynn P. Fraser Johnson, 2019. Mcgraw hill.	
4.	Supply Management, 8th Edition By David Burt and Sheila Petcavage and Richard Pinkerton, 2010, McGraw hill.	
5.	Procurement and Principles Management.11 the edition, 2018. Peter Baily, Barry Crocker, David Farmer, Pearson.	

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	M					M		M
CO 2	M	S						
CO 3					M	M	M	
CO 4				S	S			
CO 5			S					S

S-Strong M-Medium L-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KL6	Logistics Legal Framework And Maritime Documents	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To provide an in-depth understanding of various frameworks on legal perspective.										
C2	To analyze and evaluate the activities of Lawson Carriage of Goods										
C3	To examine the dimensions of process of The Cargo Claim Enquiry										
C4	To appraise on the overview of Maritime Logistics										
C5	To appraise the various elements of Chartering Principles and Practices										
UNIT	Details							No. of Hours	Course Objectives		
I	Indian Contract Act, 1872 -Contract-Meaning-Essential Elements -Offer and Acceptance-Consideration-Capacity-Consent-Legality of object-Quasi contract-Discharge of Contract-Breach of Contract- Remedies. Contract of Indemnity and Guarantee - Bailment: Rights and Duties of Bailor and Bailee-Contract of Agency: - Creation of Agency-Rights and Duties of Agent and Principal-Termination of Agency							9	C1		
II	Lawson Carriage of Goods: The Bills of Lading Act 1855 And The Carriage Of Goods By Sea Act 1992 - Non-Contractual Actions- Functions Of The Bill Of Lading Contracts Of Carriage - Modifications To The Traditional Carriage Contract Model-Third-Party Rights Under The Initial Carriage Contract Act Common Law And In Equity - Statutory Transfers.							9	C2		
III	The Cargo Claim Enquiry- Duties, Rights and Liabilities of Common Carriers under:(i) The Carriers Act,186. (ii)TheRailwaysAct,1989,(iii)The Carriage By Road Act, 2007 (iv) The Carriage by Air Act, 1972- Indian Consumer Protection Act, 1986: Objects - Rights of Consumers - Consumer Dispute-Procedure of Filing Complaint-Procedure for redressal of Complaints.							9	C3		
IV	Maritime Logistics: Concept, objectives, Importance and relevance to global marketing and Supply chain management- Coastal and Ocean transportation-World Sea-borne Transport- Global Sea Routes and the trade volume- Characteristics of shipping							9	C4		

	transport. Types of Ships- Container, Roll-on/roll-off (ro-ro) vessels, General cargo ships, Bulk carriers, Tankers, etc.- Busiest Sea routes: East-West and North-South and Intra Region International Maritime Organization (IMO): Formation and functions- Regulations concerning dangerous and polluting cargoes, including the class structure.		
V	Chartering Principles and Practices – Types of Charters- Voyage, Time and Bare Boat charters- Freight Determination and Determinants- Conference System Vs Competitive System- Freight structure and practice – Rate Dynamics- Multi-modal Transport system- Technological Developments in ocean transportation: Size, Tracking, Speed and Security.	9	C5
	Total	45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Be able to understand the broad concepts of legal perspective.	PO1, PO2	
CO2	Be able to apprehend, analyze and evaluate the basic principles of Lawson Carriage of Goods	PO1, PO2, PO3, PO8	
CO3	Be able to learn and examine the process of the Cargo Claim Enquiry	PO5, PO6, PO7	
CO4	Be able to classify, appraise and assess the Maritime Logistics	PO4, PO5	
CO5	Be able to appraise, and evaluate on Chartering Principles and Practices.	PO3, PO8	
Reading List			
1.	Supply chain management: An international journal, Emerald.		
2.	Industrial marketing management, Elsevier.		
3.	https://www.marineinsight.com/maritime-law/required-documentation-for-shipping-complete-list/		
4.	https://uncitral.un.org/en/texts/transportgoods		
References Books			
1.	Alan E. Branch. (2007). Elements of Shipping: Rutledge, 9 th Edition		
2.	Kapoor N. D. (2020). Mercantile Law. New Delhi: Sultan Chand & Sons, 38 th Edition		
3.	Maritime Economics : Rutledge. Pandit M. S., ShobhaPandit. (2010). Business Law. Mumbai: HPH, 1 st Edition		
4.	Peter Lorange. (2009). Shipping Strategy: Innovating for Success : Rutledge.		
5.	Shukla M. C. (2011). Mercantile Law. New Delhi: S. Chand & Co, 13 th Edition		

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	S						
CO 2	M	S	M					S
CO 3					M	M	M	
CO 4				S	S			
CO 5			S					S

S-Strong M-Medium L-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks			
									CIA	External	Total	
P23KL7	Export & Import Management	Elective	3	-	-	-	3	45	25	75	100	
Course Objectives												
C1	To provide an in-depth understanding of the career in International markets.											
C2	To analyze and evaluate the activities of Exim documentation.											
C3	To examine the dimensions of logistics and shipping characteristics.											
C4	To appraise on the overview of logistics and shipping procedures and pricing.											
C5	To appraise the various elements of role of IT in International business.											
UNIT	Details							No. of Hours	Course Objectives			
I	Export & Import – Introduction, Definitions. Evolution of Export & Import. Foreign Trade Institutional Framework and Basics. Multinational Organizations & Structure, International Business Scenario.							9	C1			
II	Export-Import—Documentation and Steps, Export–Import Strategies and Practice, Export Marketing, Business Risk Management and Coverage, Export Incentive Schemes.							9	C2			
III	Logistics and Characteristics of Modes of Transportation, Characteristics of Shipping Industry, World Shipping, Containerization and Leasing Practices.							9	C3			
IV	Export Procedures and Documents, Customs Clearance of Import and Export Cargo, Methods and Instruments of Payment and Pricing Inco terms, Methods of Financing Exporters.							9	C4			
V	Information Technology and International Business, Export & Import with European continent, Africa, Middle East Countries, ASEAN Countries, Australia and New Zealand, China and Japan.							9	C5			
Total							45					
Course Outcomes												
Course Outcomes	On completion of this course, students will;							Program Outcomes				
CO1	Be able to understand the broad concepts of logistics who seek a career in International markets.							PO1, PO6, PO8				
CO2	Be able to apprehend, analyze and evaluate the basic principles of Exim documentation process							PO3, PO4				

CO3	Be able to learn and examine the process of logistics and shipping characteristics.	PO5, PO6, PO7
CO4	Be able to classify, appraise and assess the logistics and shipping procedures and pricing.	PO4, PO5
CO5	Be able to appraise, and evaluate on the various elements of IT in International business.	PO3, PO8
Reading List		
1.	Supply chain management: An international journal, Emerald.	
2.	Industrial marketing management, Elsevier.	
3.	https://in.sagepub.com/en-in/sas/export-and-import-management/book276434	
4.	https://www.ettintl.com/blog/Why-Export-Import-Management-Course-Is-Important.html	
References Books		
1.	Rama Gopal C.(2007). Export Import Procedures - Documentation And Logistics : New Age International.	
2.	Usha KiranRai.(2007) Export-Import and Logistics Management : PHI Learning Pvt. Ltd.	
3.	Justin Paul & Rajiv Aserkar(2010). Export Import Management : Oxford University Press.	
4.	Export Business-A Beginner's Guide: A practical guide for starting export business: Notion Press,2020	
5.	India's Trade Analytics: Patterns And Opportunities: Sage India Pvt Ltd.2019.	

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	M					M		M
CO 2			M	S				
CO 3					M	S	M	
CO 4				S	S			
CO 5			M					S

S-Strong M-Medium L-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KL8	Strategic Logistics Management	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To provide an in-depth understanding of various concept of strategy										
C2	To analyze and evaluate the process of environmental analysis										
C3	To examine the dimensions of business level strategy										
C4	To appraise on the overview of strategy analysis and choice										
C5	To appraise the various elements of strategy analysis and control										
UNIT	Details							No. of Hours	Course Objectives		
I	Strategy: Introduction - Strategic planning and strategic management: Levels of strategic planning - Process of strategic planning - dimensions of strategic decisions - Strategic management process							9	C1		
II	Environmental analysis: environmental scanning - Industry analysis - Competitive analysis -Internal analysis: Resource Based view, SWOT / PEST / ETOP analysis, Value Analysis- Strategy formulation/ alternatives: Corporate strategies: grand strategies- stability, expansion, retrenchment and combination							9	C2		
III	Business level strategies: - acquiring core competencies – Porter’s Generic Strategies Model – Functional level strategies: Production and Operations – Finance – HR – Marketing and R & D Strategies							9	C3		
IV	Strategic analysis and choice: Portfolio Analysis-BCG Growth-Share Matrix, GE Business Screen, Shell’s Directional Policy Matrix, Hofer’s Product – Market Matrix Strategic implementation: Steps-structural issues- behavioral issues- strategic leadership							9	C4		
V	Strategic evaluation and control: Balanced Score Card approach –EVA and MVA - ERP– Stake holder analysis – Systems thinking approach, Strategic control - operational control - process and Techniques.							9	C5		
Total							45				

Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Be able to understand the broad concepts of strategy	PO1, PO2, PO6
CO2	Be able to apprehend, analyze and evaluate the basic principles of environmental analysis	PO1, PO5
CO3	Be able to learn and examine the process of business level strategy	PO5, PO6, PO7
CO4	Be able to classify, appraise and assess the strategy analysis and choice	PO3, PO5
CO5	Be able to appraise, and evaluate on the strategy analysis and control	PO3, PO8
Reading List		
1.	International Journal of Operations & Production Management. Emerald.	
2.	International Journal of Physical Distribution & Logistics Management, Emerald.	
3.	Logistics Information Management, Emerald.	
4.	Journal of business logistics, ProQuest.	
References Books		
1.	AzharKazmi. (2007). Strategic Management and Business Policy – 3 rd Edition: Tata McGraw Hill. New Delhi.	
2.	R. Srinivasan. (2007). Strategic Management - 3rd Edition: Prentice Hall India, New Delhi.	
3.	Thomson, Strickland & Pearson. (2005). Strategic Management: Tata McGraw Hill, New Delhi. V.S., 2 nd Edition	
4.	Ramasamy& S. Namakumari. Strategic Planning-Formulation of corporate strategy: Macmillan India pvt ltd, 2001	
5.	James R Stock, Douglas Lambert Strategic Logistics Management - McGraw-Hill Higher Education; 4th edition (1 April 2001)	

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	M	M				M		
CO 2	M				M			
CO 3					M	M	M	
CO 4			S		S			
CO 5			S					S

S-Strong M-Medium L-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KL9	Distribution Management	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To provide an in-depth understanding of logistics operating areas and their interrelationship.										
C2	To analyze and evaluate the activities of planning and decision making and process steps.										
C3	To examine the dimensions of organizing structure in distribution.										
C4	To appraise on the overview of distribution organization and its leadership and Control										
C5	To appraise the various elements of Business Ethics of the organization.										
UNIT	Details							No. of Hours	Course Objectives		
I	Introduction to Distribution Distribution – Definition – Need for physical distribution – functions of distribution – marketing forces affecting distribution. The distribution concept – System perspective. Physical distribution trends in India. Transportation: Scope – principles of transportation function – relationship of transportation to other business functions.							9	C1		
II	Planning & Decision Making: Steps in Planning Process – Scope and Limitations – Short Term and Long Term Planning – Flexibility in Planning – Characteristics of a Sound Plan – Management By Objectives (MBO). Strategic Management Process Decision Making Process and Techniques. Business Models							9	C2		
III	Nature of Organizing: Organization Structure and Design - Authority Relationships – Delegation of Authority and Decentralization – Interdepartmental Coordinator – emerging Trends in corporate Structure, Strategy and Culture – Impact of Technology on Organizational design – Mechanistic vs. Adoptive Structures – Formal and Informal Organization. Span of control – Pros and Cons of Narrow and Wide Spans of Control –Optimum Span - Managing Change and Innovation.							9	C3		

IV	Leadership and Control: Leadership: Approaches to Leadership and Communication. Control: Concept of Control – Application of the Process of Control at Different Levels of Management (top, middle and first line). Performance Standards – Measurements of Performance – Remedial Action - An Integrated Control system in an Organization – Management by Exception (MBE)	9	C4
V	Business Ethics: Importance of Business Ethics – Ethical Issues and Dilemmas in Business - Ethical Decision Making and Ethical Leadership – Ethics Audit - Business Ethics and - CSR Models.	9	C5
Total		45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Be able to understand the broad concepts of logistics operating areas and their interrelationship.	PO4, PO6, PO8	
CO2	Be able to apprehend, analyze and evaluate the basic principles of planning and decision making and process steps.	PO1, PO2	
CO3	Be able to learn and examine the process of organizing structure in distribution.	PO5, PO6, PO7	
CO4	Be able to classify, appraise and assess the structure of distribution organization and its leadership and Control	PO4, PO5, PO7	
CO5	Be able to appraise, and evaluate on the various elements of Business Ethics of the organization.	PO3, PO8	
Reading List			
1.	Supply chain management and advanced planning, Springer.		
2.	Supply chain management: An international journal, Emerald.		
3.	Industrial marketing management, Elsevier.		
4.	Journal of Business logistics, Wiley online.		
References Books			
1.	D K Agrawal. (2007). Distribution and Logistics Management: A Strategic Marketing Approach: Macmillan publishers. India.		
2.	Kapoor Satish K & Kansal Purva (2003) Basics of Distribution Management: A Logistical Approach: Prentice HALL of India.		
3.	Alan Ruston, Phil Crouches, Peter Baker (2014) The Handbook of Logistics and Distribution Management: Kogan page India New Delhi.		
4.	Basics of distribution management: a logistics approach by Purva Kansal and Satish K. Kapoor, 2003.		
5.	The strategy of distribution management, by Martin Christopher , 1985		

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				M		M		M
CO 2	M	S						
CO 3					M	M	M	
CO 4				S	S		S	
CO 5			S					S

S-Strong M-Medium L-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KL10	Multi-Modal Transportation	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To provide an in-depth understanding of various frameworks on various tariffs applicable in sea/air/rail/road/pipeline transportation										
C2	To analyze and evaluate the activities of Multimodal Trade Route										
C3	To examine the dimensions of corporate structures in Multimodal										
C4	To appraise on the overview of concept of International Conventions										
C5	To appraise the various elements of Multimodal Transport										
UNIT	Details							No. of Hours	Course Objectives		
I	Multi Modal Transportation: Multi modal transportation - Introduction, growth and components, Physical multi modal operations – Inter relationship of transport mode, Modal interfaces - Function of infrastructure in various modes - Ports, airports, inland depots, railheads - Intermodal systems – road/rail/ sea - sea/ air - road/ air - road / rail.							9	C1		
II	Multimodal Trade Routes: Multimodal trade routes – factors affecting Mode and Route choices, Multimodal transport operators – Types of Vessel Operators –Other provisions through Transport services.							9	C2		
III	Corporate Structures In Multimodal: Corporate structures in Multimodal Transport, Pricing aspects in transport modes - price measurements –relationship between price and demand - importance of revenue and cash flow - pricing strategies - Calculation of through transport pricing - Multimodal carrier service contracts - Modern Freight Tariffs, Tracking the Container Fleet.							9	C3		
IV	International conventions: pertaining to multimodal transport - Hague Rules – Hague V is by Rules - Hamburg Rules - Rotterdam Rules - CMR - CIM - TIR - Warsaw Convention - Montreal convention -Regulations regarding Carriage of Dangerous Goods by various modes							9	C4		
V	Marketing of Multimodal Transport: Indian Multimodal Act-1993, Conventions related to Multi modal transport-Cargo liability conventions, Conventions relating to Dangerous Goods-Customs conventions-Statutory Regulations and Restrictions-National and International restrictions on the movement							9	C5		

	of goods-WTO. Measurement of quality of services - Importance of Quality management systems (ISO 9000) - Application of Total Quality Management (TQM) - Benchmarking.		
	Total	45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Be able to understand the broad concepts of multimodal and intermodal transportation and the maritime transportation.	PO1, PO2	
CO2	Be able to apprehend, analyze and evaluate the basic principles of Multimodal Trade Route	PO1, PO2, PO3, PO8	
CO3	Be able to learn and examine the process of the corporate structures in Multimodal	PO5, PO6, PO7	
CO4	Be able to classify, appraise and assess the International Conventions	PO4, PO5	
CO5	Be able to appraise, and evaluate on the various elements of Multimodal Transport	PO3, PO8	
Reading List			
1.	Journal of Logistics Management, ingenta.		
2.	Periodicals of Engineering and Natural Sciences		
3.	The International Journal of Logistics Management, emerald.		
4.	Advances in Logistics and Supply Chain Management, springer.		
References Books			
1.	Hutchinson B.G. (2013). Principles of Urban Transport Systems Planning: McGraw Hill Book Company (latest edition).		
2.	JotinKhisty C & Kent Lall B. (1998). Transportation Engineering: An Introduction: Prentice. Hall International, Inc. 12th Edition		
3.	A simulation instructor's handbook: the learning game. Nautical Institute, 2010 Clark, Ian. Stability, trim and strength for merchant ships and fishing vessels (2nd edn). Nautical Institute, 2008		
4.	Bray, Capt David. DP operator's handbook: a practical guide. Nautical Institute, 2009 Carson-Jackson, Jilian, 3 rd Edition		
5.	Michiel Spanjaart (2017) multimodal transport law, 1st edition routledge, Singapore.		

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	S						
CO 2	M	S	S					S
CO 3					M	M	M	
CO 4				S	S			
CO 5			S					S

S-Strong M-Medium L-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KL11	Logistics Infrastructure	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To provide an in-depth understanding of salient logistics infrastructure and environment.										
C2	To analyze and evaluate the activities of technical infrastructure and web.										
C3	To examine the dimensions modes of transportation and the infrastructure.										
C4	To appraise on the overview of storage operations and control.										
C5	To appraise the various elements of Infrastructure and Layout Of Container Terminals										
UNIT	Details							No. of Hours	Course Objectives		
I	Infrastructure: Salient Features - Importance - Types - Commercialization of Infrastructure - Infrastructure and Environment - Infrastructure and the poor-Policy framework -Indian Scenario - Phases of project development - Slow progress.							9	C1		
II	Technology Infrastructure :Internet and World Wide Web, internet protocols-FTP, intranet and extranet, Cloud Service Models – SAAS, PAAS, IAAS, Cloud Deployment Models – Public Cloud, Private Cloud, Hybrid Cloud, Auto-Scaling in the Cloud, Internet information publishing technology-basics of webserver hardware and software.							9	C2		
III	Transportation Selection – Tradeoff – modes of transportation – models for transportation and distribution – factors affecting network effectiveness–3PLadvantages – Indian transport infrastructure – IT solutions–EDI, e-Commerce, e-Procurement – Bar Coding and RFID technology							9	C3		
IV	Storehouse Operations and Control: Introduction, Objectives, Storehouse Operations and its Objectives, Daily Activities of Stores, Organizing a Store, Store Location and Layout, Selecting appropriate storage system, Centralisation, Decentralisation and variety reduction of stores, Store Housekeeping, Stores Accounting							9	C4		
V	Infrastructure and Layout Of Container Terminals: Infrastructure and layout of container terminals - Berth and quay characteristics- Apron width, quay crane rails - Container yard size, layout and							9	C5		

	markings Container Freight Station (CFS) -Gates, offices, maintenance facilities, fencing and traffic control. Types and purpose of equipment used in container terminals - Ship to shore handling equipment – Yard equipment for transfer, storage and delivery - CFS and other terminal equipment, Terminal automation.		
	Total	45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Be able to understand the broad concepts of the salient logistics infrastructure and environment.	PO4, PO6, PO8	
CO2	Be able to apprehend, analyze and evaluate the basic principles of technical infrastructure and web.	PO1, PO2	
CO3	Be able to learn and examine the process modes of transportation and the infrastructure.	PO5, PO6, PO7	
CO4	Be able to classify, appraise and assess the storage operations and control.	PO4, PO5	
CO5	Be able to appraise, and evaluate on the various elements of Infrastructure and Layout Of Container Terminals	PO3, PO8	
Reading List			
1.	https://www.projectmanager.com/blog/purchase-management		
2.	Supply chain management: An international journal, Emerald.		
3.	Industrial marketing management, Elsevier.		
4.	https://www.procurementexpress.com/purchase-orders/purchasing-management/		
References Books			
1.	David Simchi, Levi, Philip Kaminsky, Ravi Shankar. (2010). Designing & Managing the Supply Chain:TataMcGrawHill. 14 th Edition JOSHI R. N. (2013).		
2.	Public Private Partnership in Infrastructure: Perspectives, Principles and Practices: VisionBooks. NewDelhi.K. Hariharan. (2007).		
3.	Containerization, Multimodal Transport and Infrastructure Development in India: Shroff Publishers and distributors Pvt. Ltd. 5th Edition.		
4.	Lean Logistics: High-velocity Logistics Infrastructure and C-5 Galaxy Timothy L. Ramey,1999.		
5.	The fundamentals of military logistics: a primer of the logistics infrastructure,2005.		

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				M		M		M
CO 2	M	S						
CO 3		S			M	M	M	
CO 4				S	S			
CO 5			S					S

S-Strong M-Medium L-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KL12	Shipping Finance And Maritime Insurance	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To provide an in-depth understanding of various frameworks on Investment Appraisal Concept										
C2	To analyze and evaluate the activities of Ship Registration, Tax Issues & Depreciation Policies										
C3	To examine the dimensions of Classes of Risk Covered by Marine Insurance										
C4	To appraise on the overview of the General Principles of Marine Insurance.										
C5	To appraise the various elements of the Principles of Protection & Indemnity (P&I) Insurance										
UNIT	Details							No. of Hours	Course Objectives		
I	Investment Appraisal Concept. Project cost (cost & revenue) - The time value of money – net present value & internal rate of return methods of calculation - Return on capital employed. Methods of accounting for depreciation and asset replacement. Financing of Shipping Business: Equity and debt financing – The basic secured loan & how it differs when the asset is a ship – The ship mortgage – Financing of new building ships – Appraising risk on shipping investment.							9	C1		
II	Ship Registration, Tax Issues & Depreciation Policies. Swaps and Options in Ship financing – Sale & lease back – Derivatives in shipping finance – Analysis of the share price movements of a public limited company. Sales and purchase of second hand ships: Financing of secondhand ships – Analysis of standard Ship Sale & Purchase contracts – Role of ship sale brokers – Demolition market dynamics.							9	C2		
III	Classes of Risk Covered By Marine Insurance. Hull & Machinery - Disbursements and increased value of hull – Shipowners’ third party liability (including collision liability, contact damage to the property, death and personal injury, pollution liability) - Excess liabilities in hull insurance - Protection and Indemnity - Mortgagees indemnity - Employee liability - Freight at risk and Freight for Hire - Cargo insurance - Cargo liability - War							9	C3		

	and Strikes risks – hulls - War risks – cargo - Strikes risks - cargo.		
IV	General Principles Of Marine Insurance. Marine insurance market structure – Effecting marine insurance cover – Types of marine insurance covers – Institute clauses – war & strike clauses – Marine insurance claim process – Marine Insurance claim during General average situations.	9	C4
V	Principles Of Protection & Indemnity (P&I) Insurance. Types of P&I covers available & their modes of operation – Third party liability claims processing – Insurance cover for Pollution claims – Insurance cover for professional indemnity.	9	C5
Total		45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Be able to understand the broad concepts of Investment Appraisal Concept	PO1, PO2	
CO2	Be able to apprehend, analyze and evaluate the basic principles of Ship Registration, Tax Issues & Depreciation Policies	PO1, PO2, PO3, PO8	
CO3	Be able to learn and examine the process of Classes of Risk Covered by Marine Insurance	PO5, PO6, PO7	
CO4	Be able to classify, appraise and assess the procedural General Principles of Marine Insurance.	PO4, PO5	
CO5	Be able to appraise, and evaluate on the various elements of Principles of Protection & Indemnity (P&I) Insurance	PO3, PO8	
Reading List			
1.	Supply chain management: An international journal, Emerald.		
2.	Industrial marketing management, Elsevier.		
3.	https://www.marineinsight.com/maritime-law/required-documentation-for-shipping-complete-list/		
4.	https://uncitral.un.org/en/texts/transportgoods		
References Books			
1.	Shipping Finance, Graham Burns and Stephenson Harwood, Publisher: Euromoney Books, 2 nd Edition,		
2.	Ship Finance: Credit expansion and the Boom Bust Cycle, Peter Stokes, Publisher: Lloyd's of London Press, 2 nd Edition, 1997		
3.	Ship Sale and Purchase, Lain Goldrein QC and Paul Turner, Publisher: Lloyd's of London Press, 6 th Edition, 2012		
4.	Marine Insurance: Law and Practice - Francis D Rose., Publisher: Lloyd's of London Press, 2 nd Edition, 2013		
5.	General Average : Law and Practice - Francis D Rose, Publisher: Lloyd's of London Press, 3 rd Edition, 2017		

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1			S	S				
CO 2	M	S	S					S
CO 3					M	M	M	
CO 4				S	S			
CO 5			S					S

S-Strong M-Medium L-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KL13	Packaging and Material Handling	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To provide an in-depth understanding of packaging materials and design.										
C2	To analyze and evaluate the activities of Functions and Essentials of Packaging.										
C3	To examine the dimensions of consumer packaging Identification codes, bar codes, and electronic data interchange.										
C4	To appraise on the overview of the Packing Considerations: Protection, Convenience, Environment, Use/Re- use- Cost and Competition.										
C5	To appraise the various elements of Eco friendly Packaging for Exports-Scientific Packaging-Standardization in Packaging.										
UNIT	Details							No. of Hours	Course Objectives		
I	Packaging/Packing Materials & Components: Various Materials/Metals Flexible, Folding, Insulated, Corrugated Packing Materials-Packing materials: Paper, Wood, Adhesive, Aluminum foil, Cushioning-stuff, Packaging gas, Pallet, Paperboard, Plastic wrap, Shrink wrap, Screw cap, Slip sheet- Security printing- Stretch wrap –Time temperature indicator- Tinline. Packaging Industry Process and Machining: Packaging Demands of Consumer goods Industry- Packaging Demands of Industrial Users-Technology Trends in Packaging Industry – Aseptic processing -Authentication-Automatic identification and data capture - Blow fill seal - Blow molding -Containerization - Electronic article surveillance -Graphic Design -Induction sealing -Plastic welding -Printing							9	C1		
II	Packaging: Meaning, Functions and Essentials of Packing- Packaging: Meaning, Functions and Essentials of							9	C2		

	Packaging- Difference between Packing and Packaging- Packing for Storage- Packing for Overseas Shipment- Packing for Inland Transportation- Packaging for Product content Protection-Test of packaging; Mechanical, Climatic & Lab test- International Care labeling code - Packaging cost		
III	Packaging Types: Primary, Secondary and Tertiary- Requirements of Consumer Packaging, Channel Member Packaging and Transport Packaging - Shrink packaging – Identification codes, bar codes, and electronic data interchange (EDI)- Universal Product Code- GS1 Standards- package labels- Symbols used on packages and labels. Heavy, Medium and small Packaging- Active packaging-Child-resistant packaging Pilfer/Tamper Evident/Proof Packaging-Product-Packaging compatibility- Pharma Packaging- Food Packaging- Electronic goods Packaging- FMCG packaging- Heavy engineering Goods/Equipment Packaging.	9	C3
IV	Packing Considerations: Protection, Convenience, Environment, Use/Re- use- Cost and Competition – Packing as a systems approach to Logistics- Transport/Storage Requirements- Physical, Chemical Environmental, Biological Nature of the Products Packing as Protection Against Hazards- Package design considerations: Structural design, marketing, shelf life, quality assurance, logistics, legal, regulatory, graphic design, end-use, environmental factors- Packaging for Marketing and Visual Appeal-Biodegradation -Recycling: Glass, Plastic & Paper-Reuse- Sustainable packaging - Waste management.	9	C4
V	Packaging Economics: Packaging Cost Vs Product cost- Cost Reduction in Packaging. Packing for Inventory Control, Value Analysis- Packing and Value Engineering, Packaging Laws-Consumer Protection in Food Packaging, Marking and Labeling, Eco friendly Packaging for Exports- Scientific Packaging-Standardization in Packaging. Quality assurance-Radio- frequency identification -Track and trace -Vacuum forming Verification and validation - Barcode printer - Barcode reader -Bottling line –Carton machine- Check weighed -Conveyor system -Heat gun - Heat sealer - Industrial robot Injection molding machine – Logistics automation	9	C5
Total		45	
Course Outcomes			
Course	On completion of this course, students will;	Program	

Outcomes		Outcomes
CO1	Be able to understand the broad concepts of types of packaging materials and design.	PO1, PO6, PO8
CO2	Be able to apprehend, analyze and evaluate the basic principles of Functions and Essentials of Packaging.	PO3, PO4
CO3	Be able to learn and examine the process of consumer packaging Identification codes, bar codes, and electronic data interchange.	PO5, PO6, PO7
CO4	Be able to classify, appraise and assess the packing Considerations: Protection, Convenience, Environment, Use/Re- use- Cost and Competition.	PO4, PO5
CO5	Be able to appraise, and evaluate on the various elements of Eco friendly Packaging for Exports- Scientific Packaging-Standardization in Packaging.	PO3, PO8
Reading List		
1.	Supply chain management: An international journal, Emerald.	
2.	Industrial marketing management, Elsevier.	
3.	https://in.sagepub.com/en-in/sas/export-and-import-management/book276434	
4.	https://www.ettintl.com/blog/Why-Export-Import-Management-Course-Is-Important.html	
References Books		
1.	Calver G. (2003). What Is Packaging Design: Rot vision.	
2.	Dean D. A. (2000). Pharmaceutical Packaging Technology: Taylor & Francis.	
3.	McKinley A. H. (2004) Transport Packaging: IoPP.	
4.	Robertson G. L. (2005). Food Packaging.	
5.	Introduction to Materials Management Eighth Edition By Pearson, 2017.	

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1		M				M		M
CO 2			S	S				
CO 3					M	M	M	
CO 4				S	S			
CO 5			S					S

S-Strong M-Medium L-Low

SPECIALIZATION COURSES: HOSPITAL MANAGEMENT

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KH1	Health Policy and Health Care System	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To provide an in-depth understanding of various frameworks on social determinants of health and broad concepts of Health scenarios in India.										
C2	To understand the activities of health agencies in India and the functions of international health organizations in the health care sector.										
C3	To illuminate the dimensions of public health policy, their structure, funding, governance, and their integration into the healthcare system.										
C4	To understand the overview of the Health Care Sector in India and assess the healthcare delivery system in the Hospitals.										
C5	To provide an overview of the various elements of Medical Tourism and to realize the potential of government policy on medical tourism in India.										
UNIT	Details							No. of Hours	Course Objectives		
I	Determinants of Health; Life Style – Socio – Economic conditions – Heredity – Environment – Health and Family Welfare Services – Other Factors – Health Scenario of India.							9	C1		
II	Organizations for Health; Voluntary health agencies in India – Indian Red Cross Society – Indian Council for child welfare – Tuberculosis Association of India – RAI – Rockefeller Foundation – Ford Foundation - CARE - International organizations – WHO – UNICEF – UNDP.							9	C2		
III	Health Policy; Meaning – Need – National health policy – features – National health programmers in India – Health planning – Planning under Five Year Plans – Plan Outlays. – National Population Policy.							9	C3		
IV	Health care; concept of health care – Levels; Primary, Secondary, Tertiary – Health for all by 2000 A.D. – Health care system in India – Structure of Government Machinery – Private, Government, Corporate Hospitals.							9	C4		
V	Medical Tourism; Role of Medical Tourism, Methods to attract Foreign Medical; Tourists, Facilities available for foreign patients, Role of travel Agencies, Govt. Policy on Medical Tourism.							9	C5		
Total								45			

Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Be able to understand broad concepts of public health and role of healthcare in Human Development, Economic Development and Inclusive Growth.	P01, P05
CO2	Be able to apprehend basic principles of international health organizations in order to give them a better understanding of the wider context of health systems and public health across various countries.	P04, P08
CO3	Be able to learn the process of public health policy making and plans in healthcare system in India.	P04, P08
CO4	Be able to classify the health care the system at primary, secondary and national level and government machinery setup in India.	P06, P08
CO5	Have better understanding of medical tourism marketing, regulatory laws & Ethical issues for Medical Tourism.	P04, P06
Reading List		
1.	https://alraziuni.edu.ye/uploads/pdf/An-Introduction-to-Community-Health.pdf	
2.	https://www.who.int/docs/default-source/primary-health/vision.pdf	
3.	https://ncert.nic.in/textbook/pdf/gess302.pdf	
4.	https://www.researchgate.net/publication/25109436_Health_Policy_An_Introduction_to_Process_and_Power	
Reference Books		
1.	Robbins, S and Coulter, M, 11 th Edition, Management, Prentice Hall, 11 th edition, January 2012	
2.	Shaikh Ubaid, Disaster Management, Technical publications, 1 st edition, 2020	
3.	Koontz, H. and Weihrich, H., Essentials of Management: An International Perspective, 11 th Edition, Tata McGraw Hill Education Private Ltd., July 2020	
4.	Moniz Cynthia D(2018), Health Care Policy and Practice, fifth edition, Taylor & Francis.	
	Park K, Textbook on Hygiene and Preventive Medicine, Banarsidas, Bhanoy	
5.	Park Textbook of Preventive and Social Medicine 23rd edition (park psm) (English, Hardcover, K. PARK), 2015	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks

Methods of Assessment	
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussions, Debating or Presentations

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	2				3			
CO 2				2				3
CO 3				3				2
CO 4						2		3
CO 5				S	3	M	2	
	3-Strong			2-Medium		1-Low		

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks			
									CIA	External	Total	
P23KH2	Hospital Planning and Administration	Elective	3	-	-	-	3	45	25	75	100	
Course Objectives												
C1	To make the students understand the concept of hospital administration.											
C2	To provide insights on the location layout of hospitals.											
C3	To highlight on effective analysis of hospital utilization.											
C4	To throw light on critical, administration and service zone.											
C5	To understand different standards maintained in hospital.											
UNIT	Details							No. of Hours	Course Objectives			
I	Hospital: Classification – Changing role of hospitals – Role of hospital administration – Hospital system – Need for scientific planning and design of hospitals.							9	C1			
II	Planning: Principles of Planning – Planning process – Size of the hospital – Size selection – Location Layout – Hospital architect – Selection of architect – Equipping a hospital – Graphics and design.							9	C2			
III	Technical analysis: assessment the extent need for the hospital services – Demand and need – Factors influencing hospital utilization – Bed planning – Project cost – Land requirements – Space requirements – hospital drawings and documents.							9	C3			
IV	Hospital Design: Building requirement – Entrance and ambulatory zone – diagnostic zone – Intermediate zone – Critical zone – Service zone – Administrative zone.							9	C4			
V	Facilities Planning: Transport – Food Services – Communication – Information System – Minor facilities – others. Standard in Hospital: General Standards – Voluntary and mandatory Standards – Mechanical Standards – Electrical Standards – Standard for centralized medical gas system – Biomedical waste handling.							9	C5			
Total							45					
Course Outcomes												
Course Outcomes	On completion of this course, students will;							Program Outcomes				
CO1	Be able to understand the concept of hospital administration.							P01,P04				
CO2	Have insights on the location layout of hospitals.							P02,P06				

CO3	Know the effective analysis of hospital utilization.	P02,P05
CO4	Have knowledge on critical administration & service zone.	P01,P08
CO5	Understands the different standards maintained in hospitals.	P07,P08
Reading List		
1.	https://www.pdfdrive.com/hospital-planning-and-administration-e25041502.html	
2.	https://www.researchgate.net/publication/259389319_hospital_administration	
3.	https://www.vpmthane.org/adc/Uploads/Hospital_Admin.pdf	
4.	http://202.91.76.90:81/fdScript/RootOfEBooks/E%20Book%20Collection%202021%20-%20A/MANAGEMENT/OBM752%20-%20Hospital%20Management%20(Ripped%20from%20Amazon%20Kindle%20eBooks%20by%20Sai%20Seena).pdf	
Reference Books		
1.	Shi, L. & Singh, A. D., 2009. Delivering Health Care in America, 4th ed., Jones & Bartlett Publishers.	
2.	Paradkar, R. A., 2008. Hospital and Clinical Pharmacy, 1st ed., Pragati Books Pvt.Ltd.	
3.	Ruggiero, S. J., 2008. Staffing patterns in hospital pharmacy; four case studies, 2nd ed., Duquesne University Press.	
4.	Schneider, J. M., 2010. Introduction to Public Health, 3rd ed., Jones and Bartlett Publishers, Inc.	
5.	Miller, M. K., 2006. Planning, Design, And Construction of Health Care Facilities, 1st ed., Joint Commission Resources.	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussions, Debating or Presentations	

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	2			3				
CO 2		2				3		
CO 3		2			3	3		
CO 4	2							3
CO 5							2	3
	3-Strong			2-Medium			1-Low	

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks			
									CIA	External	Total	
P23KH3	Hospital Management Records	Elective	3	-	-	-	3	45	25	75	100	
Course Objectives												
C1	To help the students in using of Information technology in Healthcare industry.											
C2	To acquaint the students with Hospital records maintenance systems.											
C3	To enhance the students with knowledge of latest trends in record maintenance.											
C4	To provide the students with insights on challenges in record maintenance.											
C5	To deliver students about the significance of statutory compliance in record administration.											
UNIT	Details							No. of Hours	Course Objectives			
I	Hospital Records; Meaning – Functions – Importance of medical records to Patients, Doctors, Hospitals, Public Health, Press, LIC, Police – court of Law, Education and Research.							9	C1			
II	Records Management; Registers, Forms; Meaning and importance – Principles of records keeping – Merits and limitations – Principles of records keeping – Merits and limitations – latest trends in record maintenance – Electronic forms of records maintenance							9	C2			
III	Types – Out - patient record, in-patient records, causality, emergency, surgery, obstetrics and gynaecology, paediatrics, investigation and diagnosis.							9	C3			
IV	Records Organization and Management; Classification of records – Bases for Classification – Indexing and filling of records – Problems associated with medical records.							9	C4			
V	Medical Registers; Meaning - Types - Purpose – Advantages – Principles of designing records – Registers in various departments – Common issues. Medical Forms and Reports; Meaning – types and significance – Principles of designing – Statutory registers and reports to be maintained – Specimens.							9	C5			
Total							45					
Course Outcomes												
Course Outcomes	On completion of this course, students will;							Program Outcomes				
CO1	Learn using of Information technology in Healthcare industry.							P01, P02				
CO2	Be able to acquire knowledge with respect to Hospital							P02, P08				

	records maintenance systems.	
CO3	Be able to enhance their knowledge of latest trends in record maintenance.	P06, P08
CO4	Get familiarized with the challenges in record maintenance.	P02, P03
CO5	Know about the significance of statutory compliance in record administration.	P02, P07
Reading List		
1.	https://www.researchgate.net/publication/343577236_HEALTH_RECORD_MANAGEMENT_SYSTEM_IN_PUBLIC_HOSPITALS_-AN_ANALYSIS	
2.	https://www.researchgate.net/publication/228740128_Electronic_Medical_Records_Management_Systems_An_Overview	
3.	http://www.irmt.org/documents/educ_training/public_sector_rec/IRMT_hospital_records.pdf	
4.	https://www.jlab.org/ir/records/handbook/records_handbook.pdf	
Reference Books		
1.	Rajendra Pal and Korlahalli J S, Essential of Business Communication, Sultan Chand and Sons, New Delhi	
2.	Prasantha Ghosh K, Office Management, Sultan Chand and Sons, New Delhi.	
3.	Francis CM and Mario C de Souza, Hospital Administration, 3 rd Ed. Jaypee Brothers, New Delhi	
4.	George, M A, The Hospital Administrator, Jaypee Brothers, New Delhi.	
5.	DC Joshi, Mamta Joshi, Hospital Administration, Jaypee brothers, 1 st edition.	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussions, Debating or Presentations	

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	2	3						
CO 2		2						3
CO 3						2		3
CO 4		2	3					
CO 5		2					2	

3 - Strong
2 - Medium
1 - Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KH4	Hospital Core Services	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To familiarize the students to the basic concepts of Hospital Services										
C2	To provide insights on Clinical Services										
C3	To throw light on importance of Non-Clinical Services										
C4	To discuss on Nursing services										
C5	To create awareness Hospital General Services and Hospital Information System										
UNIT	Details							No. of Hours	Course Objectives		
I	Hospital Services: Meaning – Types – Clinical – Non-Clinical – Nursing and Administrative Services, Departments in the Hospital Management.							9	C1		
II	Clinical Services: Part I - Meaning – Importance-Types – Overview of each service. Clinical Services: Part II – Types Anesthesia – Internal medicine- Cardiology – Dermatology – Endocrinology – Gastroenterology – Nephrology – Neurology – Oncology – Orthopedics – Plastic Surgery – General Pediatrics – Urology – Obstetrics and Gynecology – Neonatology – Physiotherapy.							9	C2		
III	Non-Clinical Services: Blood Bank Management, Meaning – Importance – Types – Blood Bank, Non-Clinical Services: Diagnostic Services (Laboratory Services): Clinical bio-chemistry – Clinical pathology – Clinical hematology – Histopathology – Microbiology-Immunology, Non-Clinical Services: Radiology and Imaging Services – Nuclear medicine – Radiotherapy, Non-Clinical Services: Pharmacy – Staff health – Medical staff organization and community health.							9	C3		
IV	Nursing Services: Objectives – Nursing administration – Duty of nursing officers – Nursing and support staff in the ward – Nursing by-laws, rules, policies and procedures – Nursing meetings, Nursing Audit: Determining nursing complement in hospital – Health education.							9	C4		
V	Hospital Administrative Services: Hospital administration – Hospital administrator – Duties of hospital administrator – Teaching – Training services							9	C5		

	(in-service education, attached medical college or paramedical sciences etc.), Hospital General Services: General and medical purchase – General stores, Hospital Information System: Computer and hospital information system.		
	Total	45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Be familiar with the basic concepts of Hospital Services	PO4, PO6, PO8	
CO2	Compare and use appropriate Clinical Services	PO4, PO6	
CO3	Categorize Non-Clinical Services, Medical staff organization and community health.	PO4, PO6, PO8	
CO4	Summarize and manage Nursing services	PO4, PO6, PO8	
CO5	Contrast and use Hospital General Services and Hospital Information System	PO4, PO6, PO7	
Reading List			
1.	Kumar R and Goel S L, Hospital Managerial Services, Deep and Deep Publications, 2004,		
2.	Goel S L, Primary Health Care Management, Deep and Deep Publications, 2001		
3.	Journal of Hospital Medicine, Society of Hospital Medicine.		
4.	Journal of Hospital Infection, Elsevier.		
References Books			
1.	S.L.Geol, R.Kumar, Hospital Core Services, Hospital administration in the 21 st century, Deep & Deep Publication, 2004.		
2.	Gurol-Urganci Ipek, Understanding Health Services 2 nd edition, Open University Press.		
3.	S. L. Goel, & R. Kumar, Hospital Supportive Services, Deep & Deep Publication, 2004.		
4.	Joseph Tan, Handbook of Research on Emerging Perspectives on Healthcare Information Systems and Informatics (Advances in Healthcare Information Systems and administration) 1st Edition, IGI Global, 2018.		
5.	Lawrence F. Wolper, Health Care Administration: Managing Organized Delivery Systems, 5th Edition. Jones and Bartlett Publishers, Inc., 2010.		
Methods of Evaluation			
Internal Evaluation	Continuous Internal Assessment Test		25 Marks
	Assignments		
	Seminars		
	Attendance and Class Participation		
External Evaluation	End Semester Examination		75 Marks
	Total		100 Marks

Methods of Assessment	
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				2		3		3
CO 2				2		3		
CO 3				2		3		3
CO 4				2		2		3
CO 5				2		3	2	

3 - Strong **2 - Medium** **1 - Low**

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks			
									CIA	External	Total	
P23KH5	Hospital Support Services	Elective	3	-	-	-	3	45	25	75	100	
Course Objectives												
C1	To familiarize the students to the basic concepts of Hospital Support Services											
C2	To provide insights on Documentation and various services related to Emergency											
C3	To demonstrate importance of Laboratory safety and management											
C4	To elucidate on Dietary Services and Hospital Diets											
C5	To summarize on occupational hazards and Holistic Approach To Health											
UNIT	Details							No. of Hours	Course Objectives			
I	Basics of Hospital Support Services: Principles and methods of organizing, clinical and support services for hospitals. Role of supportive services / departments in the hospital management Nursing Care and Ward Management.							9	C1			
II	Laboratories and Rules: Duties and responsibilities – Documentation and records Emergency Services: Ambulance service – First aid measures. Meaning-Importance of various services relate to Emergency Laboratories for Investigation: Laboratory rules – Conduct – Housekeeping.							9	C2			
III	Laundry and Linen Services: Safety in the laboratory – Blood bank management Linen and Laundry: Meaning – Importance – Type of service. Laundry arrangements – Washing materials – Washing arrangements.							9	C3			
IV	General Kitchen Equipment Store: Dietary Services and Hospital Diets: Important and function Equipment – Store – Day store – Visual arrangements General kitchen – Special diet kitchen –Food distribution.							9	C4			
V	Holistic Approach to Health: Occupational Hazards – Physical Hazards, Chemical hazards, Biological hazards, Psycho-social Hazards, Prevention and Control Hazards. Evolution of Health Care delivery system– Changing trends in evolution of health care delivery system.							9	C5			
Total							45					
Course Outcomes												
Course Outcomes	On completion of this course, students will;							Program Outcomes				
CO1	Be familiar with the basic concepts of Hospital Support Services							P01, P02,P03				

CO2	Compile and manage Documentation and various services related to Emergency	P03, P05,P06
CO3	Understand importance of Laboratory safety and management	P02,P04,P05,P08
CO4	Moderate Dietary Services and Hospital Diets	P03, P04, P08
CO5	Reflect concepts on occupational hazards and Holistic Approach To Health	P03, P06, P07,P08
Reading List		
1.	https://www.jaypeedigital.com/book/9789352501328	
2.	https://www.researchgate.net/publication/259389319_hospital_administration	
3.	https://www.academia.edu/38166165/Healthcare_and_Hospital_Management_Edited_book_Excel	
4.	https://www.scribd.com/document/460337396/Hospital-Support-Services-pdf	
Reference Books		
1.	Natrajan Sangeetha,Hospital support service, Excel Books, 2010.	
2.	S. L. Goel & R Kumar, Hospital support service, Deep & Deep Publication, 2004..	
3.	Francis CM & Mario C de. Souza, Hospital Administration, 3rd ed., Jaypee Brothers, 2019.	
4.	George, MA, The Hospital Administrator, Jaypee Brothers, N. Delhi, 2003.	
5.	Hospital Medical International Pvt. Ltd., Hospital Administration, Office Journal of I.H.A.	
6.	Llewellyn Davies R, & Macaulay H.M.C, Hospital Planning and Administration, Monograph series, Geneva , W.H.O, Jaypee Brothers, 1966.	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussions, Debating or Presentations	

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	2	2	3					
CO 2			2		2	3		
CO 3		2		3	2			3
CO 4			2	3				3
CO 5			2			3	3	3

3 - Strong
2 - Medium
1 - Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks			
									CIA	External	Total	
P23KH6	Quality Assurance In Healthcare	Elective	3	-	-	-	3	45	25	75	100	
Course Objectives												
C1	To familiarize the students to the basic concepts of quality in Healthcare											
C2	To provide insights on Quality planning for Health service organization											
C3	To throw light on Tools of evaluating quality in medical care											
C4	To elucidate on Quality Assurance											
C5	To discuss on Quality Circle & Recognition											
UNIT	Details							No. of Hours	Course Objectives			
I	Quality-meaning, concept, importance-Quality terminologies-quality philosophies-Deming's 14 points, Juran & Crosby.							9	C1			
II	Quality planning for service organization-Customer satisfaction-cost of quality, determinants of quality in medical care-norms for medical staff-Medical Audit. Medical Audit Committee.							9	C2			
III	Tools of evaluating quality in medical care-Aspects of medical care that need evaluation-TQM concept- ISO 9000 Series, its implication on hospitals; Quality control techniques-Elective Competence, Bench marking.							9	C3			
IV	Quality Assurance-major functions of Quality Assurance-patient care evaluation-Utilisation review, Continuous medical Education, Continuous Monitoring and Credentialing-Documentation Process-Communication System.							9	C4			
V	Quality improvement-Problem solving-Employee Participation-instruction & measurement-Quality Circle-Quality Recognition-Quality Awards.							9	C5			
Total							45					
Course Outcomes												
Course Outcomes	On completion of this course, students will;							Program Outcomes				
CO1	Be familiar with the basic concepts of quality in Healthcare							P01, P02				
CO2	Implement Quality planning for Health service organization							P03, P04, P08				
CO3	Use Tools of evaluating quality in medical care							P03, P05, P06, P08				
CO4	Plan Quality Assurance and audit the processes							P05, P06, P08				
CO5	Form Quality Circles & Recognize improvements							P03, P05, P08				

Reading List		
1.	https://www.jaypeedigital.com/book/9789350909652	
2.	https://www.moh.gov.gh/wp-content/uploads/2016/02/Healthcare-Quality-Assurance-Subdistrict.pdf	
3.	https://www.researchgate.net/publication/353807287 Text book of Quality management	
4.	https://www.pdfdrive.com/an-introduction-to-quality-assurance-in-health-care-e184351049.html	
Reference Books		
1.	Avedis Donabedian, An Introduction to Quality Assurance in Health care, OUS Publisher, 2003.	
2.	Gyani J Girdhar, Handbook Of Healthcare Quality & Patient Safety, 2 nd Edition, Association of Health Care Providers 2017.	
3.	Robert C Lloyd, Quality Health Care: A Guide to Developing and Using Indicators 2nd Edition, Jones & Bartlett Learning; 2nd edition 2017.	
4.	Richard H. Egdahl, Paul M. Gertman , Quality Assurance in Health care, Imprint unknown, 1979.	
5.	<u>Roger Ellis</u> , Quality Assurance of Healthcare: A Hand Book, CRC Press, 1993.	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussions, Debating or Presentations	

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	2	3						
CO 2			2	2				2
CO 3			2		2	3		3
CO 4					2	2		3
CO 5			2		2			3
	3 - Strong		2 - Medium		1 - Low			

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KH7	Operations Management in Healthcare	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To familiarize students with the fundamentals of operations management in healthcare										
C2	To provide insights on capacity planning, scheduling and management of patient flow										
C3	To train students on the use of data analytics for planning and improving hospital operations.										
C4	To orient students on operational metrics in hospitals and inventory management.										
C5	To impart knowledge on implications of supply chain on operations & logistics of hospitals										
UNIT	Details							No. of Hours	Course Objectives		
I	Operations Management in Healthcare: Key functions of Healthcare Operations Management - Goals for the operations manager in the Healthcare Facilities -Trends in Operations Management - The Challenge and the Opportunity -History of Performance Improvement-Evidence-Based Medicine and Pay-for-Performance. Healthcare Operations and Systems Management							9	C1		
II	Planning and Scheduling: Basic principles of forecasting-Forecasting patient demand and volumes-Capacity planning: Aligning capacity with demand, Scheduling and Capacity Management. Process Improvement and Patient Flow							9	C2		
III	The planning process: Analyze operations and environment -Implement, measure and revise. Tools for Problem Solving and Decision Making, Using Data and Statistical Tools for Operations Improvement, Quality Management: Focus on Six Sigma, The Lean Enterprise-Simulation							9	C3		
IV	Operational Metrics: Financial distress in healthcare. Operational Metrics, Benchmarking, and Analysis-Productivity and Operational Planning- Purchasing and Inventory Management							9	C4		
V	Implications of Supply Chain: Define supply chains-Flows in supply chain- Supply chain strategy for hospitals- Forecasting and Supply Chain Management-							9	C5		

	Implications for Operations and Logistics Management -		
	Total	45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Have deeper understanding of operations management concepts.	P01, P02, P04,P06	
CO2	Know about capacity planning, scheduling and management of patient flow	P01, P03, P04, P05	
CO3	Be able to use data analytics for planning and improving hospital operations.	P01, P04, P06, P07	
CO4	Know to prepare operational metrics in hospitals and manage inventory	P01, P02, P04	
CO5	Appreciate the role of supply chain on operations & logistics of hospitals	P01, P06, P07, P08	
Reading List			
1.	http://dspace.vnbrims.org:13000/jspui/bitstream/123456789/4828/1/Handbook%20of%20Healthcare%20Operations%20Management%20Methods%20and%20Applications.pdf		
2.	https://www.springerpub.com/operations-management-in-healthcare-second-edition-9780826147714.html		
3.	https://www.scribd.com/document/407884865/Hospital-Operations-Management-pdf		
4.	https://www.yumpu.com/xx/document/view/62502602/download-in-pdf-operations-management-in-healthcare-strategy-and-practice-by-corinne-m-karuppan-pdf-books		
Reference Books			
1.	Langabeer, J. R. (2007) Health Care Operations Management: A Quantitative Approach to Business and Logistics, Burlington, MA: Jones and Bartlett Publishers.		
2.	Ginter, P. M., Duncan, W. J., & Swayne, L. E. (2013) The strategic management of health care organizations, 7nd Edition, San Francisco, CA: John Wiley & Sons.		
3.	Gordon, P. (1998) Seniors' Housing & Care Facilities: Development, Business & Operations, US: Urban Land Institute		
4.	Hopp, W. J. & Lovejoy, W. S (2012) Hospital Operations: Principles of High Efficiency Health Care, Upper Saddle River, NJ: Pearson FT Press		
5.	Levin, D. J., & Joseph, A. (2010) Planning, Design, and Construction of Health Care Facilities, 2nd Edition, US: Joint Commission Resources		
6.	Vissers, J., & Beech, R. (2005) Health Operations Management: Patient flow logistics in Health Care, Oxon, UK: Routledge.		
Methods of Evaluation			
Internal Evaluation	Continuous Internal Assessment Test		25 Marks
	Assignments		
	Seminars		

	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussions, Debating or Presentations	

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	2	2		3		3		
CO 2	2		2	3	3			
CO 3	2			2		3	3	
CO 4	2	3		3				
CO 5	2					2	3	3
	3 - Strong		2 - Medium			1 - Low		

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KH8	Health care Governance and Technology	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To familiarize code of medical ethics										
C2	To provide insights on medico legal aspects – the medical termination of pregnancy act 1971										
C3	Have insights on medical jurisprudence										
C4	Learn legal framework related to patents’ rights, medical malpractices..										
C5	Have better understanding of healthcare technology										
UNIT	Details							No. of Hours	Course Objectives		
I	Code of Medical Ethics: Code - Duties of Physician to their patients - Duties of Physician to the profession at large - duties of Physician to the profession in consultation - Duties of Physician to the profession to the public - Disciplinary action - NAB							9	C1		
II	Medico Legal Aspects – The Medical Termination of Pregnancy Act 1971: Indication or Grounds of MTP - Requirements for MTP - Complications of MTP - doctor and Criminal abortion - The Prenatal Diagnostic Techniques act 1994 Regulation of genetic counselling centre - Regulation of pre -natal diagnostic technique - Death Certificate - Precautions while issuing death certificate - contents of Death Certificate - Importance of Death certificate- Tamil Nadu clinics Act							9	C2		
III	Medical Jurisprudence: Introduction & Legal Procedure - Medico legal aspects of death injuries -General aspects - Medical ethics - consumer Protection Act							9	C3		
IV	Legal Framework – Introduction to Legal framework - Patent’s rights & provider’s responsibility - Medical Malpractice							9	C4		
V	Healthcare Technology Evolution of cyber medicine, the future of healthcare industry. Healthcare information systems. Global perspective on health informatics business.							9	C5		
Total							45				

Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	To familiarize code of medical ethics	P01, P04
CO2	To provide insights on medico legal aspects – the medical termination of pregnancy act 1971	P01, P04, P08
CO3	Have insights on medical jurisprudence	P03, P05, P06, P08
CO4	Learn legal framework related to patents’ rights, medical malpractices.	P01, P04, P08
CO5	Have better understanding on healthcare technology	P02, P05, P08
Reading List		
1.	http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.454.5816&rep=rep1&type=pdf	
2.	https://www.opentext.com/file_source/OpenText/en_US/PDF/e-Gov%20Book.pdf	
3.	https://www.researchgate.net/publication/312087204_A_Model_for_Good_Governance_of_Healthcare_Technology_Management_in_the_Public_Sector_Learning_from_Evidence-Informed_Policy_Development_and_Implementation_in_Benin	
4.	https://www.researchgate.net/publication/209937763_Information_System_for_Health-Care_in_E-Government	
Reference Books		
1.	S K. Singhal The Doctor & Law, 2 nd edition 2009	
2.	Dr.V.V.Pillay, Forensic Medicine and Toxicology, 18 th edition 2017.	
3.	AMA Council on Ethical and Judicial Affairs (Author), Southern Illinois University at Carbondale (Author), Southern Illinois University School of Law (Contributor), Code of medical ethics, Revised edition 2002	
4.	G. Spekowius, T. Wendler, Robert Matthews and Nand Relan, Advances in Healthcare Technology: Shaping the Future of Medical Care, vol 6, July 2006.	
5.	Medical Termination of Pregnancy Act, 1971 alongwith Rules, 2003 & Regulations, 2003, Professional Book Publishers; 2015th edition (1 January 2015),	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application	Suggest idea/concept with examples, Suggest formulae, Solve problems,	

(K3)	Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussions, Debating or Presentations

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	2			3				
CO 2	2			3				3
CO 3	2				2	3		
CO 4	2			3				3
CO 5		2			3			3
	3 - Strong			2 - Medium		1 - Low		

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KH9	Total Quality Management in Hospital	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To familiarize the students to the basic concepts of TQM in Hospitals										
C2	To provide insights on approaches to quality management in hospitals										
C3	To throw light on quality assurance methods										
C4	To elucidate on quality certification systems										
C5	To create awareness on quality accreditations in hospitals										
UNIT	Details							No. of Hours	Course Objectives		
I	TQM & Six-Sigma: TQM Definition – Principles of TQM – Implementing TQM Concepts in Hospital Departments – Six Sigma – Features – Benefits and Goals of Six Sigma – Scope of Six Sigma in Hospital – Pareto Analysis– Root Cause Analysis – Quality Improvement Teams.							9	C1		
II	Process Approach to Quality Management in Hospitals: Process – Process Management – Triple Role of Process Team – PDCA Cycle – Preparation of process flow diagrams for distinct processes in a hospital – Quality Aspects of processes in Hospitals Diagnostic services – Nursing services – House Keeping – Blood Bank – Pharmacy – OPD – Surgery – ICU – Emergency and Trauma care – Canteen – Hospital Stores.							9	C2		
III	Quality Assurance Methods: Definition – Principles of Quality Assurance – Quality Policy – Quality Manual – Hospital Sop's – 5'S Techniques – Specification limits – Process Control limits – Process capability analysis tools – Product Testing – Prototype Testing – Failure Testing – Process Mapping – Process Mapping Tools – Quality Audit – Business Process Reengineering – Essence of Re-engineering.							9	C3		
IV	Quality Certification Systems: Introduction – International Standards ISO 9000 – 9004 – Elements of ISO 9000 – Areas of ISO 9000 – Family of ISO9000 – ISO 14001 – Environment Management Systems – ISO 14000 Family – Stages of Environmental Management Standards – Evaluation and Compliance.							9	C4		

V	Quality Accreditation in Hospitals: Accreditation System – Process – Procedure – Joint Commission International (JCI) – Mission –Benefits – Value – Accreditation in 15 Areas – JCI for primary care centers – JCI Accredited Hospitals in India – Basic Objectives of National Accreditation Board for Hospitals (NABH) – Standards of NABH – Documentation Procedure – Patent Rights and Education – Benefits of NABH to Hospital – Employees – Patents and TPA’s.	9	C5
Total		45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	To familiarize the students to the basic concepts of TQM in Hospitals	P01, P02	
CO2	To provide insights on approaches to quality management in hospitals	P02, P04, P07, P08	
CO3	To throw light on quality assurance methods	P03, P05, P06, P08	
CO4	To elucidate on quality certification systems	P05, P06, P08	
CO5	To create awareness on quality accreditations in hospitals	P03, P05, P08	
Reading List			
1.	https://www.researchgate.net/publication/314284735 Total Quality Management in Healthcare		
2.	https://www.academia.edu/37034010/Total_Quality_Management_in_Healthcare		
3.	https://www.routledge.com/The-Textbook-of-Total-Quality-in-Healthcare/Al-Assaf-Schmele/p/book/9780963403049		
4.	http://rmkec.ac.in/tmp/mech/Contents/totalqualitymanagement.pdf		
Reference Books			
1.	Dr. Sayeeda Amtul Mahboob, TQM practices of hospitals in Hyderabad, March 2021		
2.	K. Shridhara Bhat, Total Quality Management – Text & Cases, Himalaya Publishing House, 2017		
3.	William J. Kolarik, creating quality, July 1999.		
4.	Balasubramanian Mahadevan, Total Quality Management in the Healthcare industry: An Efficient Guide for Healthcare Management, 2022.		
5.	Mohammed R Twati, Total quality management implementation in the healthcare industry Paperback – Import, 6 June 2019		
Methods of Evaluation			
Internal Evaluation	Continuous Internal Assessment Test		25 Marks
	Assignments		
	Seminars		
	Attendance and Class Participation		

External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussions, Debating or Presentations	

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	2	3						
CO 2		2		2			3	3
CO 3	2				2	3		3
CO 4					2	3		3
CO 5			2		2			3

3 - Strong

2 - Medium

1 - Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KH10	Health Care Accreditation and Law	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To impart multi-dimensional knowledge about Quality management in the hospital to the students.										
C2	To learn about the Quality accreditation, control and management in general and in details for hospitals.										
C3	To learn about those laws which are applicable for healthcare formation.										
C4	To get an over view of legal contract and provisions of acts related to healthcare system										
C5	To understand about Health Care Waste, Legal guidelines on Waste Disposals, Coding different Wastes, Treatment and Disposal, Management issues, Maintenance of records and reports.										
UNIT	Details							No. of Hours	Course Objectives		
I	Evolution of Quality Management: Definition, origin & growth of Quality Management, Need & Benefits for quality management in healthcare, Quality Management Programme, ISO clauses, quality manual, quality of clinical services, Critical Pathways, Medical Audits, Performance review – Assessment / Methods, Quality Management of diagnostic facilities, Assessment of Client satisfaction-Importance and Significance of TQM for Hospitals; Prerequisites of Quality Management in Hospitals; Role of Medical Record in Quality Management; Quality Circles; Quality Assurance.							9	C1		
II	Benchmarking of Quality Standard: Hospital Accreditation: Concept of Hospital Accreditation; ISO 2000 & 14000, Role of Quality Council of India (QCI), NABL, NABH, JCI, BIS, ACHS Accreditation-Implementation strategies for Quality Programmes- Top Management Commitment, Organizing Implementation, Action Plan, Group Meeting, Training, documentation, internal audit, application for certificate, final audit, Leadership issues. Selection of pilot projects, Quality initiatives in Indian Health Care Organization.							9	C2		
III	Laws Relating to Healthcare Formation: Promotion-Forming society-The Companies Act-Law of Partnership-A Sample Constitution for the Hospital-The Tamil Nadu							9	C3		

	Clinics Act – Medical Ethics –Formation of a Health care Organization under Partnerships and Corporate basis (private and public); Public Private Partnerships in health care; National Medical Council; Physician Patient relationship; Duties towards patients by medical and Para-medical staff; Medical ethics & Oaths; Code of conduct.		
IV	Healthcare Services and Law: Contractual obligations in Hospital Services- Requisites of a valid contract; Contractual liability and damages; Criminal liability and defenses available to hospitals and medical staff; tortuous and vicarious liability; Legal remedies available to patients, Hospital as a bailee; CP Act, RTI-Central Births and Deaths Registration Act, 1969-Recent amendments – Medical Termination of Pregnancy Act, 1971 – Infant Milk Substitutes, Feeding Bottles and Infant Food Act, 1992.	9	C4
V	Laws Pertaining to Hospitals: Transplantation of Human Organs Act, 1994 – Pre-natal Diagnostic Techniques (Regulation and Prevention of Misuse) Act, 1994 – Medical Negligence – Medico Legal Case – Dying Declaration-MCI act on medical education. The Biomedical Waste (Management and Handling) Rules-Radiation Safety System.	9	C5
Total		45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	To understand about Quality management in hospitals and other healthcare facilities.	P01, P07, P08	
CO2	To Know the quality in operational activities and role of each stakeholder of hospital industry in maintaining quality management.	P06, P07, P08	
CO3	To familiarize the legal and ethical issues pertaining to the Hospitals Formation.	P04, P05, P08	
CO4	To apply the knowledge of contract in the functioning of the hospital.	P01, P02, P05, P06	
CO5	Have better idea and understanding about Ensuring waste being recycled/disposed safely by proper guidelines.	P03, P05, P06, PO7	
Reading List			
1.	https://www.healthit.gov/sites/default/files/pdf/privacy/privacy-and-security-guide.pdf		
2.	https://www.amazon.in/Hospital-Healthcare-Accreditation-Guidelines-NABH-ebook/dp/B085GB9LBR		
3.	https://www.nabh.co/images/Standards/NABH%205%20STD%20April%202020.pdf		

4.	https://www.researchgate.net/publication/262956444_Accreditation_of_Health_Care_Academic_Medical_Institutions	
Reference Books		
1.	BM Sakharkar, PRINCIPLES OF HOSPITAL ADMINISTRATION AND PLANNING – Jaypee brothers Publications, second Edition, 2009	
2.	Sakharkar, B. M., & Jaypee Brothers (Jaypeedigital). Principles of Hospital Administration & Planning. (Jaypee eBooks.) Jaypee Brothers Medical Publisher (P) Ltd, 2nd Edition, 2009	
3.	S.L. Goel, Healthcare Management and Administration, Deep & Deep Publications Pvt. Ltd. New Delhi, First Edition, 2010	
4.	James R Evans, James W Dean, Jr., Total Quality (Management, Organisation and Strategy), Excel Books, New Delhi, 2nd Edition, 1999	
5.	Harris, D. (2014). Contemporary Issues in Healthcare Law and Ethics. Chicago: Health Administration Press, First Edition, 2014	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussions, Debating or Presentations	

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	2						2	3
CO 2						2	2	3
CO 3				2	3			3
CO 4	2	2			3	3		
CO 5			2		2	3	3	

3 - Strong

2 - Medium

1 - Low

SPECIALIZATION COURSES: BUSINESS ANALYTICS

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KB1	Fundamentals of Business Analytics	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To enable the students to understand the basics of Business Analytics										
C2	To create awareness and understanding on visualizing data through collecting, managing and analyzing data.										
C3	To educate the students on data mining and multi-dimensional data analysis										
C4	To educate the students on machine learning and AI.										
C5	To elucidate the students on the analysis of various areas of business										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	Introduction to Business Analytics: Meaning - Historical overview of data analysis – Data Scientist Vs Data Engineer Vs Business Analyst – Career in Business Analytics – Introduction to data science – Applications for data science – Roles and Responsibilities of data scientists							9	C1		
II	Data Visualization: Data Collection - Data Management - Big Data Management - Organization/sources of data - Importance of data quality - Dealing with missing or incomplete data - Data Visualization - Data Classification Data Science Project Life Cycle: Business Requirement - Data Acquisition – Data Preparation - Hypothesis and Modeling - Evaluation and Interpretation, Deployment, Operations, Optimization.							9	C2		
III	Data Mining: Introduction to Data Mining - The origins of Data Mining - Data Mining Tasks - OLAP and Multidimensional data analysis - Basic concept of Association Analysis and Cluster Analysis.							9	C3		
IV	Machine Learning: Introduction to Machine Learning - History and Evolution - AI Evolution - Statistics Vs Data Mining Vs, Data Analytics Vs, Data Science - Supervised Learning, Unsupervised Learning, Reinforcement Learning – Frame works for building Machine Learning Systems.							9	C4		
V	Application of Business Analysis: Retail Analytics -							9	C5		

	Marketing Analytics -Financial Analytics - Healthcare Analytics - Supply Chain Analytics.		
	Total	45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Define the basics of Business Analytics	PO1, PO2	
CO2	Describe and visualize data through collecting, managing and analyzing data.	PO1, PO2,	
CO3	Apply knowledge on data mining and multi-dimensional data analysis	PO2, P05, PO6	
CO4	Survey knowledge on machine learning and AI.	PO4, PO5	
CO5	Summarize knowledge on the analysis of various areas of business.	PO2, P05, PO6	
Reading List			
1.	https://ptgmedia.pearsoncmg.com/images/9780133552188/samplepages/0133552187.pdf		
2.	http://www.gerkoole.com/IBA/downloads/IBA_Koole_first_chapters.pdf		
3.	Jeen-Su Lim, John H. Heinrichs. (2021) Developing context-relevant project experiences for marketing analytics students. Decision Sciences Journal of Innovative Education 19:2, pages 150-156.		
4.	Wullianallur Raghupathi, Viju Raghupathi. (2021) Contemporary Business Analytics: An Overview. Data 6:8, pages 86.		
References Books			
1.	Majid Nabavi, David L.Olson, Introduction to Business Analytics, Business Expert Press,2018		
2.	Umesh R Hodeghatta and Umesha Nayak, Business Analytics Using R - A PracticalApproachApress, 2017.		
3.	Jeffery D.Camm, James J. Cochran, Michael J. Fry, Jeffrey W. Ohlmann, David R.Anderson, Essentials of Business Analytics, Cengage Learning, 2015		
4.	Sandhya Kuruganti, Business Analytics: Applications To Consumer Marketing, McGrawHill, 2015		
5.	Bernard Marr, Big Data: Using Smart Big Data, Analytics and Metrics to Make BetterDecisions and Improve Performance, Wiley, 2015		

CO-PO MAPPING

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	2						
CO 2	2	3						
CO 3		3			3	3		
CO 4				2	3			
CO 5		3			3	3		

3 STRONG 2 MEDIUM 1 LOW

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KB2	Data Analytics with R Programming	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To familiarize the students about R programming										
C2	To understand the R platform										
C3	To learn about R tools										
C4	To learn about the tools in R platform										
C5	Understand the reinforcement learning										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	Overview of R programming - Environment setup with R Studio - SAS versus R - R, S, and S-plus - Obtaining and managing R - Objects - types of objects, classes, creating and accessing objects - Arithmetic and matrix operations - Introduction to functions.							9	C1		
II	Working with R - Reading and writing data - R libraries - Functions and R programming – the If statement - looping: for, repeat, while - writing functions - function arguments and options – Basic R commands							9	C2		
III	Reading and getting data into R (External Data): Using CSV files, XML files, Web Data, JSON files, Databases, Excel files. Working with R Charts and Graphs: Histograms, Boxplots, Bar Charts, Line Graphs, Scatterplots, Pie Charts.							9	C3		
IV	Random Forest, Decision Tree, Normal and Binomial distributions, Time Series Analysis, Linear and Multiple Regression, Logistic Regression, Survival Analysis.							9	C4		
V	Creating data for analytics through designed experiments, Creating data for analytics through active learning, Creating data for analytics through reinforcement learning.							9	C5		
Total							45				

Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	State knowledge about the R platform	PO2, PO6
CO2	Explain knowledge on R tools	PO1, PO2, PO6
CO3	Develop knowledge graphs and other statistical methods	PO5, PO6, PO7
CO4	Describe advanced statistical tools	PO4, PO7
CO5	Develop knowledge about active and reinforcement learning	PO1, PO6
Reading List		
1.	https://www.cs.upc.edu/~robert/teaching/estadistica/rprogramming.pdf	
2.	https://diytranscriptomics.com/Reading/files/The%20Art%20of%20R%20Programming.pdf	
3.	R Core Team (2016). R: A Language and Environment for Statistical Computing. R Foundation for Statistical Computing, Vienna, Austria. URL https://www.R-project.org/ .	
4.	Ritz C, Streibig JC (2005). "Bioassay Analysis using R." Journal of Statistical Software,12(5), 1–22. doi:10.18637/jss.v012.i05.	
References Books		
1.	Raghav Bali, Dipanjan Sarkar and Tushar Sharma, Learning Social Media Analytics withR, Packt Publishing Ltd, 2017.	
2.	Nina Zumel and John Mount, Practical Data Science with R, Manning PublicationsCompany, 2014.	
3.	Peter Dalgaard, Introductory Statistics with R (Paperback) 1st Edition Springer-VerlagNew York, Inc. (ISBN 0-387-95475-9) (2019)	
4.	W. N. Venables and B. D. Ripley. 2002, Modern Applied Statistics with S. 4th Edition.Springer. (ISBN 0-387-95457-0)]	
5.	Andreas Krause, Melvin Olson. 2005, The Basics of S-PLUS, 4th edition, Springer-Verlag, New York (ISBN 0-387-26109-5)	

CO- PO MAPPING

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1		3				2		
CO 2	2	3				3		
CO 3					3	2	3	
CO 4				2			3	
CO 5	3					2		

3 STRONG 2 MEDIUM 1 LOW

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks			
									CIA	External	Total	
P23KB3	Business Analytics Using Python	Elective	3	-	-	-	3	45	25	75	100	
Course Objectives												
C1	Business data analysis techniques and their theoretical foundations											
C2	Visualizations using tableau											
C3	To understand business models											
C4	Analyse various models											
C5	Applications of Marketing Analytics											
SYLLABUS												
UNIT	Details							No. of Hours	Course Objectives			
I	Introduction Introduction to Business Analytics - Evolution of Business Data and Analytics timeline - Types of Analytics - Marketing Analytics Applications - Summarizing & Reporting Marketing Data using Excel							9	C1			
II	Visualizing Business Data using Tableau - Visualizations Using Python & R - Understanding the Metrics across domains -Developing Metrics - Flowchart for Metric Creation							9	C2			
III	Business Models & Strategies Business Models - Marketing Engineering – Segmentation Analytics – Clustering Algorithms - Positioning Analysis - Data Mining applications							9	C3			
IV	Marketing Mix Analytics: New Product development decisions - Pricing the Product - Forecasting the Sales – Allocating the Retail space & Sales Resource – Consumer Attribution Modelling Methods							9	C4			
V	Marketing Mix Analytics Applications Customer Churn Modelling – Purchase Behaviour Prediction Models- social media Listening and Sentimental Analysis – Market Basket Analysis – RFM Analysis – Recommender Systems development							9	C5			
Total							45					
Course Outcomes												
Course Outcomes	On completion of this course, students will;							Program Outcomes				

CO1	Understand and explain key principles, concepts and terms associated with marketing analytics including the Marketing Metrics, web analytics, big data analytics, social media analytics and analytics trends	PO1, PO6
CO2	Construct a metric identifying the areas to be measured for the individual or corporate and how it makes sense to the business managers.	PO1, PO2, PO5
CO3	Demonstrate marketing situations using appropriate instruments to formulate marketing strategies and plans, and to evaluate their impact	PO4, PO6
CO4	Compare marketing situations using appropriate instruments to formulate marketing strategies and plans, and to evaluate their impact	PO4, PO5, PO6
CO5	Prepare marketing Instruments and quantitative methods providing students with an image of the complexity and pitfalls of typical marketing situations and problems	PO2, PO6
Reading List		
1.	https://bedford-computing.co.uk/learning/wp-content/uploads/2015/10/Python-for-Data-Analysis.pdf	
2.	https://cfm.ehu.es/ricardo/docs/python/Learning_Python.pdf	
3.	Van Rossum G, others (2016). Python Programming Language. URL http://www.python.org/ .	
4.	Jesus Rogel-Salazar, Data Science and Analytics with Python, 2017	
References Books		
1.	“R for Marketing Research and Analytics”, Chris Chapman, Springe Publications, 1st Edition, 2015.	
2.	“Business Analytics”, Dinesh Kumar U Wiley India, 1st Edition, 2017.	
3.	“Marketing Metrics: The Definitive Guide to Measuring Marketing Performance”, Paul W Farris, Pearson Education, 2nd Edition, 2010.	
4.	“Business Analytics- Texts and Cases”, Tanushri Banerjee & Arindham Banerjee Sage Publications, 1st Edition, 2019.	
5.	“Marketing Analytics – Data Driven Techniques with Microsoft Excel”, Wayne L Winston, Wiley Publications, 1st Edition, 2015..	

CO-PO MAPPING

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1		3				2		
CO 2	3	3			2			
CO 3				2		3		
CO 4				3	2	2		
CO 5		3				3		

3 STRONG 2 MEDIUM 1 LOW

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KB4	Data Visualization	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To understand Data visualization										
C2	To understand basic visualizations using tableau with basics										
C3	To understand advanced Visualizations using tableau										
C4	To understand BI and power BI										
C5	Visulizations through R										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	Data Visualization –A primer of Business Intelligence Business Intelligence - Data Visualization Evolution and Characteristics – Importance of Data Visualization – Data Visualization Process - Data Visualization Tools and Software - Data Visualization Techniques – Best Practices in Data Visualization							9	C1		
II	Data visualization Using Tableau – Basics - Introduction to Tableau – Tableau interface & Architecture – Data connections & Data Sources – Preparation of Data – Exploring and analyzing data – Creating basic charts – Apply analytics to a worksheet – Creating Groups and Hierarchies - Mapping - Sharing Insights							9	C2		
III	Data visualization Using Tableau – Advanced Advanced calculations - Parameters – Special Charts - Creation of Dashboards – Dashboard Actions -Story Boards Preparation - Sharing the work – Profile creation in Tableau Public							9	C3		
IV	Reports & Dashboards using Power BI: Power BI introduction – Power BI Architecture & Process – Connecting Power BI with different Data Sources – Power Query for Data transformation- Data Modelling in Power BI – Reports – Visualization types in Power BI – Statics and Live Dashboards- Data Refresh & Security							9	C4		
V	Visualizing through R , Python & Qlikview :Grammar of Graphics – GGplot and visualizations using R – Advanced visualizations using matplotlib, seaborn and pyplot – Qlikview overview							9	C5		

		Total	45
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Define data visualization process and explore different types of visualization and how humans perceive information.	PO2, PO5	
CO2	Discuss principles of design and color to make visualizations more engaging and effective and apply techniques from user-interface design to create an effective visualization system.	PO1, PO2	
CO3	Demonstrate Data Models and use the DAX Formula language and M language to develop POWERFUL calculations	PO6, PO7	
CO4	Explain visualization system for large datasets and dashboards using tableau and power BI, Python and R, interpret the visualization created from the data set	PO2, PO5	
CO5	Estimate professional-quality business intelligence reports from the ground up and share for collaboration	PO2, PO4	
Reading List			
1.	https://cicerocq.files.wordpress.com/2020/03/sosulski-kristen-data-visualization-made-simple -insights-into-becoming-visual-2019-routledge.pdf		
2.	https://indico.cern.ch/event/681081/contributions/2790760/attachments/1729504/2794629/Principles-of-Visualization-Course-Pt1-Full.pdf		
3.	Eric Hehman, Sally Y. Xie, Doing Better Data Visualization, ,First Published October 8, 2021		
4.	Wilke, C, fundamentals of data visualization : a primer on making informative and compelling figures, 2019		
References Books			
1.	“Storytelling with Data: A Data Visualization Guide for Business Professionals”, Cole Nussbaumer Knaflic, Amazon Asia-Pacific Holdings Private Limited, 2015.		
2.	“Microsoft Power BI Complete Reference: Bring your data to life with the powerful features of Microsoft Power BI”, Devin Knight, Packt Publishing, 2018.		
3.	“Data Visualization and Exploration with R: A practical guide to using R, R Studio, and Tidyverse for data visualization, exploration, and data science applications”, Eric Pimpler, Amazon Asia-Pacific Holdings Private Limited, 2017.		
4.	“Practical Tableau”, Ryan Sleeper, O'Reilly Media, 2018.		
5.	“Visualization: Visual representations of data and information”, The Open University, Amazon Asia-Pacific Holdings Private Limited, 2016.		

CO-PO MAPPING

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1		3			2			
CO 2	2	3						
CO 3						2	3	
CO 4		2			3			
CO 5		3		2				

3 STRONG 2 MEDIUM 1 LOW

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KB5	Data Analytics in Business Functional Areas	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To have clear understanding on the concept of HR Analytics										
C2	To acquire knowledge on Financial Analytics										
C3	To obtain knowledge on CRM Analytics										
C4	To understand the concept of Retail Analytics										
C5	To acquire knowledge on SCM/Logistics Analytics										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	HR Analytics: Data requirements - identifying data needs and gathering data- HR data quality, validity and consistency - Using historical data - Dataexploration - Data visualization - Association between variables – Insights from reports - Root cause analysis of HR issues - Employee retention and turnover - workforce productivity and performance - scenario planning.							9	C1		
II	Financial Analytics: Prospective analysis – Techniques - Elements of detailed forecast – Sensitivity analysis --Decision tress analysis of capital budgeting - Credit analysis - Mergers and acquisition – Motivations for M &A – Valuation of M & A - Valuation of equity and debt – Primary and secondary market analysis - Assessing market value of equity with book value and index.							9	C2		
III	CRM Analytcs: Customer Analytics Overview - Quantifying Customer Value - Using Stata for Basic Customer Analysis - Predicting Response with RFM Analysis - Statistics Review - Predicting Response with Logistic Regression - Predicting Response with Neural Networks - Predicting Response with Decision Trees.							9	C3		
IV	Retail Analytics: The digital evolution of retail marketing - Digital natives - Constant connectivity social interaction - Predictive modelling - Keeping track - Data availability - Efficiency optimization.							9	C4		
V	SCM/Logistics Analytics: Warehousing Decisions, Mathematical Programming Models, P-Median							9	C5		

	Methods, Guided LP Approach, Balmer – Wolfe Method, Greedy Drop Heuristics, Dynamic Location Models, Space Determination and Layout Methods - Analytic Hierarchy Process, Data Envelopment Analysis, Risk Analysis in Supply Chain, measuring transit risks, supply risks, delivering risks.		
	Total	45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Clear understanding on the concept of HR Analytics	PO2, PO5	
CO2	Knowledge on Financial Analytics	PO1, PO7	
CO3	Clarity on CRM Analytics	PO1, PO5, PO6	
CO4	Awareness on the concept of Retail Analytics	PO2, PO6	
CO5	Knowledge on SCM/Logistics Analytics	PO2, PO5	
Reading List			
1.	https://book.akij.net/eBooks/2018/May/5aef50939a868/Data Science for Bus.pdf		
2.	http://dspace.vnbrims.org:13000/jspui/bitstream/123456789/4175/1/Business%20analytics%20for%20managers%20taking%20business%20intelligence%20beyond%20reporting.pdf		
3.	https://www.netsuite.com/portal/resource/articles/business-strategy/business-intelligence-examples.shtml?mc24943=v2		
4.	Peter C, Journal of Business Research, Volume 122, January 2021, Pages 889-901		
References Books			
1.	Jac Fitz-Enz , The New HR Analytics: Predicting the Economic Value of YouCompany's Human Capital Investments, Amacom.2009		
2.	Raghurami Reddy Etukuru, Enterprise Risk Analytics for Capital Markets: Proactive and Real-Time Risk, iUniverse, 2014		
3.	Khalid Zidan, Supply Chain Management: Fundamentals, Strategy, Analytics & Planning for Supply Chain & Logistics Management, CreateSpace Independent Publishing Platform, 2016		
4.	Chan, Hing Kai, Subramanian, Nachiappan, Abdulrahman and Muhammad Dan-Asabe, Supply Chain Management in the Big Data Era, IGI Global. 2016		
5.	Karunakaran, K.. Marketing Management. New Delhi: Himalaya Publishing House. 3rd edition, 2013		
6.	Jac Fitz-Enz , The New HR Analytics: Predicting the Economic Value of YouCompany's Human Capital Investments, Amacom.2009		

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1		3			2			
CO 2	3						2	
CO 3	2				3	3		
CO 4		3				2		
CO 5		3			2			

3 STRONG 2 MEDIUM 1 LOW

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks			
									CIA	External	Total	
P23KB6	DATA SCIENCE	Elective	3	-	-	-	3	45	25	75	100	
Course Objectives												
C1	To familiarize the students with the basics of data mining.											
C2	Understand the data warehouse											
C3	To learn about Regression and correlation											
C4	To learn about the tools in the R platform To learn about BI tools											
C5	Understand the application in various sectors											
SYLLABUS												
UNIT	Details							No. of Hours	Course Objectives			
I	Data mining, text mining, Web mining, Spatial mining, Process mining, BIprocess- Private and Public Intelligence, Strategic assessment of implementation.							9	C1			
II	Data warehouse – characteristics and view - OLTP and OLAP - Design and development of data warehouse, Metadata models, Extract/ Transform / Load (ETL) design.							9	C2			
III	Regression and correlation; Classification- Decision trees; clustering – Neural networks; Market basket analysis- Association rules-Geneticalgorithms and link analysis, Support Vector Machine, Ant Colony Optimization.							9	C3			
IV	Business intelligence software, BI on web, Ethical and legal limits, Industrialespionage, modern techniques of crypto analysis, managing and organizing for an effective BI Team.							9	C4			
V	Applications in various sectors – Retailing, CRM, Banking, Stock Pricing, Production, Crime, Genetics, Medical, Pharmaceutical field.							9	C5			
Total							45					
Course Outcomes												
Course Outcomes	On completion of this course, students will;							Program Outcomes				
CO1	Identify knowledge about data mining							PO2, PO5				
CO2	Explain knowledge about data warehouse							PO1, PO6				
CO3	Compare knowledge on regression and correlations							PO1, PO5, PO7				
CO4	Reframe understanding about business intelligence tools							PO5, PO6				
CO5	Generalize knowledge about its applications in various sectors							PO6, PO8				

Reading List	
1.	https://doc.lagout.org/Others/Data%20Mining/Data%20Mining_%20The%20Text%20book%20%5B%20Aggarwal%202015-04-14%5D.pdf
2.	https://doc.lagout.org/Others/Data%20Mining/Business%20Intelligence%20and%20Data%20Mining%20%5B%20Maheshwari%202014-12-31%5D.pdf
3.	Shu-Hsien Liao, Data mining techniques and applications, 2012
4.	Dr. M.A. Dorgham, International Journal of Data Mining and Bioinformatics, 2020
References Books	
1.	Anil Maheshwari, Data Analytics Made Accessible, Kindle edition, 2019.
2.	Foster Provost & Tom Fawcett, Data Science for Business: What You Need to Know Oreilly, 2013
3.	Jiawei Han, Micheline Kamber and Jian Pei, Data Mining: Concepts and Techniques, 3 rded., Morgan Kaufmann Publishers, 2012
4.	Ian H.Witten, Eibe Frank and Mark A.Hall, Data Mining: Practical Machine Learning Tools and Techniques (3rd ed.). Morgan Kaufmann, 2011 (ISBN 978-0-12-374856-0)
5.	Efraim Turban, Ramesh Sharda, Jay E. Aronson and David King, Business Intelligence, Pearson, 2008.

CO-PO MAPPING

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1		3			2			
CO 2	3					2		
CO 3	3				2		2	
CO 4					2	3		
CO 5						3		2

3 STRONG 2 MEDIUM 1 LOW

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KB7	Business Intelligence, Big Data, Cloud Computing	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To familiarize the students on big data platform, applications on big data using Pig and Hive.										
C2	To provide insights on data mining tools, methods and techniques.										
C3	To throw light on business intelligence software and modern techniques of crypto analysis.										
C4	To elucidate on cloud computing characteristics, challenges and applications.										
C5	To create awareness and importance of predictive analytics and visual data analysis techniques.										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	Big Data Frameworks: Introduction to Big Data Platform – Challenges of Conventional Systems - Intelligent data analysis – Nature of Data - Analytic Processes and Tools - Analysis vs Reporting. Applications on Big Data Using Pig and Hive – Data processing operators in Pig – Hive services – HiveQL – Querying Data in Hive - fundamentals of HBase and Zookeeper - IBM Info Sphere Big Insights and Streams.							9	C1		
II	Data Mining Tools, Methods and Techniques: Data mining, Text mining, Web mining, Spatial mining, Process mining, BI process, Private and Public intelligence, Strategic assessment of implementing BI Data Mining Techniques: Introduction, Statistical Perspective on Data Mining, Statistics-need and algorithms, Naïve Bayes Algorithm, Chi-Square Automatic Interaction-Detectors (CHAID)- Classification and Regression Tree (CART) - Analysis of Unstructured Data.							9	C2		
III	Modern Information Technology and its Business Opportunities: Business intelligence software, BI on web, Ethical and legal limits, Industrial espionage, modern techniques of crypto analysis, managing and organizing for an effective BI Team.							9	C3		
IV	Cloud Computing Introduction and Applications: Cloud issues and challenges - Properties - Characteristics - Service models, Deployment models. Cloud resources:							9	C4		

	Network and API - Virtual and Physical computational resources - Data-storage. Virtualization concepts - Types of Virtualization- Introduction to Various Hypervisors - High Availability (HA)/Disaster Recovery (DR) using Virtualization, Moving VMs, Cloud Computing Applications: Overview on Amazon AWS, Microsoft Azure and Google App Engine		
V	Visualization techniques: Predictive Analytics- Simple linear regression- Multiple linear regression- Interpretation of regression coefficients. Visualizations - Visual data analysis techniques- interaction techniques - Systems and applications.	9	C5
	Total	45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	State the knowledge on big data platform, applications on big data using Pig and Hive.	PO2, PO6	
CO2	Compare insights on data mining tools, methods and techniques.	PO1, PO5	
CO3	Demonstrate knowledge on business intelligence software and modern techniques of crypto analysis.	PO5, PO6, PO7	
CO4	Summarize cloud computing characteristics, challenges and applications.	PO2, PO6, PO7	
CO5	Develop better understanding on predictive analytics and visual data analysis techniques.	PO1, PO6	
Reading List			
1.	http://dphoto.lecturer.pens.ac.id/lecture_notes/internet_of_things/Big%20Data%20Principles%20and%20Paradigms.pdf		
2.	https://www.fujitsu.com/rs/Images/WhiteBookofBigData.pdf		
3.	Julian Ereth, H. Baars, Cloud-Based Business Intelligence and Analytics Applications - Business Value and Feasibility,2015		
4.	O. Ylojoki, and J. Porras, “Perspectives to Definition of Big Data: A Mapping Study and Discussion”, Journal of Innovation Management, vol. 4, no. 1, pp. 69-91, 2016. http://hdl.handle.net/10216/83250 .		
References Books			
1.	Jaiwei Ham and Micheline Kamber, Data Mining concepts and techniques, Kauffmann Publishers, 2006		
2.	Efraim Turban, Ramesh Sharda, Jay E. Aronson and David King, Business Intelligence,Prentice Hall, 2008.		
3.	Colleen Mccue, “Data Mining and Predictive Analysis: Intelligence Gathering and Crime Analysis”, Elsevier, 2 nd Edition, 2015.		
4.	Michael Berthold, David J. Hand, “Intelligent Data Analysis”, Springer, 2 nd Edition, 2007.		
5.	Frank J Ohlhorst, “Big Data Analytics: Turning Big Data into Big Money”, Wiley and SAS Business Series, 2013.		

CO-PO MAPPING

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1		3				2		
CO 2	2				3			
CO 3					3	2	2	
CO 4		3				3	2	
CO 5	3					2		

3 STRONG 2 MEDIUM 1 LOW

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KB8	Block Chain Technology	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To acquire knowledge of various techniques and various algorithms used in Blockchain										
C2	To understand how blockchain systems work and how to securely interact with them										
C3	To familiarize the functional and operational aspects of cryptocurrency										
C4	To establish deep understanding of the Ethereum model and deploy smart contracts applications										
C5	To understand the consensus and hyper ledger fabric in block chain technology.										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	Introduction: Distributed Database, Two General Problem, Byzantine General problem and Fault Tolerance, Hadoop Distributed File System, Distributed Hash Table, ASIC resistance, Turing Complete. Cryptography: Hash function, Digital Signature - ECDSA, Memory Hard Algorithm, Zero Knowledge Proof.							9	C1		
II	Blockchain & Applications: Introduction to Block chain, Gartner's Hype Curve and Evolution of Blockchain Technology, Blockchain Need & Genesis, Key Characteristics of Blockchain, Blockchain Structure, Blockchain types and Network, Mining and Consensus, How Blockchain Works, Bitcoin Whitepaper, Understanding Bitcoin, Components of a Block, Forks: soft & hard forks, Ummer blocks, Different forks from Bitcoin, Wallets, Transactions, Public & Private keys, Blockchain Applications : Internet of Things, Medical Record Management System, Do-main Name Service and future of Blockchain.							9	C2		
III	Cryptocurrency: History, Distributed Ledger, Bitcoin protocols - Mining strategy and rewards, Ethereum - Construction, DAO, Smart Contract, GHOST, Vulnerability, Attacks, Sidechain, Namecoin. Cryptocurrency Regulation: Stakeholders, Roots of Bitcoin, Legal Aspects - Cryptocurrency Exchange, Black Market and Global Economy.							9	C3		

IV	Ethereu: Need of Ethereum, Ethereum Foundation, Ethereum Whitepaper, How Ethereum Works, Ethereum network, Ethereum Virtual Machine, Transactions and Types, Mining & Consensus, Smart Contracts.	9	C4
V	Hyperledger fabric: Hyperledger, Hyperledger Fabric, Comparison between Fabric & Other Technologies, Fabric Architecture, Components of Hyperledger Fabric, Advantages of Hyperledger Fabric Blockchain, How Hyperledger Fabric Works.	9	C5
Total		45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Define the importance and the foundations of Blockchain.	PO2, PO6	
CO2	Associate key features, different types of platforms & languages of blockchain technology.	PO1, PO2, PO8	
CO3	Solev better insights about cryptocurrency concepts.	PO1, PO6, PO7	
CO4	Explain the design principles of ethereum.	PO2, PO5	
CO5	Develop hyperledger fabric model and its architecture.	PO2, PO6	
Reading List			
1.	http://book.itcp.ru/depository/blockchain/blockchain-by-melanie-swan.pdf		
2.	https://www.blockchainexpert.uk/book/blockchain-book.pdf		
3.	Sanyam Jain, Journal of Emerging Technologies and Innovative Research,2017		
4.	Sheikh Mohammad Idrees, Exploring the Blockchain Technology: Issues, Applications and Research Potential,2021		
References Books			
1.	Imran Bashir, Mastering Blockchain, Packt Publishing, March 2017		
2.	Debajani Mohanty, BlockChain: From Concept to Execution, BPB Publications, 2nd edition, 2018		
3.	Artemis Caro, Blockchain: Bitcoin, Ethereum&Blockchain: The Beginners Guide to Understanding the Technology Behind Bitcoin & Cryptocurrency, 2017		
4.	Andreas M. Antonopoulos, Gavin Wood, Mastering Ethereum: Building Smart Contracts and DApps, O'REILLY, 2018		
5.	Nitin Gaur, Luc Desrosiers, Venkatraman Ramakrishna, Petr Novotny, Dr. Salman A. Baset and Anthony O'Dowd, Hands-on Blockchain with Hyperledger, Packt Publishing, 2018		
6.	Arvind Narayanan, Joseph Bonneau, Edward Felten, Andrew Miller, Steven Goldfeder, "Bitcoin and Cryptocurrency Technologies", Princeton University Press, 2016.		

CO-PO MAPPING

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1		3				2		
CO 2	2	3						3
CO 3	3					3	2	
CO 4		2			3			
CO 5		3				3		

3 STRONG 2 MEDIUM 1 LOW

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KB9	Software Management Project	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To acquire and understand the concept of software projects and steps in software project management										
C2	To enable the students to prepare business proposals for software management										
C3	To familiarize the students to evaluate technical feasibility and financial viability of projects										
C4	To establish deep understanding of the market acceptability and social desirability of software projects										
C5	To make the students as effective project managers and as part of software project teams.										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	Software projects and metrics - Software Project Management – Concepts and 3 P’s (People, problem and process) Metrics in the process and project domains, Software measurement – size-oriented metrics, function-oriented metrics and extended function point metrics, Integrating metrics within the software process							9	C1		
II	Software project planning - Software Project planning – objectives, scoping, Resources – human resources, reusable software resources and environmental resources Software project estimation – Popular decomposition techniques – problem-based, process-based and empirical estimation (COCOMO model).							9	C2		
III	Software outsourcing and project scheduling - The Make-Buy decision – creating a decision tree, Software outsourcing – issues involved Project Scheduling and tracking – relationship between people and effort – defining a task set for the software project.							9	C3		
IV	Software risk management and configuration management -Risk Management – Reactive and Proactive risk strategies, Risk identification, projection, mitigation and monitoring – RMMM Plan Software configuration management – process and standards							9	C4		
V	Object-oriented software projects and CASE tools -							9	C5		

	Management of Object-oriented software projects – process framework, metrics, estimation and scheduling approach, Computer-aided Software Engineering (CASE) – CASE tools – their building blocks and taxonomy		
	Total	45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Understand the steps in software project management	PO2, PO6	
CO2	Discuss and prepare business proposals for software management	PO1, PO2, PO8	
CO3	Discover better insights about technical feasibility and financial viability of projects	PO1, PO6, PO7	
CO4	Support the market acceptability and social desirability of software projects	PO2, PO5	
CO5	Develop the students as effective project managers and as a part of software project teams.	PO2, PO6	
Reading List			
1.	http://softwareprojectmanager.org		
2.	http://www.softwareprojects.org		
3.	http://www.rspa.com/spi/project-mgmt.html		
4.	http://www.project.net/		
References Books			
1.	Robert T. Futrell, Donald F. Shafer, and Linda I. Safer, Quality Software Project Management, Pearson Education, 2002		
2.	Ian Sommerville, Software Engineering, Pearson Education, 2010		
3.	Bob Hughes and Mike Cotterell, Software Project Management, McGraw-Hill, 2009		
4.	Roger Pressman, Software Engineering: A Practitioner's Approach, Tata McGraw-Hill, 2005		

CO-PO MAPPING

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1		3				2		
CO 2	2	3						3
CO 3	3					3	2	
CO 4		2			3			
CO 5		3				3		

3 STRONG 2 MEDIUM 1 LOW

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KB10	Design and Analysis of Algorithms	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To understand and apply the algorithm analysis techniques.										
C2	To enable the students to critically analyse the efficiency of alternative algorithmic solutions for the same problem.										
C3	To familiarize the students with the different algorithm design techniques.										
C4	To establish deep understanding of the design and analysis of algorithms										
C5	To make the students understand the limitations of Algorithmic power.										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	Notion of an Algorithm – Fundamentals of Algorithmic Problem Solving – Important Problem Types – Fundamentals of the Analysis of Algorithmic Efficiency –Asymptotic Notations and their properties. Analysis Framework – Amortized analysis – Mathematical analysis for Recursive and Non-recursive algorithms – Types of Solution Procedure/Algorithm							9	C1		
II	Introduction – Terminologies of Graph – Network – Tree. Data Structure – Stack – Queue – Linked List – Binary Tree – Balanced Tree – Matrix Algorithms – Magic Square Problem – Tower of Hanoi – String Matching – Hashing. Network Algorithms – Dijkstra’s Algorithm – Floyd’s Algorithm – Minimum Spanning Tree – Maximal Flow Problem							9	C2		
III	Sorting Algorithms – Insertion Sort – Bubble Sort – Heap Sort – Quick Sort – Merge Sort – PARSORT – Radix Sort – Selection Sort – Topological Sort. Backtracking Algorithms – n-Queen Problem – Hamiltonian Circuit Problem – Subset Sum Problem – Graph Colouring Problem. Search Algorithms – Increment Search – Binary Search – Fibonacci Search – Brand and Bound Algorithms – Heuristics – Travelling Salesman Problem – Simple Heuristic to Minimize Total Tardiness in Single Machine							9	C3		

	Scheduling Problem – Heuristic for Total Covering Problem – Huffman Code – Transportation Problem – Heuristics for Scheduling.		
IV	Dynamic Programming – Terminologies – Knapsack Problem – Shortest Path Problem – Minimizing total tardiness in a Single Machine Scheduling Problem – Reliability Problem – Travelling Salesman Problem – Chained Matrix Multiplication – Binomial Coefficients. MetaHeuristics – Simulated Annealing Algorithm – Genetic Algorithm – Tabu Search – Ant Colony Optimization Algorithm. Cryptography – Substitution Algorithms – Transposition Methods – Public-key Cryptography. Probabilistic Algorithms – Construction of Cumulative Probability Distribution – Methods of Random Number Generation – Discrete Event Simulation	9	C4
V	Benchmarking of Algorithms – Comparison of Algorithm using Optimal Solutions – Comparison of Algorithm in terms of Performance Measure of Another Algorithm – Comparison of GA-based Heuristic (GAH) with an existing Heuristic (H). Algorithms to Schedule Processor – Concept of Single Processor Scheduling – Algorithms to Schedule Jobs in Parallel Processors – Scheduling 56 of Pre-emptible Dependent Jobs on Parallel Processors to Minimize Makespan. Complexity of Algorithms – Intractability of Problem – Problems with Polynomial Time Algorithms – Exponential Time Algorithms – Problems for those neither Intractability is Proved nor Polynomial Time Algorithm Exist till now. P, NP, NP-Complete, NP-Hard and NP-Easy Problems	9	C5
Total		45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Understand and apply the algorithm analysis techniques	PO2, PO6	
CO2	Discuss the efficiency of alternative algorithm solutions for the same problem	PO1, PO2, PO8	
CO3	Sketch better insights about the different algorithm design techniques	PO1, PO6, PO7	
CO4	Explain the design and analysis of algorithms	PO2, PO5	
CO5	Support the students to understand the limitations of algorithmic power.	PO2, PO6	
Reading List			
1.	R. Panneerselvam, Design and Analysis of Algorithms, PHI Learning Private		

	Limited
2.	Thomas H.Cormen, Charles E.Leiserson, Ronald L. Rivest and Clifford Stein, —Introduction to Algorithms, Third Edition, PHI Learning Private Limited, 2012.
References Books	
1.	Ellis Horowitz, Sartaj Sahni and Sanguthevar Rajasekaran, Computer Algorithms/ C++, Second Edition, Universities Press, 2007
2.	Alfred V. Aho, John E. Hopcroft and Jeffrey D. Ullman, —Data Structures and Algorithms, Pearson Education, Reprint 2006.
3.	Harsh Bhasin, —Algorithms Design and Analysis, Oxford university press, 2016.
4.	S. Sridhar, —Design and Analysis of Algorithms, Oxford university press, 2014.

CO-PO MAPPING

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1		3				2		
CO 2	2	3						3
CO 3	3					3	2	
CO 4		2			3			
CO 5		3				3		
	3 - STRONG		2 - MEDIUM			1 - LOW		

SPECIALIZATION COURSES: ENTREPRENEURSHIP AND FAMILY BUSINESS

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KE1	Introduction to Entrepreneurship	Elective	3	-	-	1	3	45	25	75	100
Course Objectives											
C1	To explore the concepts, trends, and challenges of entrepreneurial marketing										
C2	To analyze the opportunities, requirements, and competition.										
C3	To adopt and diffuse innovation strategies										
C4	To ascertain demand forecasting										
C5	To determine strategies to overcome challenges encountered in the planning process for new products and businesses.										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	Introduction: Meaning, Scope, Nature, Importance, Recent Trends & Challenges in Entrepreneurial Marketing, Characteristics of entrepreneurial marketing, Company's Orientations towards the Marketplace, Concept of Value, Value Creation and Delivery							9	C1		
II	Opportunities and Competition: Identifying new opportunities, Analysing customer requirements, Analysing competition, Developing a business model. Innovation within Product and Services. Climate for sustained innovation, Ecosystem and stakeholder engagement.							9	C2		
III	Innovation: Adoption and diffusion of innovation, Costing and pricing strategies, Sales strategies, Communication strategies, Marketing challenges in scaling up, building marketing capabilities Designing business processes, Assessing marketing performance							9	C3		
IV	Demand Forecasting: Demand Forecasting, Distribution Strategies and Channel Mix, Managing Sales, Marketing Strategy and Public Policy Management in 21st century, Sales activities, tasks and planning, Call Planning,							9	C4		

	Presentations and handling objections, follow up, Salesmanship and management of sales force, Relationship marketing		
V	Business Development Strategies: Formulating Business Development Strategies, Evaluating Opportunities for Business Development – SWOT Analysis, Selecting Opportunities to Pursue.	9	C5
	Total	45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Synthesize and use information and knowledge effectively for marketing in the entrepreneurial sector.	PO4, PO6, PO8	
CO2	Design and build an operational marketing strategy for a start-up business or new product, making best use of limited resources to ensure that the firm can establish a viable presence in the market.	PO1, PO2	
CO3	Describe the role innovation can play in developing a market strategy, and how marketing can guide the development of new products and services.	PO5, PO6, PO7	
CO4	Understand entrepreneurship and different market needs of big firms and SMEs and challenges of creating a new business.	PO4, PO5	
CO5	Construct strategies to overcome challenges encountered in the planning process for new products and businesses.	PO3, PO8	
Reading List			
1.	The Entrepreneur by Sophie Boutillier, Dimitri Uzunidis, O'Reily		
2.	“Innovation in large and small firms: An empirical analysis”, <i>American Economic Review</i> , vol. 78, no. 4, pp. 678–690, 1988.		
3.	<u>Entrepreneurship</u> PA Lambing, CR Kuehl - 2003 - baskent.edu.tr		
4.	Entrepreneurship research, D Audretsch - Management decision, 2012 - emerald.com		
References Books			
1.	Mathew J Manimala, Enterprenuership theory at cross roads: paradigms and praxis” 2nd, Edition Dream tech, 2005.		
2.	Khanka. S.S., “Entrepreneurial Development” S. Chand & Co. Ltd., Ram Nagar		
3.	EDII “Faulty and External Experts – A Hand Book for New Entrepreneurs Publishers: Entrepreneurship Development”, Institute of India, Ahmadabad, 1986.		
4.	Hisrich R D, Peters M P, “Entrepreneurship” 8th Edition, Tata McGraw-Hill, 2013.		
5.	Donald F Kuratko, “Entrepreneurship – Theory, Process and Practice”, 9 th Edition, Cengage Learning, 2014		
6.	Rajeev Roy, Entrepreneurship; 2 Edition, Oxford University Press, 2011.		

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				2		2		2
CO 2	2	3						
CO 3					2	2	2	
CO 4				3	3			
CO 5			3					3

3-Strong 2-Medium 1-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KE2	Family Business	Elective	3	-	-	1	3	45	25	75	100
Course Objectives											
C1	To familiarize the students to the basic concepts of Family Business, Models & Dimensions										
C2	To provide insights on Family Enterprises Evolution and Growth										
C3	To throw light on Family Business Leadership, Responsibilities, Characteristics										
C4	To elucidate on Religion in Family Business family values & Succession Planning										
C5	To create awareness and importance of Building Team among family Members										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	Introduction of Family Business – Conceptual Models of Family firms. Three-dimension development Model. Ownership Development Dimension. Family Developmental Dimensions. Business Developmental Dimensions. Modelling for Family Business							9	C1		
II	Family Business types and traditional forms of family business. Founders and the Entrepreneurial experiences. Growth and Evolution of Family Business. Complexity of family enterprise. Diversity of successions.							9	C2		
III	Introduction, Leadership Challenges in Family Business, Evolving Strategies and leadership Role, Leader Legacy, Approaches to Family Leadership, Structure of Family Leadership, Responsibilities of Leadership Job, Difference between Family and Corporate Leadership, Family Democracy vs Meritocracy, Obtaining Honest Feedback, Defining and Measuring Success, Leadership Skills for 21st Century, Case Studies							9	C3		
IV	Leadership and Religion in Family Business, Succession in Family Business through Authentic Leadership, Family Entrepreneurial Leadership Transition to the Second Generation, Challenges of Family Leadership, Familial Values & Professionalization, Structure and next generation Leader's preparation							9	C4		

V	Introduction, Strategies for Building Team, Starting Points. The growing trend toward teams and partnership, Steps to creating a team atmosphere, Sibling Partnerships-Tasks and pitfalls in a sibling partnership, Pros and cons of sibling partnerships, Cousin Consortiums-Building a working relationship among cousins, Husbands and Wives-Common threads of successful spouse teams, Beating the stresses of mom-and-pop partnerships, Case Studies.	9	C5
Total		45	
Course Outcomes			
Course Outcomes	On completion of this course, students will	Program Outcomes	
CO1	To familiarize the students to the basic concepts of Family Business, Models & Dimensions	PO4, PO6, PO8	
CO2	To provide insights on Family Enterprises. Evolution and Growth	PO1, PO2	
CO3	To throw light on Family Enterprises. Evolution and Growth	PO5, PO6, PO7	
CO4	To elucidate on Religion in Family Business family values & Succession Planning	PO4, PO5	
CO5	To create awareness on Building Team among family Members	PO3, PO8	
Reading List			
1.	<u>Family business</u> EJ Poza - 2013 - books.google.com		
2.	<u>The family business: Its governance for sustainability</u> F Neubauer, AG Lank - 2016 - books.google.com		
3.	<u>An overview of the field of family business studies: Current status and directions for the future</u> P Sharma - Family business review, 2004 - Wiley Online Library		
4.	<u>The impact of the family and the business on family business sustainability</u> , PD Olson, VS Zuiker, SM Danes, K Stafford... - Journal of business ..., 2003 - Elsevier		
References Books			
1.	Rajiv S Agarwal Family Business Management Sagec Publications Pvt Ltd, 2022		
2.	Smita Goswamy., Family Run Family Led ,Wings Publication,2022		
3.	Priyanka Gupta Zielinski, The Ultimate Family Business Survival Guide, Pan Publications,2021		
4.	Mark Daniell, Sara Hamilton; Family Legacy and Leadership: Preserving True Family Wealth in Challenging Times; John Wiley and Sons,2010		
5.	R. Srinivasan, C.P. Lodha (2017); Strategic Marketing and Innovation for Indian MSMEs; Springer,2017		
6.	Manfred F.R. Kets de Vries, Randel S. Carlock, Elizabeth Florent (2007); Family Business on the Couch – A psychological perspective; Wiley Publisher,2007		

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				2		2		2
CO 2	2	3						
CO 3					2	2	2	
CO 4				3	3			
CO 5			3					3

3 – Strong 2 – Median 1 – Low

Subject Code	Subject Name	Category	L	T	P	C	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KE3	Entrepreneurial Marketing & Sales Strategy	Elective	3	-	-	1	3	45	25	75	100
Course Objectives											
C1	To familiarize students with fundamentals of Entrepreneurship										
C2	To enable students, identify entrepreneurial opportunities										
C3	To train students on preparing a feasibility study										
C4	To throw light on venture capital and various sources of financing										
C5	To enable student, understand the challenges in entrepreneurship										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	Nature and Development of Entrepreneurship. Entrepreneurship and Entrepreneurship. Personality Characteristics of Successful Entrepreneurs. Ethics and Social Responsibility of Entrepreneurs. Types of Start-Up Firms. Process of New Venture Creation. Role of Entrepreneurship in Economic Development. Emerging Trends and Issues in Entrepreneurship							9	C1		
II	The Entrepreneurial Process: Identify and Evaluate the Opportunity, develop a Business Plan, Determine the Resources Required, Manage the Enterprise. Managerial Versus Entrepreneurial Decision Making: Strategic Orientation, Commitment to Opportunity, Commitment of Resources, Control of Resources, Management Structure, Entrepreneurial Venturing inside a Corporation, Causes for Interest in Entrepreneurship, Climate for Entrepreneurship, Entrepreneurial Leadership Characteristics.							9	C2		
III	Identify and Recognizing Opportunities: Observing Trends and Solving Problems. Creativity: Concept, Components and Types of Creativity, Stages of Creative Process. Sources of New Venture Ideas. Techniques for Generating Ideas. Stages of Analyzing and Selecting the Best Ideas. Protecting the Idea: Intellectual Property Rights and its Components. Linking Creativity, Innovation and Entrepreneurship. Concept of Feasibility Analysis. Four Forms of Feasibility							9	C3		

	Analysis and its Issues (Product/Service Feasibility Analysis, Industry/Market Feasibility Analysis, Organizational Feasibility Analysis & Financial Feasibility Analysis) Introduction to Business Plan. Guidelines for Writing a Business Plan. Outline of Business Plan.		
IV	Techniques Available to Assess Industry Attractiveness (Study Environment and Business Trends & The Five Competitive Forces Model). Competitor Analysis. Identifying Competitors. Sources of Competitive Intelligence. Recruiting and Selecting Key Employees. Lenders and Investors. Funding Requirements: Sources of Personal Financing. Venture Capital. Commercial Banks. Sources of Debt Financing. Key Marketing Issues for New Ventures.	9	C4
V	Nature of Business Growth, Planning for Growth, Reasons for Growth. Managing Growth: Knowing and Managing the Stages of Growth, Challenges of Growing a Firm. Strategies for Firms Growth: Internal and External Growth Strategies.	9	C5
Total		45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Be able to understand the fundamentals of Entrepreneurship	PO4, PO6, PO8	
CO2	Be able to identify entrepreneurial opportunities	PO1, PO2	
CO3	Be able to prepare a feasibility study	PO5, PO6, PO7	
CO4	Be able to identify sources of venture capital and other sources of financing	PO4, PO5	
CO5	Be able to understand the challenges in entrepreneurship and measures to overcome it.	PO3, PO8	
Reading List			
1.	Putting entrepreneurship into marketing: the processes of entrepreneurial marketing D Stokes - Journal of research in marketing and entrepreneurship, 2000 - emerald.com		
2.	<u>International entrepreneurial marketing strategies of MNCs: Bricolage as practiced by marketing managers</u> , M Yang - International Business Review, 2018 - Elsevier		
3.	<u>Entrepreneurial marketing: lessons from Wharton's pioneering MBA course</u> LM Lodish, H Morgan, A Kallianpur - 2002 - books.google.com		
4.	<u>Entrepreneurial marketing: Global perspectives</u> Z Sethna, R Jones, P Harrigan - 2013 - books.google.com		
References Books			
1.	Lodish, L.M., Morgan, H.L., and Amy Kallianpur A., Entrepreneurial marketing; John Wileyand Sons Inc		
2.	Nijssen, E.J., Entrepreneurial Marketing – an effectual approach; Routledge		
3.	Frederick G Crane, F.G.,Marketing for Entrepreneurs; Sage publications		
4.	Afuah, A., Innovation management: strategies, implementation and profits Oxford		

	University Press
5.	Beaver, G., Small business, entrepreneurship and enterprise development. Pearson Education.
6.	Lodish, L.M., Morgan, H.L., and Amy Kallianpur A., Entrepreneurial marketing; John Wileyand Sons Inc

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				2		2		2
CO 2	2	3						
CO 3					2	2	2	
CO 4				3	3			
CO 5			3					3

3-Strong 2-Medium 1-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KE4	Financial Institutions and Funding For Entrepreneurs	Elective	2	-	1	-	3	45	25	75	100
Course Objectives											
C1	To enable the students to understand the concept of Financial Planning										
C2	To elucidate the meaning, significance and the process of computing Working Capital										
C3	To educate the concept of Institutional Finance										
C4	To enable the students to understand the Concept of GST										
C5	To explain and elucidate the students on Industrial Sickness and how to overcome it.										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	Need for financial Planning, Sources of finance- Commercial banks, NBFC, small Business grants, venture capital, angel investor and PE funds.							9	C1		
II	Working Capital-Meaning, Significance, assessment of working capital, factors determining the requirement of working capital, sources and management of working capital.							9	C2		
III	IDBI, IFCI, ICICI, IRBI, LIC, SFC'S, SIDC, Small Industrial Bank of India, Export Import Bank of India (EXIM Bank).							9	C3		
IV	GST, Need for tax benefits, tax holidays, tax concession for small-scale industry in rural areas and tax concession for small-scale industry in backward areas.							9	C4		
V	Industrial Sickness- Concepts, Signal and Symptom of Industrial Sickness, Magnitude and Causes and Consequences of Industrial Sickness.							9	C5		
Total							45				
Course Outcomes											
Course Outcomes	On completion of this course, students will							Program Outcomes			
CO1	Understand the concept of Financial Planning							PO4, PO6, PO8			
CO2	Understand the process of Working Capital							PO1, PO2			
CO3	Understand the concept of Institutional Finance							PO5, PO6, PO7			

CO4	Understand the Concept of GST	PO4, PO5
CO5	Understand Industrial Sickness	PO3, PO8
Reading List		
1.	<u>Funding accessibility for minority entrepreneurs: An empirical analysis</u> T Bewaji, Q Yang, Y Han - Journal of Small Business and Enterprise ..., 2015 - emerald.com	
2.	Entrepreneurial finance: new frontiers of research and practice: Editorial for the special issue <i>Embracing entrepreneurial funding innovations</i> C Bellavitis, I Filatotchev, DS Kamuriwo... - Venture Capital, 2017 - Taylor & Francis	
3.	Entrepreneurial finance: strategy, valuation, and deal structure J Smith, RL Smith, R Smith, R Bliss - 2011 - books.google.com	
4.	Entrepreneurial finance JC Leach, RW Melicher - 2020 - books.google.com	
References Books		
1.	Charantimath, Poornima, Entrepreneurship Development and Small Business Enterprises, Pearson Education, New Delhi. 2005, 3 rd Edition	
2.	SS. KHANKA, Entrepreneurial Development, Third Edition, S. Chand & company, New Delhi 2001.	
3.	Hisrich, Robert D., Michael Peters and Dean Shepherded, Entrepreneurship, Tata McGraw Hill, 2007	
4.	Lall, Madhurima, and Shikha Sahai, Entrepreneurship, Excel Book, New Delhi.2008.	
5.	Jeffry A. Timmons and Stephen Spinelli, —New venture creation, seventh Edition, Tata- McGraw-Hill education private limited, New Delhi 2009	
6.	Jeffry A. Timmons and Stephen Spinelli, —New venture creation, seventh Edition, Tata- McGraw-Hill education private limited, New Delhi 2009	

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				2		2		2
CO 2	2	3						
CO 3					2	2	2	
CO 4				3	3			
CO 5			3					3

3-Strong 2-Medium 1-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KE5	Effective Business Plan Preparation	Elective	3	-	-	1	3	45	25	75	100
Course Objectives											
C1	To learn the basic concepts of team finding, formation, planning and delegation of work										
C2	To understand the significance and components of a business plan and feasibility study.										
C3	To know about the importance of business models and business strategy.										
C4	To have in-depth knowledge about economics, cost and profitability and sources of funding for business venture.										
C5	To know about market plan, financial performance and budgeting.										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	Finding your team, art of team formation, teamwork planning, chief mentor/ founder & Co founders, team formation, and delegation of work.							9	C1		
II	Meaning and significance of a business plan, components of a business plan, and feasibility study, Iterating the MVP, Digital Presence for Ventures, Clarifying the value proposition, Guidelines for writing BP, pre- requisites from the perspective of investor.							9	C2		
III	The importance and diversity of business model, how business model emerge, potential fatal flaws of business models, components of an effective business model, core strategy, strategic resources, partnership network, customer interface.							9	C3		
IV	Understanding basics of unit economics cost and profitability, Refining the product/service, Establish the success and operational matrix, Starting Operations. Translate Business Model into a Business Plan, Visioning for venture, Take product or service to market, Deliver an investor pitch to a panel of investors, Identify possible sources of funding for your venture – customers, friends and family, Angels, VCs, Bank Loans and key elements of raising money for a new venture.							9	C4		

V	Get to market Plan, Effective ways of marketing for start-ups – Digital and Viral Marketing; Hire and Manage a Team, managing start-up finance: The Concept of Costs, Profits, and Losses, manage your Cash Flow, analyse your Financial Performance, budgeting.	9	C5
Total		45	
Courses Outcomes			
Course Outcomes	On completion of this course, students will	Program Outcomes	
CO1	Learning the basic concepts of team finding, formation, planning and delegation of work	PO4, PO6, PO8	
CO2	Understanding the significance and components of a business plan and feasibility study.	PO1, PO2	
CO3	Knowledge about the importance of business models and business strategy.	PO5, PO6, PO7	
CO4	In-depth knowledge about economics, cost and profitability and sources of funding for business venture.	PO4, PO5	
CO5	Knowing about market plan, financial performance and budgeting.	PO3, PO8	
Reading List			
1.	<u>The successful business plan: secrets & strategies</u> RM Abrams, E Kleiner - 2003 - books.google.com		
2.	<u>Preparing a winning business plan: how to win the attention of investors and stakeholders</u> M Record - 2003 - books.google.com		
3.	<u>Achieving the 21st Century Educational Outcomes through Group Work: A Case of Business Plan Preparation, Presentation and Assessment</u> G Caleb, M Mazanai, M Collen - Journal of Educational and Social ..., 2014 - mcser.org		
4.	<u>Business Planing, And Service-Learning: Preparing Students For Business Plan Composition And Community Engagement</u> A Kenworthy-U'ren, D Mcstay, B U'ren - 2006 - Wacra.Org		
References Books			
1.	Ramachandran, Entrepreneurship Development, Mc Graw Hill		
2.	Fayolle A (2007) Entrepreneurship and new value creation. Cambridge, Cambridge University Press		
3.	Lowe R & S Mariott (2006) Enterprise: Entrepreneurship & Innovation. Burlington, Butterwort Heinemann		
4.	Byrd Megginson,,Small Business Management An Entrepreneur's Guidebook 7th ed, Mc GrawHill		
5.	Hougaard S. (2005) The business idea. Berlin, Springer		
6.	Dr. Rinkesh Chheda, Ms. Falguni Mathews: Business Planning and Entrepreneurial Management, 1 st Edition, (2019), Himalaya publishing house.		

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				2		2		2
CO 2	2	3						
CO 3					2	2	2	
CO 4				3	3			
CO 5			3					3

3-Strong 2-Medium 1-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KE6	Entrepreneurial Innovation Management & Design Thinking	Elective	2	-	1	-	3	45	25	75	100
Course Objectives											
C1	Expose students to the design process as a tool for innovation.										
C2	Develop students' professional skills in client management and communication.										
C3	Demonstrate the value of developing a local network and assist students in making lasting connections with the business community.										
C4	Students develop a portfolio of work to set them apart in the job market										
C5	Provide an authentic opportunity for students to develop teamwork and leadership skills.										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	Entrepreneurial Thinking- Innovation Management- Opportunity Spotting- Opportunity Evaluation- Industry and Market Research.							9	C1		
II	Strategy and Business Models- Financial Forecasting- Business Plans- Entrepreneurial Finance- Pitching to Resource Providers- Negotiating Deals- New Venture Creation.							9	C2		
III	Business Model Innovation-White Space and Business Innovation, Four Box Framework- Transforming Existing Markets, Creating New Markets- Dealing with Industry Discontinuity ,Digital Transformation- Design of New Business Models, Model Implementation – Overcoming Challenges							9	C3		
IV	Design Thinking and The Design Process -The Design Brief, Scope and Establishing, Design Criteria. Visualisation, Ethnography, Concept, Assumptions Testing -Co-Creation-Business model and design thinking.							9	C4		
V	Value creation and delivery through innovation- Various types of innovation and firm's strategy-Impact of changing trends and markets -Processes for creating and delivering innovation.							9	C5		
Total							45				
Course Outcomes											

Course Outcomes	On completion of this course, students will	Program Outcomes
CO1	Understand the implications of digital disruption and the role of innovation	PO4, PO6, PO8
CO2	Identify and decide on the innovation opportunity to pursue	PO1, PO2
CO3	Familiarise with the different tools and techniques for design thinking	PO5, PO6, PO7
CO4	Enhance individual and collaborative skills in design-based problem-solving	PO4, PO5
CO5	Develop a system to formally manage and nurture innovation in a corporate setup	PO3, PO8

Reading List

1.	<u>Design thinking for innovation</u> W Brenner, F Uebernickel - Research and Practice, 2016 - Springer
2.	Entrepreneurial ways of designing and designerly ways of entrepreneuring: Exploring the relationship between design thinking and effectuation theory NF Klenner, G Gemser... - ... Innovation Management, 2022 - Wiley Online Library
3.	<u>The handbook of technology and innovation management</u> S Shane - 2009 - books.google.com
4.	<u>Values-based innovation management: Innovating by what we care about</u> H Breuer, F Lüdeke-Freund - 2017 - books.google.com

References Books

1.	Baron, R. A., & Shane, S. A. (2008). Entrepreneurship: A process perspective (1st ed.). Toronto, ON Nelson.
2.	Osterwalder, A., & Pigneur, Y. (2010). Business model generation: A handbook for visionaries, game changers, and challengers. Hoboken, NJ: Wiley.
3.	Kawasaki, G. (2015). The art of the start 2.0: The time-tested, battle-hardened guide for anyone starting anything. New York, NY: Penguin.
4.	Brown, Tim, and Barry Katz. Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation. Harper Business, 2009.
5.	Jeanne Liedtka and Tim Ogilvie Designing for Growth: A Design Thinking Tool Kit for Managers (Columbia University Press, 2011)
6.	Designl: The Design of Business: Why Design Thinking is the Next Competitive Advantage, by Roger L. Martin

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				2		2		2
CO 2	2	3						
CO 3					2	2	2	
CO 4				3	3			
CO 5			3					3

3-Strong 2-Medium 1-Low

Subject Code	Subject Name	Category	L	T	P	O	C r e d i t s	I n s t · H o u r s	Marks		
									C I A	E x t e r n a l	T o t a l
P23KE7	Managing Start-Ups	Elective	3	-	-	1	3	45	25	75	100
Course Objectives											
C1	To familiarize the students to the basic concepts of The Entrepreneurial Ecosystem – Entrepreneurship in India, Government Initiatives.										
C2	To provide insights on capital Resource requirements and Estimating start-up cash requirements										
C3	To throw light on Funding with Equity, bootstrapping and strategic alliances.										
C4	To elucidate on Sustaining Enterprising Model & Organizational Effectiveness										
C5	To create awareness on successful Exit Strategies and Selling the business										
SYLLABUS											
UNIT	Details							No. of Hour s	Course Objectives		
I	Start-up opportunities: Introduction to Innovation and Entrepreneurial Idea Generation and Identifying Business Opportunities, The New Industrial Revolution – The Big Idea- Generate Ideas with Brainstorming- Business Start-up - Ideation- Venture Choices - The Rise of The start-up Economy - The Six Forces of Change- The Start-up Equation – The Entrepreneurial Ecosystem – Entrepreneurship in India, Government Initiatives.							9	C1		
II	Start-up Capital Requirements and Legal Environment: Identifying Start-up capital Resource requirements - Estimating start-up cash requirements - Develop financial assumptions, constructing a Process Map - Positioning the venture in the value chain - Launch strategy to reduce risks- Start-up financing metrics - The Legal Environment- Approval for New Ventures, Taxes or duties payable for new ventures.							9	C2		
III	Starting up Financial Issues: Feasibility Analysis - The cost and process of raising capital – Unique funding issues of a high-tech ventures - Funding with Equity – Financing with Debt- Funding start-ups with bootstrapping- crowd funding- strategic alliances.							9	C3		

IV	Start-up Survival and Growth: Management Skills for Entrepreneurs and Managing for Value Creation, Stages of growth in a new venture- Growing with the market - Growing within the industry- Venture life patterns- Reasons for new venture failures, Scaling Ventures – preparing for change - Leadership succession. Creating and Sustaining Enterprising Model & Organizational Effectiveness, Support for growth and sustainability of the venture.	9	C4
V	Planning for Harvest and Exit: Dealing with Failure: Bankruptcy, Exit Strategies, Selling the business - Cashing out but staying in-being acquired- Going Public (IPO) – Liquidation.	9	C5
Total		45	
Course Outcomes			
Course Outcomes	On completion of this course, students will	Program Outcomes	
CO1	Be Familiar with the basic concepts of The Entrepreneurial Ecosystem – Entrepreneurship in India, Government Initiatives.	PO4, PO6, PO8	
CO2	Understand capital Resource requirements and Estimating start-up cash requirements	PO1, PO2	
CO3	Be aware of Funding with Equity, bootstrapping and strategic alliances.	PO5, PO6, PO7	
CO4	Use Sustaining Enterprising Model & Organizational Effectiveness	PO4, PO5	
CO5	Know option related to Exit Strategies and Selling the business	PO3, PO8	
Reading List			
1.	How start-ups successfully organize and manage open innovation with large companies <u>M Usman, W Vanhaverbeke</u> - ... Journal of Innovation Management, 2017 - emerald.com		
2.	<u>A comparative study of new venture top management team composition, dynamics and performance between university-based and independent start-ups</u> MD Ensley, <u>KM Hmieleski</u> - Research policy, 2005 - Elsevier		
3.	Harnessing the hidden enterprise culture: Supporting the formalisation of off-the-books business start-ups CC Williams, S Nadin - Journal of Small Business and Enterprise ..., 2013 - emerald.com		
4.	<u>Managing high-tech start-ups</u> D MacVicar, D Throne - 2016 - books.google.com		
References			
1.	Kathleen R Allen, Launching New Ventures, An Entrepreneurial Approach, Cengage Learning, 2016.		
2.	Anjan Rai chaudhuri, Managing New Ventures Concepts and Cases, Prentice Hall International, 2010. S. R. Bhowmik& M. Bhowmik, Entrepreneurship,		

	New Age International, 2007.
3.	S. R. Bhowmik & M. Bhowmik, Entrepreneurship, New Age International, 2007.
4.	Steven Fisher, Ja-nae' Duane, The Startup Equation -A Visual Guidebook for Building Your Startup, Indian Edition, Mc Graw Hill Education India Pvt. Ltd, 2016.
5.	Donald F Kuratko, Jeffrey S. Hornsby, New Venture Management: The Entrepreneur's Road Map, 2e, Routledge, 2017.
6.	Vijay Sathe, Corporate Entrepreneurship, 1e, Cambridge, 2009

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				2		2		2
CO 2	2	3						
CO 3					2	2	2	
CO 4				3	3			
CO 5			3					3

3-Strong 2-Medium 1-Low

Subject Code	Subject Name	Category	L	T	P	Q	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KE8	DESIGNING AND CONFIGURING BUSINESS MODELS	Elective	3	-	-	1	3	45	25	75	100
Course Objectives											
C1	To ideate the proposed business plan using business model canvas										
C2	To understand the significance of segmentation and value proposition										
C3	To make informed choice of the distribution channels										
C4	To optimize the cost model for maximizing revenue										
C5	To understand the resource utilization for enhance efficiency.										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	Introduction to business models The business model canvas (a shared language for describing, visualizing, assessing, and changing business models) – definition of a business model – the 9 building blocks – the business model canvas template.							9	C1		
II	Designing / understanding customer segmentation and value proposition Types of customer segmentation – mass market – niche market – segmented – diversified – multi-sided platforms (or multi-sided markets). value propositions – newness – performance – customization – “getting the job done” – design – brand/status – price – cost reduction – risk reduction – accessibility – convenience/usability							9	C2		
III	Choosing channels and customer relationships to serve the customer Channel types – sales force – web sales – own stores – partner stores – wholesaler. Channel phases – awareness – evaluation – purchase – delivery – after sales. Customer relationships – personal assistance – dedicated personal assistance – self-service – automated services – communities – co-creation.							9	C3		

IV	Key partners and key activities for the business model Key partnership – optimization and economy of sale – reduction of risk and uncertainty – acquisition of particular resources and activities. key activities – production – problem solving – platform/network. choosing revenue streams and cost structures – asset sale – usage fee – subscription fees – leading/renting/leasing – licensing – brokerage fees – advertising.	9	C4
V	Key resources and key activities to complete the business model Categories of key resources – physical – intellectual – human – financial. key activities – production – problem solving – platform/network–social business models.	9	C5
Total		45	
Course Outcomes			
Course Outcomes	On completion of this course, students will	Program Outcomes	
CO1	Be Familiar with the basic proposed business plan using business model canvas	PO4, PO6, PO8	
CO2	Understand the significance of segmentation and value proposition	PO1, PO2	
CO3	Be aware of the distribution channels	PO5, PO6, PO7	
CO4	To develop the cost model for maximizing revenue	PO4, PO5	
CO5	Transform resource utilization for enhance efficiency.	PO3, PO8	
Reading List			
1.	<u>Designing business models for cloud platforms</u> A Giessmann, C Legner - Information Systems Journal, 2016 - Wiley Online Library		
2.	<u>Configuring new business models for circular economy through product–service systems</u> M PP Pieroni, T C. McAloone, D CA Pigosso - Sustainability, 2019 - mdpi.com		
3.	<u>Designing scalable digital business models</u> JJ Zhang, Y Lichtenstein, J Gander - Business models and modelling, 2015 - emerald.com		
4.	<u>Configuring new business models for circular economy: From patterns and design options to action</u> MPP Pieroni, TC McAloone, DCA Pigosso - ... on New Business Models ..., 2019 - orbit.dtu.dk		
References			
1.	John Adair.” Strategic Leadership: How to Think and Plan Strategically and Provide Direction”,Kogan Page,2019.		
2.	Tim Clark and Bruce Hazen. Business Models for Teams. Penguin Publishing Group, 2017		

3.	Osterwalder, Alexander, and Yves Pigneur. Business Model Generation: A Handbook For Visionaries, Game Changers, And Challengers. Wiley, 2010.
4.	Alexander Osterwalder, Yves Pigneur, Gregory Bernarda, Alan Smith, Trish Papadacos, Value Proposition Design: How to Create Products and Services Customers Want. Wiley, 2010.
5.	Donald F Kuratko, Jeffrey S. Hornsby, New Venture Management: The Entrepreneur's Road Map, 2e, Routledge, 2017.
6.	Vijay Sathe, Corporate Entrepreneurship, 1e, Cambridge, 2009

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				2		2		2
CO 2	2	3						
CO 3					2	2	2	
CO 4				3	3			
CO 5			3					3

3-Strong 2-Medium 1-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KE9	INTERNATIONAL BUSINESS VENTURE ENVIRONMENT	Elective	3	-	-	1	3	45	25	75	100
Course Objectives											
C1	To understand contemporary issues in Global Business environment affecting new ventures										
C2	To enable the basic insights of managing ventures in the global business environment										
C3	To know the concept of balance of payment										
C4	To have an idea about transactions of foreign exchange markets										
C5	To get familiarize about the structure and functioning of world trade organization										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	Globalization Introduction to the field of Global Business, Significance, Nature and Scope of Global Business, Modes of Global business – Global Business Environment- Social, Cultural, Economic, Political and Ecological factors							9	C1		
II	Theories of International Trade Trading Environment of International Trade - Free Trade Vs ProtectionTariff and Non-tariff Barriers –Trade Blocks							9	C2		
III	Balance of Payment Concept, Components of BOP, Disequilibrium in BOP – Causes for disequilibrium and Methods to correct the disequilibrium in Balance of Payment							9	C3		
IV	Foreign Exchange Market Nature of transactions in foreign exchange market and types of players, Exchange rate determination, Convertibility of rupee – Euro currency market							9	C4		
V	World Trade Organization Objectives, Organization Structure and Functioning, WTO and India, International liquidity: Problems of liquidity; International Financial institutions - IMF, IBRD, IFC, ADB – Their role in managing international liquidity problems							9	C5		

	Total	45	
Course Outcomes			
Course Outcomes	On completion of this course, students will		Program Outcomes
CO1	Demonstrate the contemporary issues in Global Business environment affecting new ventures		PO4, PO6, PO8
CO2	enable the basic insights of managing ventures in the global business environment		PO1, PO2
CO3	know the concept of balance of payment		PO5, PO6, PO7
CO4	Describe about transactions of foreign exchange markets		PO4, PO5
CO5	Familiarize about the structure and functioning of world trade organization		PO3, PO8
Reading List			
1.	<u>A theory of cooperation in international business</u> PJ Buckley, M Casson - The multinational enterprise revisited, 2010 - Springer		
2.	<u>International entrepreneurship research: what scope for international business theories?</u> S Young, P Dimitratos, LP Dana - Journal of International ..., 2003 - Springer		
3.	<u>International joint venture partner selection: The role of the host-country legal environment</u> JP Roy, C Oliver - Journal of International Business Studies, 2009 - Springer		
4.	<u>Environmental risks and joint venture sharing arrangements</u> W Shan - Journal of International Business Studies, 1991 - Springer		
References			
1.	Daniel, John D and Rdebanh, Lee H. International Business, 6h ed., New York, Addison Wesley, Ed.2, 201		
2.	Michael R. Czinkota, Iikka A. Ronkainen & Michael H. Moffett., International Business, Cengage Learning, Ed.3, 2018.		
3.	Bhall, V.K. and S. Shivaramu, International Business Environment and Business, New Delhi, Anmol, Ed.2,2020		
4.	Charles W. L. Hill, Irwin , International Business, 3rd Edition, McGraw-Hill, 2020		
5.	Roger Benett, International Business, Pearson Education, Nlhi, Ed.5,2020		

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				2		2		2
CO 2	2	3						
CO 3					2	2	2	
CO 4				3	3			
CO 5			3					3

3-Strong 2-Medium 1-Low

SPECIALIZATION COURSES: OPERATIONS MANAGEMENT

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KO1	Project Management	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To enable the students to understand and communicate on the basic concepts of project management										
C2	To enable the students to determine the scope, time and cost of project management										
C3	To learn about the quality, and to classify and analyze the resources, get appraised on the stakeholders and to get appraised on the procurement management										
C4	To appraise the students on the importance of risk and communication management										
C5	To enable the students to adapt, understand, and devise methods used to manage, measure and evaluate the performance of project										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	Project management overview: Definition and examples of projects, Key features of projects, Life cycle of projects, Typical project problems, Human issues in Projects, Role of Computers in Projects - Project identification and screening: (Brainstorming, Strength, and weaknesses in the system, environmental opportunities and threats, Identification and screening) – Project Appraisal and Selection							9	C1		
II	Scope, Time and Cost Management: Project Organization Structure, Culture – Scope Management – Defining the Project – SOW - WBS and PBS – Time Management – Network Diagram – Forward Pass and Backward Pass Critical path – PERT and CPM - AOA and AON methods – tools for Project Network – Estimation Techniques - Cost Management – Earned Value Method.							9	C2		
III	Quality, Resource, Stakeholder and Procurement Management: Quality assurance and quality control, project audit and quality audit - Methods of enhancing quality: the different types of testing, inspections, reviews, standards. Management and control of testing -							9	C3		

	Human Resource Management - Scheduling Resources – Resource Allocation methods - Reducing Project duration: Project Crashing and resource-leveling methods - Leadership styles and skills – Problem-solving skills - Project Manager roles and responsibilities –Stakeholder Management: Identify Stakeholders - Plan Stakeholder Management – Manage Stakeholder Engagement - Control Stakeholder Engagement – Procurement Management.		
IV	Risk Management and Communication Management: Risk identification: types of risk, risk checklists-Risk prioritization -Risk management tactics, Including risk avoidance, risk transfer, risk reduction, risk mitigation and contingency planning- Risk registers – Communication Management	9	C4
V	Performance Management: Project Integration - Progress and Performance measurement and evaluation – Project monitoring information system, developing a status report and other control issues - Project audit and closure – audit process, project closure, team, team member and project manager evaluations - International Projects – environmental factors, cross-cultural considerations, selection and training for international projects - Future likely trends in Project management – certain unresolved issues and project management career issues.	9	C5
Total		45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Be able to understand and communicate on the basic concepts of project management	P04, P06	
CO2	Be able to determine the scope, time and cost of project management	P02, P04, P06	
CO3	Be to learn about the quality, and to classify and analyze the resources, get appraised on the stakeholders and to get appraised on the procurement management	P02, P04, PO6, P07	
CO4	Be able to appraise the students on the importance of risk and communication management	P01, PO2, P04, P06, P07	
CO5	Be able to enable the students to adapt, understand, and devise methods used to manage, measure and evaluate the performance of project	P01, P02, PO4, P06, P07	
Reading List			

1.	Joseph Heagney, Fundamentals of Project Management, 5 th Edition, Amacom, 2011
2.	Judy Payne, Steve Simister, Ellen J. Roden, Managing Knowledge in Project Environments, Routledge, 2019
3.	International Journal of Project Management, Elsevier
4.	Project Management Journal, Wiley Online Library
References Books	
1.	Narendra Singh (2019), Project management & control, first edition, Himalaya publishers.
2.	Project management – A Managerial Approach (2020) by Jack R. Meredith, Scott M. Shafer, Samuel J. Mantel Jr., First edition, Wiley.
3.	James P Lewis, (2012), Fundamentals of Project Management, 4th edition, AMACOM.
4.	Thomas Mochal, Jeff Mochal, (2011), Lessons in Project Management, 2nd edition, Apress.
5.	Project Management Institute, (2013), A Guide to Project Management Body of Knowledge, 5th edition, Project Management Institute, Project Management: A Managerial Approach, 11th Edition.

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				3		3		
CO 2		2		3		3		
CO 3		2		2		3	3	
CO 4	2	2		2		3	2	
CO 5	3	3		3		3	3	

3-Strong 2-Medium 1-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KO2	Total Quality Management	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To provide insights to the students TQM framework and customer focus on quality.										
C2	To throw light and build knowledge on the principles and philosophies of quality management										
C3	To analyze the statistical process control, process capability and reliability concepts in quality management										
C4	To create awareness and importance of QFD process, old and new quality management tools.										
C5	To elucidate on ISO-QMS, formulate quality audits and build TQM culture.										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	Introduction to Quality Management: Definitions – TQM framework, benefits, awareness and obstacles. Quality – vision, mission and policy statements. Customer Focus – customer perception of quality, Translating needs into requirements, customer retention. Dimensions of product and service quality. Cost of quality.							9	C1		
II	Principles and Philosophies of Quality Management: Overview of the contributions of Deming, Juran Crosby, Masaaki Imai, Feigenbaum, Ishikawa, Taguchi techniques – introduction, loss function, parameter and tolerance design, signal to noise ratio. Concepts of Quality circle, Japanese 5S principles and 8D methodology.							9	C2		
III	Statistical Process Control and Process Capability: Meaning and significance of statistical process control (SPC) – construction of control charts for variables and attributed. Process capability – meaning, significance and measurement – Six sigma concepts of process capability. Reliability concepts – definitions, reliability in series and parallel, product life characteristics curve. Total productive maintenance (TMP) – relevance to TQM, Terotechnology. Business process re-engineering (BPR) – principles, applications, reengineering process,							9	C3		

	benefits and limitations.		
IV	Tools and Techniques for Quality Management: Quality functions development (QFD) – Benefits, Voice of customer, information organization, House of quality (HOQ), building a HOQ, QFD process. Failure mode effect analysis (FMEA) – requirements of reliability, failure rate, FMEA stages, design, process and documentation. Seven old (statistical) tools. Seven new management tools. Bench marking and POKA YOKE.	9	C4
V	Quality Systems Organizing and Implementation: Introduction to ISO 9001, 9004– quality management systems – guidelines for performance improvements. Quality Audits. TQM culture, Leadership – quality council, employee involvement, motivation, empowerment, recognition and reward- Introduction to software quality.	9	C5
Total		45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Have insights to the students TQM framework and customer focus on quality.	P01, P02, P04, P06	
CO2	Be able to build knowledge on the principles and philosophies of quality management	P03, P05, P06	
CO3	Analyze the statistical process control, process capability and reliability concepts in quality management	P02, P06, P07	
CO4	Be able to create awareness and importance of QFD process, old and new quality management tools.	P01, P04, P06	
CO5	Elucidate on ISO-QMS, formulate quality audits and build TQM culture.	P03, P05, P07, P08	
Reading List			
1.	The TQM Journal, Emerald Insight		
2.	International Journal of Quality, & Reliability Management, Emerald Publishing		
3.	Sanjay L. Ahire, Robert Landeros, Damodar Y. Golhar, Components of successful total quality management, The TQM Magazine, Emerald Insight		
4.	Juan José Tarí , Total Quality Management: A Literature Review and an agenda for future research, Wiley Online Library		
References Books			
1.	Panneerselvam.R, Sivasankaran. P, Quality Management, PHI Learning, 2014.		
2.	Shridhara Bhat K, Total Quality Management – Text and Cases, Himalaya Publishing House, First Edition, 2002.		
3.	PoornimaM.Charantimath, Total Quality Management, Pearson Education, 2 nd Edition, 2011.		

4.	Douglas C. Montgomery, Introduction to Statistical Quality Control, Wiley Student Edition, 4th Edition, Wiley India Pvt Limited, 2008.
5.	Dale H.Besterfield et al, Total Quality Management, 3 rd edition, Pearson Education, First Indian Reprints, 2004

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	3		2		2		
CO 2			3		2	3		
CO 3		2				3	3	
CO 4	2			3		2		
CO 5			3		3		2	3

3-Strong 2-Medium 1-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KO3	Six Sigma	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To acquaint the students with the fundamentals of Six Sigma philosophies, techniques and apply the DMAIC approach to improving business processes										
C2	To gain insights and practice process mapping and measurement practices.										
C3	To connect data analysis and statistics to identify root cause of problems along with ways to brainstorm improvement ideas and prioritize them										
C4	To appraise on the scientific tools for quality improvement and demonstrate off-line quality control for quality improvement.										
C5	To develop knowledge of control charts for attributes and process capability analysis.										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	OVERVIEW OF SIX SIGMA Underlying concept of variation, the relationships to related Quality Management approaches, basic Six Sigma tools, international ISO standards for Six Sigma, and the nature of Six Sigma improvement projects, DMAIC Methodology Overview, Financial Benefits of Six Sigma, The Impact of Six Sigma to The Organization. Project Definition: Project Charter, developing a Business Case, chartering a Team, Defining Roles and Responsibilities, Gathering Voice of the Customer, Support for Project, Translating Customer Needs into Specific Requirements (CTQs), SIPOC Diagram.							9	C1		
II	MEASURE Process Mapping (As-Is Process), Data Attributes (Continuous Versus Discrete), Measurement System Analysis, Data Collection Techniques, Data Collection Plan, Understanding Variation, Measuring Process Capability, Calculating Process Sigma Level, Visually Displaying Baseline Performance. Statistics, Probability and Probability Distribution, Measurement System Analysis, Process Performance Analysis.							9	C2		
III	ANALYZE Visually Displaying Data (Histogram, Run Chart, Pareto Chart, Scatter Diagram), Detailed (Lower Level) Process Mapping of Critical Areas, Value-							9	C3		

	Added Analysis, Cause and Effect Analysis (a.k.a. Fishbone, Ishikawa), Affinity Diagram, Data Segmentation and Stratification, Verification of Root Causes, Determining Opportunity (Defects and Financial) for Improvement. Data Analysis, Test of Hypothesis, Design of Experiment, FMEA and QFD.		
IV	IMPROVE Design of Experiment, FEMA and QFD, Brainstorming, Multi-Voting, Quality Function Deployment (House of Quality), Selecting a Solution, Failure Modes and Effects Analysis (FMEA), Poka Yoke (Mistake Proofing Your New Process), Piloting Your Solution, Implementation Planning. Control: Assessing the Results of Process Improvement, Statistical Process Control (SPC) Overview, developing a Process Control Plan, Documenting the Process.	9	C4
V	CONTROL Statistical Process Control, Operating Characteristic (OC) Curve for Variable Control, charts Attribute Control charts, Minitab Application, Acceptance Sampling, Design for Six Sigma (DFSS), DMADV, DMADOV and DFX	9	C5
Total		45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Get themselves acquaint with the fundamentals of Six Sigma philosophies, techniques and apply the DMAIC approach to improving business processes	PO1, PO2, PO5	
CO2	Gain insights and practice process mapping and measurement practices.	PO2, P06	
CO3	Be able to connect data analysis and statistics to identify root cause of problems along with ways to brainstorm improvement ideas and prioritize them	PO2, P05, PO6	
CO4	Be able to appraise on the scientific tools for quality improvement and demonstrate off-line quality control for quality improvement.	PO5, PO6	
CO5	Develop knowledge of control charts for attributes and process capability analysis.	PO2, PO6, PO8	
Reading List			
1.	https://www.mtcbh.net/mt-content/uploads/2017/01/6-sigma-handnbook.pdf		
2.	https://www.apo-tokyo.org/00e-books/IS-09_SixSigma/IS-09_SixSigma.pdf		
3.	M.K. Tiwari, Effective Decision Support for Lean and Six Sigma Methodologies, International Journal of Production Research, 2008		
4.	Arnheiter, E.D. and Maleyeff, J., 2005. The integration of lean management and		

	Six Sigma. The TQM Magazine, [e-journal] 17.
References Books	
1.	Mitra, Amitava. Fundamentals of Quality Control and Improvement, Wiley India Pvt Ltd, third Edition, 2013.
2.	Montgomery, D C. Design and Analysis of Experiments, Wiley, 10 th Edition, 2019.
3.	T. M. Kubiak and Donald W. Benbow, The Certified Six Sigma Black Belt Handbook, Pearson Publication, 3 rd Edition, 2018.
4.	Montgomery, D C. Statistical Quality Control: A modern introduction, Wiley, 7 th Edition, 2013.
5.	Pyzdok, Thomas (2003) “The Six-Sigma Guide for GB, BB and Managers at all levels”, McGraw Hill, New York.
6.	Howard S. Gitlow and David M. Levine, Six Sigma for Green Belts and Champions, Pearson Education, Inc. First Edition, July 2004

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	2			3			
CO 2		3				2		
CO 3		2			3	3		
CO 4					3	2		
CO 5		2				3		2

3-Strong 2-Medium 1-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks			
									CIA	External	Total	
P23K04	Materials Management	Elective	3	-	-	-	3	45	25	75	100	
Course Objectives												
C1	Visualize the students on the basic concepts materials management											
C2	Discover the techniques of inventory management											
C3	Learn on the evaluation of vendors and organize procurement											
C4	Learn and evaluate the importance of materials handling											
C5	Inspect and Integrate all the quality management audits											
SYLLABUS												
UNIT	Details							No. of Hours	Course Objectives			
I	INTRODUCTION Introduction to Materials Management, Production Planning: Demand Forecasting Aggregate planning, Master Scheduling, BOM, MRP, Capacity Planning, Production Scheduling.							9	C1			
II	INVENTORY MANAGEMENT Stores and Warehousing, Stock assessment, Cost of Inventory, Selective Inventory Control, MUSIC 3D, JIT Inventory Management.							9	C2			
III	PROCUREMENT & VENDOR MANAGEMENT Foundations of Strategic Sourcing and Supply Management, P2P Process, Strategy Development; Procurement: Ordering Quantity, Procurement Types, Steps of Procurement, Tendering & Bid evaluation process, Negotiation & Ordering, Importing, Procurement Cost; Vendor Management: Vendor Development, Vendor Rating, and Selection and Analytics Hierarchy Process (AHP), Supplier Performance Management.							9	C3			
IV	MATERIAL HANDLING Material Handling System: Cranes, Conveyors, Feeders, Pipelines, Processing of materials and Cost.							9	C4			
V	QUALITY MANAGEMENT Quality Management and Audit; Supply Quality Management; Inspection, Acceptance Sampling, Quality Control of supplies; Supply Base Integration.							9	C5			
Total							45					
Course Outcomes												
Course	On completion of this course, students will;							Program				

Outcomes		Outcomes
CO1	Visualize the basic concepts materials management	PO1, PO2, PO5, PO7, PO8
CO2	Discover the techniques of inventory management	PO1, PO3, PO5, PO6
CO3	Learn on the evaluation of vendors and organize procurement	PO2, PO4, PO6, PO7
CO4	Learn and evaluate the importance of materials handling	PO1, PO3, PO6, PO8
CO5	Inspect and Integrate all the quality management audits	PO1, PO2, PO5, PO6
Reading List		
1.	<u>International Journal of Purchasing and Materials Management</u> - Science gate	
2.	Introduction to materials management - JRT Arnold, SN Chapman - books.google.com	
3.	<u>International Journal of Purchasing and Materials Management</u>	
4.	Handbook of materials management – By Gopalakrishnan.	
References Books		
1.	Saravanavel. P and Kavitha G, (2019) Materials Management, 1 st edition, Margham Publications	
2.	Saravanvel P and Sumathi S, (2019), Production and Materials Management, 2nd Edition, Margham Publications	
3.	Materials Management: An Integrated Approach. Gopalakrishnan. Paperback	
4.	Fred B. Sollish, John Semanik, (2012), The Procurement and Supply Manager's Desk Reference, 2nd edition, NJ: John Wiley & Sons.	
5.	Hiroyuki Hirano, (2009), JIT Implementation Manual (Series), 2nd edition, FL: CRC Press.	
6.	Robert Handfield, (2006), Supply Market Intelligence, Auerbach Publications (Taylor and Francis).	

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	2			3		3	3
CO 2	3		2		3	3		
CO 3		3		2		3	2	
CO 4	2		3			2		3
CO 5	3	2			2	2		

3-Strong 2-Medium 1-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks			
									CIA	External	Total	
P23KO5	Service Operations Management	Elective	3	-	-	-	3	45	25	75	100	
Course Objectives												
C1	To familiarize and recognize service operations and strategy											
C2	To determine and establish a good service design											
C3	To calculate waiting time and organize efficient waiting time management											
C4	To appraise on the service quality, managing service experience, six sigma for service process improvement, and yield management											
C5	To compile knowledge on queuing models and capacity planning.											
SYLLABUS												
UNIT	Details							No. of Hours	Course Objectives			
I	Introduction to Services: Introduction to Services - Service Operations and Strategy-Formulating Strategy-New Service Development and Managing Service							9	C1			
II	Service Design: Designing the Service Delivery System - Selecting the Location for a Service Operation-Managing the Service Experience-Service Site Performance Evaluation-Outsourcing and Offshoring							9	C2			
III	Waiting Time Management: Waiting Time Management -Front-Office / Back-Office Interface-Team Meeting/Work Time- Using Technology in Service Operations							9	C3			
IV	Quality Management - Revenue, Quality - Service Quality & Strategy – SERVQUAL - Managing Service Experience-Six Sigma for service process improvement, Managing Capacity and Demand-Yield Management							9	C4			
V	Queuing Models Queuing Models and Capacity Planning-Tools for Managing Service							9	C5			
Total							45					
Course Outcomes												
Course Outcomes	On completion of this course, students will;											
CO1	Familiarize and recognize service operations and strategy							PO1, PO2, PO5, PO6, PO7				
CO2	Determine and establish a good service design							PO1, PO2, PO5, PO6, PO7				

CO3	Calculate waiting time and organize efficient waiting time management	PO5, PO6
CO4	Appraise on the service quality, managing service experience, six sigma for service process improvement, and yield management	PO2, PO6
CO5	Compile knowledge on queuing models and capacity planning.	PO6, PO7
Reading List		
1.	Stephen Mclaughlin, Service Operations Management, Researchgate	
2.	Johnston Robert, Clark Graham, Shulver Michael, Service Operations Management: Improving Service Delivery, Pearson Education, 2017	
3.	Journal of Service Management, Emerald Insight	
4.	Journal of Operations Management, Wiley Publications.	
References Books		
1.	Collier, Evans, Ganguly, (2016), Operations management– A South Indian Perspective, 3rd edition, Cengage Learning.	
2.	Johnston (2017), Service Operations Management Improving Service Delivery, 4Th Edition, Pearson India.	
3.	Richard D Metters, (2012), Successful Service Operations Management, 2nd edition, Cengage Learning.	
4.	James A. Fitzsimmons, Mona J. Fitzsimmons, (2014), Service Management: Operations, Strategy, Information Technology, 8th edition, McGraw Hill.	
5.	Haksever C, Render B, Russell S. R, Murdick R. G, (2007), Service Management and Operations, 2nd edition, Prentice Hall.	

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	2	2			3	3	3	
CO 2	2	2			3	3	3	
CO 3					3	2		
CO 4		2				3		
CO 5						3	3	

3-Strong 2-Medium 1-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KO6	Process Management	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To familiarize students with fundamentals of process management										
C2	To provide inputs on the process flow, variability and principles										
C3	To analyze process modelling and simulation										
C4	To summarize innovative manufacturing concepts										
C5	To develop process dash boards, process metrics, benchmarking and employ data analytics.										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	Introduction: The Process View of Organizations - Service and manufacturing processes – Nature of Service Processes, process structure in services, Process structure in Manufacturing, Value Chain – Core and support processes, adding value with processes; Managing Processes – process strategy –organization perspective, major process decisions; Embedding strategy into Manufacturing Processes - Process Competencies, Process Design – major factors, technology choice							9	C1		
II	Process Flow: Process Flow, Key Measures, Flow Time, Flow Rate, Process flow analysis – tools; process-Mapping, Inventory Analysis, Process Flow Chart, Flow Time Measurement, Flow-Rate and Capacity Analysis, Managing Flow Variability; Work flow design principles and flows							9	C2		
III	Process Modeling: Process Modeling - empirical models, deterministic models, stochastic models; simulating business, Process – Application, simulation process, discrete event simulation, computer simulation							9	C3		
IV	Process Planning: Constraint Management – theory of constraints, measuring capacity, Utilization, and Performance in /TOC, key principles; Strategic Capacity Management – Tools for capacity Planning, cycle time and capacity analysis; process layout – designing flexible flow layouts; Lean Systems – Toyota production system, characteristics of lean systems, continuous Improvement, Kanban system Value stream mapping, JIT II; Process Synchronization and Improvement.							9	C4		
V	Process Optimization: Optimizing business process							9	C5		

	performance, Process Metrics, Business Intelligence, Process Dashboards – creating flexible organizations – optimization process– early management –capability development, sustainability; process benchmarking with data envelopment analysis		
	Total	45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Get familiarized on the fundamentals of process management	PO4, PO6, PO7	
CO2	Be provided with inputs on the process flow, variability and principles	PO2, PO6, PO7	
CO3	Analyze process modelling and simulation	PO1, PO2, PO5, PO6	
CO4	Summarize innovative manufacturing concepts	PO2, PO6, PO7	
CO5	Develop process dash boards, process metrics, benchmarking and employ data analytics.	PO6, PO7	
Reading List			
1.	Fundamentals of Business Process Management, Springer, 2011		
2.	Business Process Management, Routledge, 2013		
3.	Business Process Management Journal, Emerald Publishing		
4.	International Journal of Business Process Integration and Management, Inderscience Publishers.		
References Books			
1.	Burlton, Roger. Business Process Management: Profiting from Process. Indianapolis, IN: Sams Publishing, May 2001.		
2.	Hammer, Michael, and James Champy. Reengineering the Corporation: A Manifesto for Business Revolution. New York, NY: HarperCollins Publishers, 1993		
3.	Harrington, H.J. Business Process Improvement: The Break-through Strategy for Total Quality, Productivity, and Competitiveness. New York, NY: McGraw-Hill, 1991.		
4.	Garvin, David A. Managing Quality: The Strategic and Competitive Edge. New York, NY: Free Press, 1988		
5.	Out of the Crisis. Cambridge, MA: MIT Center for Advanced Engineering Study, 1986.		
6.	Crosby, Philip. Quality without Tears. New York: McGraw-Hill, 1984.		

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				3		3	3	
CO 2		3				3	3	
CO 3	3	3			3	2		
CO 4		3				3	3	
CO 5						3	2	

3-Strong 2-Medium 1-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KO7	Product Design	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To enable students understand product design & development with its process, concept generation evaluation										
C2	To interpret the product concept										
C3	To apply the concepts of product data management										
C4	To get appraised with design tools										
C5	To explore and gain knowledge on patent										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	PRODUCT DESIGN & DEVELOPMENT Product design & development - characteristics, duration and cost, challenges; Development Process - Generic Process, Concept development, adapting to product types; Product planning - Process, Understanding customer need, Product Specification; Concept Generation Evaluation - decay curve, cost expenditure curve; Technology Life Cycle; Disruptive Technologies.							9	C1		
II	PRODUCT CONCEPT Concept Selection – Importance, Methodology, concept Screening, Concept Scoring, Concept Testing; Product Architecture - Definition, Modularity, implication, Establishment, Delayed Differentiation, Platform Planning.							9	C2		
III	PRODUCT DATA MANAGEMENT (PDM) PDM - concept and benefits, functions, Product data and workflow, Product reliability, CIM Data, Architecture of PDM systems, Product data interchange, Portal integration, PDM Acquisition and implementation; Product Life Cycle management - strategy, Change Management for PLM.							9	C3		
IV	DESIGN TOOLS Design Approaches - Industrial Design, Design for Manufacturing, Value Engineering, Ergonomics, Robust Design, Design for Excellence; Collaborative Product development-Prototyping, failure rate curve, product use testing-Product development economics, scoring Model, financial analysis.							9	C4		

V	PATENTS Intellectual Property and Patents -Definitions, Patent Searches, Application, Patent Ownership and Transfer, Patent Infringement, New Developments and International Patents.	9	C5
Total		45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Understand product design & development with its process, concept generation evaluation	PO1	
CO2	Interpret the product concept	PO4, PO5	
CO3	Apply the concepts of product data management	PO5,PO6	
CO4	Get appraised with design tools	PO1,PO2	
CO5	Explore and gain knowledge on patent	PO7,PO8	
Reading List			
1.	Karl Ulrich, Steven Eppinger, Product Design and Development,5 th edition Mc graw hill		
2.	Rajiv D. Banker,Indranil Bardhan,Ozer Asdemir , Understanding the Impact of Collaboration Software on Product Design and Development informs pubs onlie		
3.	Karl T. Irich, Steven D. Eppinger, product design and development fifth edition, Mcg raw hill		
4.	A.J. Peters, E.M. Rooney, J.H. Rogerson, R.E. McQuater, M. Spring, B.G. Dale , New product design and development: a generic model <u>The TQM Magazine</u> , 1999		
References Books			
1.	Karl T. Ulrich, Steven D. Eppinger, Anita Goyal Product Design and Development, Tata McGraw – Hill, Fourth Edition, reprint 2009.		
2.	Kenneth B.Kahn, New Product Planning, Sage, 2010.		
3.	A.K. Chitale and R.C. Gupta, Product Design and Manufacturing, PHI, 2008.		
4.	Deborah E. Bouchoux, Intellectual Property Rights, Delmar, Cengage Learning, 2005.		
5.	Product Design And Manufacturing, <u>Chitale, Avinash K. GUPTA, R. C.</u> , SIXTH EDITION, PHI		

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3							
CO 2				2	3			
CO 3					3	2		
CO 4	2	2						
CO 5							3	2

3-Strong 2-Medium 1-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23K08	Supply Chain Analytics	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To understand the importance of the basics of Supply Chain Analytics and Optimization										
C2	To apply the warehousing using Mathematical Programming Models										
C3	To analyze the various inventory tools and strategies for analytics deployment depending on supply chain drivers.										
C4	To educate on the concept of Transportation Network Models and their applications.										
C5	To evaluate the various techniques for analytics based on the multi criteria decision-making model.										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	Introduction: Introduction to analytics – descriptive, predictive and prescriptive analytics, Data Driven Supply Chains – Basics, transforming supply chains, Barriers to implementation, Road Map.							9	C1		
II	Warehousing Decisions: Mathematical Programming Models - P-Median Methods - Guided LP Approach - Balmer – Wolfe Method, Greedy Drop Heuristics, Dynamic Location Models, Space Determination and Layout Methods							9	C2		
III	Inventory Management: Inventory aggregation Models, Dynamic Lot sizing Methods, Multi-Echelon Inventory models, Aggregate Inventory system and LIMIT, Risk Analysis in Supply Chain - Measuring transit risks, supply risks, delivering risks, Risk pooling strategies.							9	C3		
IV	Transportation Network Models: Notion of Graphs, Minimal Spanning Tree, Shortest Path Algorithms, Maximal Flow Problems, Multistage Transshipment and Transportation Problems, Set covering and Set Partitioning Problems, Traveling Salesman Algorithms, Advanced Vehicle Routing Problem Heuristics, Scheduling Algorithms-Deficit function Approach and Linking Algorithms							9	C4		
V	MCDM Models: Analytic Hierarchy Process (AHP), Data Envelopment Analysis (DEA), Fuzzy Logic and							9	C5		

	Techniques, the analytical network process (ANP), TOPSIS-Application in SCM.		
		45	
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Understand the importance of the basics of Supply Chain Analytics and Optimization	PO2, PO7	
CO2	Apply the warehousing using Mathematical Programming Models	PO1, PO2,	
CO3	Analyze the various inventory tools and strategies for analytics deployment depending on supply chain drivers.	PO5, PO6, PO7	
CO4	Get educated on the concept of Transportation Network Models and their applications.	PO4, PO7	
CO5	Evaluate the various techniques for analytics based on the multi criteria decision-making model.	PO1, PO6	
Reading List			
1.	https://scg-lm.s3.amazonaws.com/pdfs/opentext-wp-dummies-guide-to-sca-100318.pdf		
2.	https://library.oapen.org/bitstream/id/4398d7e1-4779-44bb-ab90-d9e7e54f829c/2021_Book_NextGenerationSupplyChains.pdf		
3.	Wendy Tate, Journal of Supply Chain Management,2022		
4.	Yuan Li, Journal of Management Analytics,2021		
References Books			
1.	Chopra S, Meindl P, Supply Chain Management: Strategy, Planning and Operation, Pearson Education, USA, 6th Edition, 2016.		
2.	Muthu Mathirajan, Chandrasekharan Rajendran, SowmyanarayananSadagopan, Arunachalam Ravindran, Parasuraman Balasubramanian, Analytics in Operations/Supply Chain Management, I.K. International Publishing House Pvt. Ltd., 1st Edition, 2016.		
3.	Feigin G, Supply Chain Planning and Analytics: The right product to the right place at the right time, Business Expert Press, New York, USA, 1st Edition, 2011.		
4.	Tayur S,Ganeshan R, Michael,M. Quantitative Models for Supply Chain Management. Kluwer Academic Publishers. 1st Edition, 1999.		
5.	Joel D Wisner, G. Keong Leong, Keah-Choon Tan, (2012), Supply Chain Management – A Balanced Approach, 3rd edition Cengage Learning,3rd Edition, 2012.		
6.	Handfield R, Supply Market Intelligence: A managerial handbook for building sourcing strategies, Taylor and Francis Group, Auerbach Publications, New York, USA, 1st Edition, 2006.		

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1		3					2	
CO 2	2	3						
CO 3					3	2	3	
CO 4				2			3	
CO 5	3					2		

3-Strong

2-Medium

1-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KO9	Operations Strategy	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To familiarize students with the fundamentals of business strategies										
C2	To provide inputs on developing operations strategy										
C3	To orient students on the impact of technology in strategy formulation.										
C4	To enable students, understand strategy implementation										
C5	To acquaint students with financial perspectives in operations strategy.										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	Introduction: Role and Objectives of Operations Strategy; Operations Strategy Framework: Incorporating Operations Strategy in the Corporate Strategy; Operations performance essentials; Competition, Competencies & Operations; Defining Operations Strategy in Overall Environment; Process of Operations Strategy Formulation							9	C1		
II	Principles of Operations Strategy: Principles and Concepts of Developing Operations Strategy; Methodology of Developing Operations Strategy; Capacity Strategy: Capacity Types, Flexibility & Consolidation, Capacity Timing & Expansion, Capacity Sizing & Investment; Facility Strategy & Globalization: Infrastructure Development; Supply Network Strategy: Capacity Location, Global Network & Off-shoring, Strategic Sourcing, Coordinating the Supply Chain.							9	C2		
III	Process Technology Strategy: Effect of Technology Advancement and Technology Management, Integration of Operations Strategy Planning and Technology Planning, Production Implications of Corporate Marketing Decisions; Strategy Development and Practices; Improvement & Innovation; New Product & New Service Development; Product Variety Impact in Operations Strategy; Operations Strategy Process – Sustainable Alignment.							9	C3		
IV	Implementation: Implementation of Operations Strategy; Business Implication of Process Choice: Dynamics of process-product life cycles, Product Profiling, Improving Operations Process by Process Positioning; Cross-Cutting Capability; Operations							9	C4		

	Strategy Process – Implementation; Pre-requisites of Organized and Focused Operations Strategy & Unit; Principles and Concepts of Factory-within Factory; Involvement of Human Aspects		
V	Operations Redefining & Restructuring; Demand and Revenue Management; Operations Strategy Process – Substitutes: BPR, TQM, Lean, Six Sigma: Business Process Focused Strategies & Organization Development: Quality Planning and Controlling System, Improving Response Time with IT, Operations Audit Approach; Risk Management & Hedging: Accounting & Financial Perspectives and Operations System, Business Continuity Planning, Disaster Recovery strategy.	9	C5
		45	
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Become familiarized and have good understanding on the fundamentals of business strategies	PO4, PO6, PO7	
CO2	Have valuable inputs and understanding on developing operations strategy	PO1, PO2, PO5, PO6	
CO3	Have an orientation on the impact of technology in strategy formulation.	PO5, PO6	
CO4	Have a better understanding on strategy implementation	PO4, PO5, PO6, PO7	
CO5	Be acquainted with financial perspectives in operations strategy.	PO1, PO2, PO6, PO7	
Reading List			
1.	Nigel Slack, Michael Lewis, Mohita Gangwar Sharma, Operations Strategy, Pearson Education, 2018		
2.	Robert H. Hayes, Gary P.Pisano, Strategic Operations: Competing Through Capabilities, Free Press, 1996		
3.	Journal of Operations and Strategic Planning, Sage Publications		
4.	Journal of Operations Management, ScienceDirect		
References Books			
1.	Beckman / Barry. Operations Strategy: competing in the 21st Century, McGraw-Hill Higher Ed 2007		
2.	Brown / Lamming / Bessant / Jones. Strategic Operations Management, Elsevier-India (Butterworth-Heinemann 2004		
3.	Hayes / Pisano / Upton / Wheelwright. Operations, Strategy, and Technology: Pursuing the Competitive Edge, Wiley 2011		
4.	Lowson. Strategic Operations Management, Routledge, Taylor & Francis, 2015		
5.	Jay Heizer, Barry Render, et al. Operations Management Twelfth Edition By Pearson, 2017		

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				3		3	3	
CO 2	3	3			3	3		
CO 3					3	3		
CO 4				2	3	3	3	
CO 5	2	2				3	3	

3-Strong 2-Medium 1-Low

SPECIALIZATION COURSES: TOURISM AND HOSPITALITY MANAGEMENT

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KTH1	Destination Tourism	Elective	2	-	-	1	3	45	25	75	100
Course Objectives											
C1	To facilitate the assessment of the tourism potential of a destination and prepare tourism development plan as well as marketing techniques.										
C2	To familiarize with the destination branding practices.										
C3	To introduce advanced analysis and research in the field of destination development.										
C4	To understand the factors that influence the tourism planning process.										
C5	To develop awareness about the destination selection process.										
UNIT	Details							No. of Hours	Course Objectives		
I	Destination Tourism - Types of destinations, Characteristics of destinations - Destinations and products - Destination Management Systems - Destination planning and guidelines - Destination Selection Process-The Values of Destination Tourism.							9	C1		
II	Destination Planning, Process and Analysis - National and Regional Tourism Planning and Development - Assessment of tourism potential - Planning for Destination Tourism Development - Contingency Planning-Economic, Social, Cultural and Environmental considerations - Demand and supply match - Design and innovations.							9	C2		
III	Destination Image Development - Attributes of Destinations: Person's determined image, Destination determined image, measurement of destination image - Destination branding perspectives and challenges- Creating the Unique Destination Proposition - Place branding and destination image - Destination image formation process; unstructured image - Product development and packaging - Destination branding and the web - Case Study of Tamil Nadu Tourism as a brand.							9	C3		
IV	Destination Promotion and Publicity - Six 'A's framework for tourism destinations - The dynamic wheel of tourism stakeholders - Destination Marketing Mix - Destination Competitiveness – Distribution Channels-Marketing Communication and Strategies.							9	C4		

V	Institutional Support: Public Private Partnership (PPP) - National Planning Policies for Destination Development- WTO Guidelines for Planners - Role of urban civic bodies: Town planning -Characteristics of rural tourism planning - Environmental Management Systems – Destination Vision- The focus of Tourism Policy: the competitive sustainable destination - Destination Mapping.	9	C5
Total		45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;		
CO1	Understand the management system of a tourism destination organization.	PO4, PO6, PO7	
CO2	Identify destination offerings determinants.	PO2, PO4	
CO3	Apply the marketing mix concept to a tourist destination.	PO5, PO6	
CO4	Analyse tourist destination attractiveness and competitiveness.	PO4, PO7	
CO5	Understand the importance of planning in the development of destination tourism.	PO6, PO7, PO8	
Reading List			
1.	Namzi Kozak, Metin Kozak, Tourists destination management – Tourism, Hospitality & Event Management -Instruments, products, and case studies, Springer, April 2019.		
2.	Stefan Hartman, Ben Wielenga, Jasper Hessel Heslinga, The future of tourism destination management: building productive coalitions of actor networks for complex destination development, journal of Tourism futures, emerald insight, Dec 2020		
3.	Hikina Whakatutuki, Components of a destination management plan, Ministry of business, innovation & employment		
4.	Larry Dwyer, Chulwon Kim, Destination competitiveness: Determinants and indicators, May 2010		
References Books			
1.	Nigel Morgan, Annette Pritchard & Roger Pride (2001), Destination Branding: Creating the Unique Proposition, <i>butterworth andheinemann</i> .		
2.	Richard W. Butler (2006), The Tourism Area Life Cycle		
3.	Claire, Haven Tang & Eleri Ellis Jones (2005), Tourism SMEs, Service Quality and Destination Competitiveness, <i>CABI publishing</i> .		
4.	Shalini Singh, Dallen J. Timothy & Ross Kingston Dowling (2003), Tourism in Destination Communities, <i>CABI publishing</i> .		
5.	Geoffrey Ian Crouch, J.R. Brent Ritchie & Horst-Herbert G. Kossatz (2003), The Competitive Destination: A Sustainable Tourism Perspective, <i>CABI publishing</i> .		

Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S					S	S	
CO 2		M		M	S			
CO 3					S	M		
CO 4				M			M	
CO 5						S	S	M

S-Strong M-Medium L-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KTH2	Tourism Principles And Practices	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To understand the fundamentals concepts and history of tourism.										
C2	To know about the forms of tourism.										
C3	To throw light on Tourism Industry structure and infrastructure.										
C4	To have knowledge about tourism theory and system.										
C5	To provide insights about tourism organizations.										
UNIT	Details							No. of Hours	Course Objectives		
I	History and Concepts of Tourism: Tourist/ Visitor/ Traveler/ Excursionist, Early and Medieval Period of Travel: Renaissance and Its Effects on Tourism - Birth of Mass Tourism, Old and New Age Tourism, Concept of Tourism: Nature - Scope - Characteristics - Components - Significance of Tourism - Tourism System: Interdisciplinary Approaches - Motivations and Deterrents to Travel – Emerging Areas and Practices.							9	C1		
II	Forms of Tourism: Inbound, Outbound, National, International- Alternative Tourism – Inclusive Tourism, Current Trends in Domestic and Global Tourism: Tourism Statistics- Need for Measurement of Tourism - Tourism Demand and Supply.							9	C2		
III	Tourism Industry: Structure, Functions and Constituents - Direct, Indirect and Support Services - Basic Components of Tourism: Transport - Accommodation- Facilities & Amenities, Horizontal and Vertical Integration in Tourism Business, Infrastructure & superstructure							9	C3		
IV	Tourism Theory and System: Leiper’s Geo-Spatial Model - Mill-Morrison’s Tourism Policy Model - Mathieson & Wall’s Travel Buying Behaviour Model - Butler’s Tourism Area Life Cycle (TALC) Model - Doxey’s Irridex Model – Crompton’s Push and Pull Theory- Stanley Plog’s Psychographic Model- Gunn’s Tourism Planning Model.							9	C4		
V	Tourism Organizations: UNWTO, IATA, ICAO, WTTC, IHA, TAAI, FHRAI, ITDC, ICPB, IATO, IRCTC, State Tourism Development Corporations, Airport Authority of India, Archaeological Survey of							9	C5		

	India, Ministries of Tourism and Culture, Director General of Civil Aviation, Government of India.		
	Total	45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;		
CO1	Understanding the fundamentals concepts and history of tourism.	PO4, PO6	
CO2	Possess knowledge and develop an understanding about the forms of tourism.	PO4, PO6	
CO3	Get familiar about Tourism Industry structure and infrastructure.	PO4, PO6	
CO4	Possess knowledge about tourism theory and system.	PO4, PO6	
CO5	Having insights about tourism organizations.	PO6, PO7	
Reading List			
1.	Namzi Kozak, Metin Kozak, Tourists destination management – Tourism, Hospitality & Event Management -Instruments, products, and case studies, Springer, April 2019.		
2.	Stefan Hartman, Ben Wielenga, Jasper Hessel Heslinga, The future of tourism destination management: building productive coalitions of actor networks for complex destination development, Journal of Tourism futures, Emerald Insight, Dec 2020		
3.	Hikina Whakatutuki, Components of a destination management plan, Ministry of business, innovation & employment		
4.	Larry Dwyer, Chulwon Kim, Destination competitiveness: Determinants and indicators, May 2010		
References Books			
1.	Goeldner, C., & Ritchie, J.R. Tourism, Principles, Practices, Philosophies. New Jersey: John Wiley, 2011.		
2.	Swain, S.K. & Mishra, J.M. Tourism Principles and Practices. New Delhi: OUP, 2011.		
3.	Tribe, J. (Ed.). (Philosophical Issues in Tourism. United Kingdom: Channel View Publications, 2009.		
4.	Cooper, C. Tourism Principles and Practice. New Delhi: Prentice Hall, 2008.		
5.	Jamal, T., & Robinson, M. (Eds.). The SAGE Handbook of Tourism Studies. United Kingdom: Sage Publications, 2009		
Methods of Evaluation			
Internal Evaluation	Continuous Internal Assessment Test		25 Marks
	Assignments		
	Seminars		
	Attendance and Class Participation		
External Evaluation	End Semester Examination		75 Marks
	Total		100 Marks
Methods of Assessment			
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions		
Understand/	MCQ, True/False, Short essays, Concept explanations, Short summary or		

Comprehend (K2)	overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				M		S		
CO 2				M		S		
CO 3				M		S		
CO 4				M		S		
CO 5						S	M	

S-Strong M-Medium L-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KTH3	Tourism Products of India	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To familiarize the students to the physiographic boundaries of India and destination tourism.										
C2	To provide insights on tourism products of northern ranges.										
C3	To throw light on tourism plains of Central India.										
C4	To explore tourism products of the peninsular regions, coastal plains and islands.										
C5	To create awareness and importance of medical tourism.										
UNIT	Details							No. of Hours	Course Objectives		
I	India: General introduction, states & capitals, physiographic units, seasons and climatic regions & their impacts on tourism. Natural vegetation & wild animals of India & wild life tourism, India: a destination for all reasons & seasons.							9	C1		
II	The Northern Mountains: General introduction of the Himalayas & other ranges, their importance for religious, hill station & adventure tourism. A case study of Sri Nagar, Shimla, Nainital, Darjeeling & Gangtok.							9	C2		
III	The Central Plains: General introduction of deserts & central plains. Their Importance for cultural, religious & adventure tourism. A case study of Amritsar, Jaipur, Delhi, Lucknow, Kolkata.							9	C3		
IV	The Peninsula: General features of Indian peninsula with their tourism Significance. A case study of Bhopal, Khajuraho, Hyderabad, Bangalore, Ooty The coastal plains and islands: General features of coastal regions, their Importance for religious, cultural & beach tourism. A case study of Mumbai, Goa, Cochin, Chennai, Andaman & Nicobar.							9	C4		
V	Nature and scope of medical Tourism, Rise of Medical Tourism in Asia, Hospitality industry and Medical Tourism, International healthcare accreditation. Regulatory laws, Ethical issues for Medical Tourism, Travel formalities, Marketing Medical Tourism Indian health care therapy and medicine - drug treatments Ayurveda, Yoga, Naturopathy, Homoeopathy and span India, Potential impact of Medical Tourism on the health workforce and health systems in India							9	C5		
Total								45			

Course Outcomes		
Course Outcomes	On completion of this course, students will;	
CO1	Understand the physiographic boundaries of India and destination tourism.	PO4
CO2	Explore and design tourism products for northern ranges.	PO1, PO3
CO3	Develop tourism products from plains of Central India.	PO4,PO5
CO4	Plan tourism products of the peninsular regions, coastal plains and islands.	PO3,PO6
CO5	Understand and improve the scope of medical tourism.	PO7,PO8
Reading List		
1.	Namzi Kozak, Metin Kozak, Tourists destination management – Tourism, Hospitality & Event Management -Instruments, products, and case studies, Springer, April 2019.	
2.	Stefan Hartman, Ben Wielenga, Jasper Hessel Heslinga, The future of tourism destination management: building productive coalitions of actor networks for complex destination development, journal of Tourism futures, emerald insight, Dec 2020	
3.	Hikina Whakatutuki, Components of a destination management plan, Ministry of business, innovation & employment	
4.	Larry Dwyer, Chulwon Kim, Destination competitiveness: Determinants and indicators, May 2010	
References Books		
1.	Robinet Jacob, Tourism Products of India: A National Perspective, Abhijeet Publications, 2012.	
2.	Goh Cheong Long: An Economics Atlas of India, Oxford University, 2018.	
3.	Chatak G.R.: Medical Tourism (Codes and Guidelines), Neha Publishers & Distributors, 2010.	
4.	Renée-Marie Stephano, Esquire: Medical Tourism “An International Healthcare Guide For Insurers, Employers and Governments”. Global Health Insurance Publications, 2010.	
5.	C. Michael Hall: Medical Tourism (The Ethics, Regulation, and Marketing of HealthMobility), Routledge, 21-Aug-2012.	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	

(K2)	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				M				
CO 2	S		S					
CO 3				M	S			
CO 4			M			M		
CO 5							M	M

S-Strong M-Medium L-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KTH4	Strategic Tourism Management	Elective	2	-	-	1	3	45	25	75	100
Course Objectives											
C1	To develop the understanding of strategic tourism management.										
C2	To impart knowledge on micro and macro strategic tourism management.										
C3	Discover the basic concepts, principles, and practices associated with strategy formulations and implementation.										
C4	Apply a variety of strategic planning tools (i.e. SWOT analysis) to develop business strategies.										
C5	Establish vision, mission, and core values to set company direction.										
UNIT	Details							No. of Hours	Course Objectives		
I	Introduction to Strategic Tourism Management: Strategic Management– Concept, Origin and evolution, Scope and Process; levels at which strategy operates, Strategic Thinking; Global competitiveness; Strategists and their role in hospitality and tourism, Key Players in Indian Hospitality and Tourism Industry, strategic and conventional decision making in hospitality and tourism.							9	C1		
II	Micro and Macro Strategic Environment: The Environment and External Stakeholders - Assessment of the Broad Environment, Analysis of External Stakeholders and the Operating Environment, Managing the Operating Environment; Organizational Resources and Competitive Advantage - Internal Analysis and Competitive Advantage, Value-adding Activities, Tangible and Intangible Resources, Financial Resources, Physical Resources, Human-Based Resources, Organization Structure and Culture, Knowledge-Based Resources, General Organizational Resources.							9	C2		
III	Strategic Direction & Formulating Basic Strategies: Strategic Direction-Creating a Strategic Direction, Mission Statements, Organizational Vision, Organizational Values; Strategy Formulation at the Business-Unit Level-Generic Business Strategies, Competitive Dynamics, Strategic Group Mapping; Corporate-Level Strategy and Restructuring - Concentration Strategies, Vertical Integration Strategies, Diversification Strategies, Mergers and Acquisitions, Strategic Restructuring, Portfolio Management.							9	C3		

IV	Implementing Strategies and Establishing Control Systems: Interrelationship between formulation and implementation of strategies, Inter-organizational Relationships and the Tourism Cluster; Functional-Level Resource Management; Organizational Design and Control- types of designs, Organizational Structures design, Organizational Control, power and politics, role of behavioral implementation in tourism.	9	C4
V	Strategies For Hospitality Entrepreneurship: Strategies for Entrepreneurship and Innovation -Entrepreneurial Start-ups, Innovation and Corporate Entrepreneurship; Global Strategic Management and the Future- Global Strategies, International Market Selection, Global Stakeholders, Emerging Trends; Strategic issues in not-for-profit organization and Small & Medium Size Enterprises.	9	C5
Total		45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;		
CO1	Apply knowledge of tourism concepts along with the management theories and practices to solve business related problems in tourism domain	PO1,PO2, PO7, PO8	
CO2	Contextualize tourism within broader cultural, environmental, political and economic dimensions of society	PO1,PO2, PO6, PO7, PO8	
CO3	Foster analytical and critical thinking abilities for data-based decision Making	PO1, PO2, PO4, PO7	
CO4	Identify and understand how new ideas, concepts or products emerge within relevant fields	PO4,PO6, PO7	
CO5	Critique tourism practices for their implications locally and globally.	PO3,PO8	
Reading List			
1.	Namzi Kozak, Metin Kozak, Tourists destination management – Tourism, Hospitality & Event Management -Instruments, products, and case studies, Springer, April 2019.		
2.	Stefan Hartman, Ben Wielenga, Jasper Hessel Heslinga, The future of tourism destination management: building productive coalitions of actor networks for complex destination development, journal of Tourism futures, emerald insight, Dec 2020		
3.	Hikina Whakatutuki, Components of a destination management plan, Ministry of business, innovation & employment		
4.	Larry Dwyer, Chulwon Kim, Destination competitiveness: Determinants and indicators, May 2010		

References Books		
1.	David,F.R.(2010). Strategic Management (13thed.). Prentice Hall.	
2.	Enz, C. A. (2009). Hospitality Strategic Management: Concepts and Cases (2nd ed.).Wiley.	
3.	Hill,C.W.L., & Jones,G.R. (2009). Strategic Management: An Integrated Approach(9thed.). South-Western College, Pub.	
4.	Okumus, F., Altinay, L., & Chathoth, P. (2010). Strategic Management for Hospitality and Tourism (1st ed.). Butterworth-Heinemann.	
5.	Olsen,M.,&Zhao,J.(Eds.).(2008).HandbookofHospitalityStrategicManagement.Butt erworth-Heinemann.	
6.	Nigel Evans (2020) Strategic Management for Tourism, Hospitality and Events 3 rd Edition	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	S					S	S
CO 2	M	M				M	M	S
CO 3	M	M		M			S	
CO 4				M		M	M	
CO 5			M					S

S-Strong M-Medium L-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KTH5	Hospitality Management	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To familiarize the students to the basic concepts of Hospitality industry.										
C2	To provide insights on front office management.										
C3	To throw light on Housekeeping management.										
C4	To elucidate on food, beverages, organization and restaurant menu.										
C5	To impart knowledge on evaluating hotel management.										
UNIT	Details							No. of Hours	Course Objectives		
I	Introduction to Hospitality Industry Distinctive Characteristics: Inflexibility-Intangibility-,Perishability-Fixed Location- Relatively Large Financial Investment etc.; Concepts of “Atithi Devo Bhavah”; Hotel and Lodging facilities; Types of Hotels; Classification of Hotels, Chain Operations, Alternative Accommodation; E- Hospitality; Ethical and Regulatory Aspects in a Hotel, International Hotel Regulations, Fiscal and Non-Fiscal Incentives Offered to Hotel Industry in India.							9	C1		
II	Front Office Duties and Responsibilities: Reservation & Registration-Meal Plans- Room Assignments- Check-in- Departure- Handling Guest Mail- Message Handling- Guest Paging Methods of Payment; Guest Services: Type of Hotel Guests- Types of Meal Plans- Wake-up call.										
III	Housekeeping Hierarchy, Duties & Responsibilities of Housekeeping Staff; Important Functions of Housekeeping Management; Types of Accommodation; Activities in Accommodation Management: Room Service- Room supplies- Types of Room- Types of Bedding and Other Related Types of Service; Liaison with Other Departments.							9	C3		
IV	Food & Beverage: Hierarchy, Duties & Responsibilities of Staff; Food Production Organization: Kitchen- Buffets- Beverages Operation & Functions; Outlets of F & B; Types of Restaurant Menu; Catering Services: Food Service for the Airlines- Banquette- Corporate-							9	C4		

	MICE- Retail Food Market- Business/Industrial Food Service- Healthcare Food Service- Club Food Services; Trends in Lodging and Food Services.		
V	Evaluating Hotel Performance: Methods of Measuring Hotel Performance: Occupancy Ratio- Average Daily Rate: Average Room Rate Per Guest- Rev PAR- Market Share Index- Evaluation of Hotel by Guest; Yield Management: Elements of Yield Management, Measuring Yield in the Hotel Industry, Benefits of Yield Management, Challenges or Problems in Yield Management.	9	C5
	Total	45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;		
CO1	Familiarize the students to the basic concepts of Hospitality industry.		PO3,PO6
CO2	Provide insights on front office management.		PO1, PO2
CO3	Have knowledge on Housekeeping management.		PO4,PO5
CO4	Elucidate on food, beverages, organization and restaurant menu.		PO6,PO7
CO5	Knowledge on evaluating hotel management.		PO3,PO8
Reading List			
1.	Philip Nailon, Theory in hospitality management, <u>Volume 1, Issue 3, 1982, Pages 135-143, Elsevier</u>		
2.	Bob Brotherton, Towards a definitive view of the nature of hospitality and hospitality management, International journal of contemporary hospitality management, 1999		
3.	Clayton W. Barrows, Robert H. Bosselman, Hospitality management education, The Haworth hospitality press		
4.	Clarke Chen, International Hospitality Management, Concepts and Cases, Edition 1st, 2007, London Imprint Routledge		
References Books			
1.	Negi, J. (2014). Professional Hotel Management. New Delhi: S. Chand.		
2.	Raghubalan, G., & Smritee, R. (2015). Hotel Housekeeping operations and Management. New Delhi: Oxford University Press.		
3.	Negi, J. (1984). Hotels for Tourism Development: Economic Planning & Financial Management. New Delhi: S. Chand.		
4.	Tewari, J.R. (2016). Hotel front office operations and Management. New Delhi: Oxford publication.		
5.	Wood, R.C. (2013). Key Concepts of Hospitality Management. London: SAGE Publications, London.		
6.	Mark Ciampa, Introduction to Healthcare Information Technology. 2012		
Methods of Evaluation			

Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1			M			M		
CO 2	S	M						
CO 3				M	S			
CO 4						M	M	
CO 5			M					S

S-Strong M-Medium L-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KTH6	E Tourism	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To familiarize the concept of Digital tourism enterprise.										
C2	To give inputs on digital tourist consumer behavior.										
C3	To enable students, understand the impact of Digital marketing on tourism.										
C4	To orient students, on Social Media Marketing.										
C5	To enable students, use Digital Marketing Analytics.										
UNIT	Details							No. of Hours	Course Objectives		
I	Electronic Market - Physical Economy vs. Digital Economy - Drivers of Digital Tourism Business - Digital Tourism Business Models – Opportunities & challenges of Digital Business.							9	C1		
II	Online Consumer Behavior: Consumer decision journey and Marketing funnel – Value of online communities, user-generated content (UGC) – Online reviews and reputation management – Unique features of online market research – Sentiment analysis for decision-making										
III	Characteristics: Process for Products & Services – Online Segmentation-Targeting-Positioning – Inbound Vs Outbound Marketing – Search engine marketing: search engine optimization and search engine advertising. Tourism Initiatives taken by Central and State Govts.							9	C3		
IV	Social Media Campaign Process - Social Media Marketing – Development of Social Media Content and Communities - Deliver Social Media Promotions - Measure Social Media Performance - Manage Social Media Activities.							9	C4		
V	Organizational Maturity - Maturity Model - Digital Analytics, Maturity Model - Management, Governance, and Adoption, Objective and Scope, Team and Expertise, Continuous Improvement, Process and Methodology, Tools, Technology and Data Integration							9	C5		
Total							45				
Course Outcomes											
Course Outcomes	On completion of this course, students will;										
CO1	Become familiar with the concept of Digital tourism enterprise.								PO4,PO6,		

		PO7
CO2	Be able to understand digital tourist consumer behavior.	PO3, PO4
CO3	Understand the impact of Digital marketing on tourism.	PO4,PO6, PO7
CO4	Appreciate Social Media Marketing in tourism.	PO2,PO3
CO5	Will be able to use Digital Marketing Analytics.	PO1,PO6
Reading List		
1.	Helmut Berger, Michael Dittenbach, Dieter Merkl, Anton Bogdanovych, Simeon Simoff & Carles Sierra, Opening new dimensions for e-Tourism, Virtual Reality, Volume 11, 2017.	
2.	Laura Sebastia, Inam Farcia, Eva Onaindia and Cesar Guzman, <i>e-TOURISM: A TOURIST RECOMMENDATION AND PLANNING APPLICATION</i> , International journal on artificial intelligence tools, vol 18.	
3.	Chulwon Kim, E- Tourism An Innovative Approach for the Small and Medium – Sized Tourism Enterprises (SMTES), in Korea, OECD	
	Julian Candratoy, E-Tourism: Concept and Evolution	
References Books		
1.	Bones, C., & Hammersley, J. (2015). Leading Digital Strategy: Driving Business Growth	
2.	Morabito, V. (2016). Trends and Challenges in Digital Business Innovation. London: Springer Publications.	
3.	Rogers, D.L. (2016). The Digital Transformation Playbook – Rethink Your Business for the Digital Age. Columbia: Columbia Business School Publishing.	
4.	HBR. (2014). Leading Digital: Turning Technology into Business Transformation. London: Harvard Business Review Press.	
5.	Chaffey, D. (2014). Digital Business and E-Commerce Management. New Delhi Pearson Education Limited, New Delhi.	
6.	Chaffey, D. (2013). E-Business and E-Commerce Management: Strategy, Implementation and Practice. England: Prentice Hall..	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	

Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				S		S	M	
CO 2			M	M				
CO 3			S			S	M	
CO 4		S	M					
CO 5	M					M		

S-Strong M-Medium L-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KTH7	Travel Agency and Tour Operations Management	Elective	2	-	-	1	3	45	25	75	100
Course Objectives											
C1	To manage all the travel requirements of the companies while providing ease and sort of convenience to the customers.										
C2	To add value to the travel sector of different companies. To offer the traveling services at very reasonable prices.										
C3	To foster better knowledge of various cultures.										
C4	To instill pride in one's traditional culture and identity.										
C5	This can happen at any time during the tour booking process, from the beginning to the completion of the tour package.										
UNIT	Details							No. of Hours	Course Objectives		
I	History & Growth of Travel Agency Business, Emergence of leading private travel agencies (Thomas Cook & American Express), Emergence of Travel Intermediaries, Indian Travel Agents & Tour Operators. Interplay of Push & Pull Factors.							9	C1		
II	Travel Agents & Tour Operators: Differentiation and Interrelationship. Functions and Organisational Structures of Travel Agency and Tour Operators. Linkages of Tour Operation Business with Principal Suppliers, Government and Other Agencies. Incentive and Concessions Applicable to Tour Operators in India.										
III	How to Set up Travel Agency/Tour Operation Business: Sources of Funding, Comparative Study of Various Type of Organisation, Government Rule of Getting Approval, IATA Rules, Regulations and Accreditation, Documentation, Sources of Earning: Commissions, Service Charges etc.							9	C3		
IV	Itinerary Preparation: Meaning, Importance and Types of Itinerary - Resources and Steps for Itinerary Planning - Do's and Do Not's of Itinerary Preparation Tour Costing: Tariffs, FITS & GITS. Confidential Tariff. Packaging: Types and Forms of Package Tour.							9	C4		
V	Travel Documentation: Familiarization with TIM (Travel Information Manual), Passport & VISA- Meaning, Types, Procedures, Validity, Necessary Information to fill the Passport and VISA Form for Issuance, Health							9	C5		

	Certificates, Currency, Travel Insurance, Credit & Debit Card, customs, currency, baggage and airport information.		
Total		45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;		
CO1	Demonstrate and understand the importance of the travel and tourism industry.	PO4, PO5	
CO2	Articulate a clear and well-structured understanding of travel agency management.	PO3, PO4	
CO3	Demonstrate the skills necessary to identify sales and marketing strategies for travel agencies.	PO6,PO7	
CO4	Evaluate customer service trends and skills as they relate to the travel and tourism industry.	PO2,PO8	
CO5	Integrate management concepts to achieve positive results in the travel and tourism industry.	PO1,PO6	
Reading List			
1.	L K Singh, Management of travel agency, Isha Books		
2.	Yaron Perl, Aviad Israeli, Crisis management in the travel agency sector: A case study, Journal of vacation marketing		
3.	Marion Bennett, Information technology and travel agency: A customer service perspective, Elsevier		
4.	A K Bhatia, The business of travel agency, & Tour operations management		
References Books			
1.	D.L. Foster , The Business of Travel agency Operation & Administration (1991)		
2.	Malik, Haris & Chatterjee, Indian Travel Agents (2006)		
3.	J.M.S. Negi, Travel Agency & Tour Operations: Concepts & Principles (2006)		
4.	C.Y. Gee, Travel Industry 3 rd edition 2006		
5.	Yale P, The Business of Tour Operations (1995)		
6.	Travel agency and tour operators management by A K Bhatia Sterling Publishers pvt Ltd (2013)		
Methods of Evaluation			
Internal Evaluation	Continuous Internal Assessment Test		25 Marks
	Assignments		
	Seminars		
	Attendance and Class Participation		
External Evaluation	End Semester Examination		75 Marks
	Total		100 Marks
Methods of Assessment			
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions		
Understand/Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview		

Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				S	M			
CO 2			S	M				
CO 3						M	M	
CO 4		M						M
CO 5	S					M		

S-Strong M-Medium L-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KTH8	Tourism Entrepreneurship	Elective	2	-	-	1	3	45	25	75	100
Course Objectives											
C1	To understand the basics of Entrepreneurship.										
C2	To comprehend the role of creativity and innovation.										
C3	To develop a feasibility report in Tourism.										
C4	To know the funding options for Entrepreneurship.										
C5	To understand the growth of empowerment in tourism.										
UNIT	Details							No. of Hours	Course Objectives		
I	Entrepreneurship Theories & Approaches; Types of Entrepreneurs– Entrepreneurial Motivation – Entrepreneurial Climate- Myths about Entrepreneurship - Role of Entrepreneurship in Economic Development.							9	C1		
II	Creativity & Innovation Process of Creativity-Roadblocks for Creativity- Innovation-Types of Innovation- Role of Creativity & Innovations in Travel & Tourism Businesses- Contemporary Trends							9	C2		
III	Entrepreneurship in Tourism: Opportunity Identification –Sources of Ideas- New Product Development -Business Plan - Feasibility Report – Technical Feasibility vs. Economic Viability							9	C3		
IV	Funding Options: Sources of Finance for Tourism Enterprises, Subsidies & Incentives - Promotion and Development of Tourism - Institutional Framework - Venture Creation-Forms Of Organization- Management							9	C4		
V	Managing Growth: : Business Integration – Diversification-Mergers & Acquisitions-Business Failure-Causes for failure-Revival of Sick Enterprises-Strategies for revival-Women Empowerment in Tourism							9	C5		
Total							45				
Course Outcomes											
Course Outcomes	On completion of this course, students will;										
CO1	To understand the basics of Entrepreneurship.								PO2, PO4		
CO2	Comprehend the role of creativity and innovation.								PO3, PO5		
CO3	Create a feasibility report in Tourism.								PO2,PO4		

CO4	Explore the funding options for Entrepreneurship.	PO7,PO8
CO5	Handle growth in Tourism Entrepreneurship.	PO1,PO6
Reading List		
1.	Sølvi Solvoll, Gry Agnete Alsos & Oxana Bulanova, Tourism Entrepreneurship – Review and Future Directions, Taylor and Francis 2015	
2.	Jovo Ateljevic, Stephen J. Page, Tourism and Entrepreneurship, Elsevier	
3.	Vanessa Rattan, Tourism entrepreneurship research: a perspective, Tourism review	
4.	Weibing Zhao, J.R. Brent Ritchie & Charlotte M. Echtner, Social capital and tourism entrepreneurship, Science Direct	
References Books		
1.	Arthur, S. J., & Hisrich, R. D. (2011). Entrepreneurship through the ages: Lessons learned. Journal of Enterprising Culture, 19(01), 1-40.	
2.	Bezbaruah, M.P. (2000). Beyond the Millennium. New Delhi: Gyan Pub House	
3.	“Drucker, P.F. (1985). Innovation & Entrepreneurship. New York: Harper & Row.	
4.	Kuratko, D.F. & Hodgets, R.M. (2008), Entrepreneurship. New York: Harcourt College Publishers.	
5.	Jeffrey, T. (1984). New Venture Creation. Illinois: Homewood.2014	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1		M						
CO 2			S		M			
CO 3		S		M				
CO 4							M	S
CO 5	M					M		

S-Strong M-Medium L-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KTH9	Eco Tourism and Sustainable Development	Elective	2	-	-	1	3	45	25	75	100
Course Objectives											
C1	To understand the significance of ecotourism.										
C2	To comprehend the theories and practices of ecotourism.										
C3	To be familiar with the model ecotourism projects.										
C4	To Use the theoretical knowledge to manage ecotourism resources. demonstrate a high level of competence in knowledge on principles of sustainable tourism development.										
C5	To recognize the organizations efforts in regulating responsible ecotourism.										
UNIT	Details							No. of Hours	Course Objectives		
I	FUNDAMENTALS OF ECOLOGY Basic Laws & ideas in Ecology- Function and Management of Ecosystem-Biodiversity and its Conservation-Pollution-Ecological Foot Prints - Relationship between Tourism & Ecology- Ecotourism-Evolution, Principles, Trends and Functions of Ecotourism- Environmentalism, sustainable development-Pollution-Ecological Foot Prints.							9	C1		
II	TOURISM & ECOLOGY Mass Tourism Vs Ecotourism-Typology of Eco-tourists- Ecotourism Activities & Impacts-Quebec Declaration 2002 - Kyoto Protocol 1997- Ecotourism and globalization.							9	C2		
III	ECOTOURISM POLICIES, PLANNING Carrying Capacity - Alternative Tourism-Responsible Ecotourism- Community Participation - Types of Participation - Ecotourism Projects – Case Studies on Periyar National Park, Thenmala Eco-Project, Similipal Ecotourism Project - Nandadevi Biosphere Reserve - Gulf of Mannar - Kruger National Park, South Africa.							9	C3		
IV	SUSTAINABLE DEVELOPMENT Ecotourism Development - Sustainable Ecotourism - Resource Management - Socioeconomic Development - Ecotourism Policies, Planning and Implementation - Eco-friendly Facilities and Amenities - Carrying Capacity - Alternative Tourism -Responsible ecotourism Programming.Evolution - Principles, Major Dimensions							9	C4		

	of Sustainability- 10 R's- Stockholm Conference 1972 - Brundtland Commission – The Rio Declaration 1992 – World Conference on Sustainable Tourism 1995 - WSSD 2002, The Cape Town Declarations		
V	QUALITY STANDARDS FOR SUSTAINABLE TOURISM ISO 14000 – Role of WTTC, PATA, UNEP, IUCN - Code of Conduct for Accommodation and Transport Operators - Tourism Code & Tourism Bill of Rights - Case Studies on Island Tourism in Andaman & Nicobar-Hill Tourism in Udhagamandalam and Sikkim-Beach Tourism in Goa. Ecotourism Development Agencies- Eco-friendly Practices - Role of International Ecotourism Society - UNWTO, WWF, UNDP - Department of Forest and Environment - Government of India- ATREE-EQUATIONS.	9	C5
Total		45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;		
CO1	Students would procure cognizance of the theories and practices of ecotourism.	PO1, PO3, PO6	
CO2	Understand the need and importance of relationship between ecology and tourism.	PO3, PO4	
CO3	Be familiar with the model ecotourism projects.	PO2,PO5	
CO4	Learners will be familiarized with various approaches and practices for sustainable tourism development.	PO7,PO8	
CO5	Understand the commitment towards the preservation of environment through ecotourism.	PO3,PO6	
Reading List			
1.	Honey. M, Ecotourism and sustainable development. Who owns paradise?, Island press, USA		
2.	Buchsbaum, Bernardo Duha, Ecotourism and Sustainable Development in Costa Rica, Virginia Tech		
3.	Tuğba Kiper, Role of Ecotourism in Sustainable Development, https://tamug-ir.tdl.org/bitstream/handle/1969.3/28978/InTechRole_of_ecotourism_in_sustainable_development_[1].pdf?sequence=1		
4.	Susan Place, Ecotourism for Sustainable Development: Oxymoron or Plausible Strategy?, <i>GeoJournal</i> , Vol. 35, No. 2		
References Books			
1.	Ballantyne, R. and Packer, J. International Handbook on Ecotourism. United Kingdom: Edward Elgar Publishing Ltd, first Edition, 2013.		
2.	Fennel, D. A. Ecotourism Policy and Planning. USA: CABI Publishing, first Edition, 2003.		
3.	Fennell, D.A. Ecotourism New York: Routledge Publication, third Edition, 2008.		

4.	Middleton, V.T.C and Hawkins, R., Sustainable Tourism: A Marketing Perspective, Butterworth – Heinemann, Oxford. First Edition, 1998.	
5.	Strange, T., and Bayley, A. (2008). Sustainable Development. Linking Economy, Society, Environment. Paris: OECD. First Edition, 2009.	
6.	Sukanta K Chaudhury, Cultural, Ecology and Sustainable Development, Mittal, New Delhi. First Edition, 2006.	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S		S			S		
CO 2			M	S				
CO 3		M			M			
CO 4							S	M
CO 5			S			M		

S-Strong M-Medium L-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KTH10	Automation in Hospitality industry	Elective	2	-	-	1	3	45	25	75	100
Course Objectives											
C1	To understand the basics of Hospitality Industry.										
C2	To comprehend the Hospitality Products & Services.										
C3	To understand the hospitality distribution channels.										
C4	To know the current scenario.										
C5	To understand the growth of empowerment in tourism.										
UNIT	Details								No. of Hours	Course Objectives	
I	Hospitality Industry – Profile: Meaning & definition, Historical evolution & development, Hospitality as an industry, Inter relation with tourism industry and its sectors, Contribution to Indian and global economy								9	C1	
II	Hospitality Products & Services: Hospitality accommodation- the various types Structured and non-structured accommodations- Hotels, Resorts, Condominiums, Guest Houses, Bread and Breakfast outlets etc., Food & Beverage facilities- Structured and Non structured, Ancillary services- Spa, Health Club, Recreational facilities, Shopping Arcades etc. Support services-Transport, Guides, Travel desk, Banking, Insurance etc. Hospitality and Tourism Organizations- WTO, FHRAI, IH&RA, IATA, PATA, DOT,								9	C2	
III	Hospitality Distribution Channels: Meaning & definition, Functions & levels of distribution channels, Major hospitality distribution channels – Travel agents, Tour operators, Consortia and reservation system, Global Distribution System (GDS), Internet.								9	C3	
IV	Current Scenario: Major players in the industry –5 in India and 5 worldwide, Present trends in industry, Emerging markets, Impact of international and national events, Latest technology in Industry.								9	C4	
V	Information Technology and Hospitality Industry: Information Technology and Hospitality Industry Automation of Operations - Distributed Database -The World of Enterprise Resource Planning - Internet Applications –Wire Free Environment (Wi-Fi) - Opportunities and Threats of Information Technology								9	C5	
Total									45		

Course Outcomes		
Course Outcomes	On completion of this course, students will;	
CO1	Understand the basics of Hospitality Industry.	PO2
CO2	Comprehend the Hospitality Products & Services.	PO1, PO3
CO3	Understand the hospitality distribution channels.	PO4,PO6
CO4	Have knowledge on the current scenario.	PO5,PO7
CO5	Have knowledge on the growth of empowerment in tourism.	PO4, PO6
Reading List		
1.	Students would procure cognizance of the theories and practices of ecotourism.	
2.	Understand the need and importance of relationship between ecology and tourism.	
3.	Be familiar with the model ecotourism projects.	
4.	Learners will be familiarized with various approaches and practices for sustainable tourism development.	
References Books		
1.	Marketing for Hospitality and Tourism – Philip Kotler and Jon Bowen, James Makens, Pearson, 5 th edition 2010	
2.	Advertising Management – Aaker , Mayer and Batra, Pearson, 5 th Edition 2004	
3.	A Complete Travel marketing handbook NTC Andrew Vladmir, Business Books, Illinois, 2001	
4.	Entrepreneurship. New York: Harcourt, Kuratko, D.F. & Hodgets, R.M. (2008), College Publishers.	
5.	Computer Fundamentals: Architecture and Organization, by B Ram, New Age International Publisher,2018	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	25 Marks
		75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	

Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1		M						
CO 2	M		M					
CO 3				S		M		
CO 4					S		S	
CO 5				S		S		

S-Strong M-Medium L-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KTH11	Special Interest Tourism	Elective	2	-	-	1	3	45	25	75	100
Course Objectives											
C1	Understand the growth and development of special interest tourism over the past years										
C2	Analyse and compare the characteristics of a range of different tourism niche and micro-niche markets.										
C3	Critically assess different types of special interest tourism from perspectives including tourists, operators and destinations.										
C4	Identify and discuss possible future scenarios about developments in the tourism industry.										
C5	Develop a Special Interest Tour.										
UNIT	Details							No. of Hours	Course Objectives		
I	Special Interest Tourism: Meaning, Characteristics, kinds of special interest tourism, types of special interest tourism – Factors influencing special interest tourism – Importance of Special interest tourism - Specialized tourism.							9	C1		
II	Adventure Tourism: Definition, Concepts, Classification (Surface/Air/Water) and grading, GIS and weather and climate and their relationship with adventure tourism, Facilities required – equipment, clothing, instructors; Guiding Principles for adventure activities, legal liabilities, risk assessment and management, associations.							9	C2		
III	Wildlife and Ecotourism: Definition, concept, principles, environmental issues in tourism, responsibility of visitors, involvement of local community in tourism, case study of a project in North Eastern states/Kerala/Tamil Nadu							9	C3		
IV	Historical and Heritage Tourism: Concepts, difference between historical and heritage tourism, types of heritage tourism – Features of heritage tourism – Benefits of heritage tourism - developing historical and heritage tourism in India, Case Studies of Historical and Heritage sites in India.							9	C4		
V	Health and Wellness Tourism: Concepts, introduction to natural living, Physical and mental well-being, Medical tourism and Wellness Tourism, Ayurveda, Siddha, Unani, Homeopathy, Aromatherapy, Yoga, Spa (Water							9	C5		

	Therapy) Role of Ayurveda in Health Tourism - Basic Principle of Ayurveda – four Aspects of Life, Scope of Health Tourism In India.		
Total		45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;		
CO1	Develop an understanding about tourism, its origin, and development over the ages.	PO3, PO6	
CO2	Develop ongoing professional development strategies and plans to enhance industry knowledge and leadership skills for tourism industry sectors.	PO1, PO2	
CO3	Learning about the concept of Ayurveda and wellness tourism.	PO3,PO7	
CO4	In depth knowledge of the typology of various wellness products in India.	PO4,PO8	
CO5	Identify various issues related to development of wellness tourism in India.	PO5,PO6	
Reading List			
1.	Bob Mckercher, Andrew Chan , How Special Is Special Interest Tourism?, August 1, 2005 Research Article, Sage Journals		
2.	Birgit Trauer, Conceptualizing special interest tourism—frameworks for analysis, <u>Tourism Management</u> , Volume 27, Issue 2, April 2006, Pages 183-200. Science Direct		
3.	Bongkosh N. Rittichainuwat, Special Interest Tourism, 3rd Edition, Cambridge scholars publishing		
4.	BOB BROTHERTON & BÜLENT HİMMETOĞLU , Beyond Destinations—Special Interest Tourism, An International Journal of Tourism and Hospitality Research, Volume 8, 1997 – Issue 3		
References Books			
1.	Ashworth, G.J.: The Tourist-Historic City: Retrospect and Prospect of Managing the Heritage City A Pergamon Title; 1st edition (7 November 2000)		
2.	Dr.S.P.Bansal., Sushma, Sonia & Chander Mohan: Tourism in the New Millenium. (2002)		
3.	Erlet Cater & Gwen Lowman: Ecotourism (1994)		
4.	Foster,D.S.: The Business of Travel Agency Operation and Administration(1991)		
5.	Local Agenda21,U.N-WorldTourismOrganisation (2002)		
6.	Malik,S.S.: Adventure Tourism (2000)		
Methods of Evaluation			
Internal Evaluation	Continuous Internal Assessment Test		25 Marks
	Assignments		
	Seminars		
	Attendance and Class Participation		
External Evaluation	End Semester Examination		75 Marks
	Total		100 Marks

Methods of Assessment	
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1			M			M		
CO 2	S	S						
CO 3			M				S	
CO 4				M				M
CO 5					S	S		

S-Strong M-Medium L-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KTH12	Service Quality Management In Hospitality	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To understand the basics of Service Quality and to learn ways to measure it.										
C2	To comprehend the Hospitality Industry.										
C3	To understand the various types of ownerships of hotels and classification of hotels.										
C4	To know the ethics of hospitality.										
C5	To know about Information Technology and Hospitality Industry.										
UNIT	Details							No. of Hours	Course Objectives		
I	Introduction: Concept of Service Quality -Measuring Service Quality -Impact of Service Quality in Customer Satisfaction and Loyalty -ISO 9000: Universal Standard of Quality - Bench Marking							9	C1		
II	Hospitality Industry: Introduction-Hospitality and Product Service-Classification of Hotels-Basis of Room Tariff-Operation and Terminology-Fundamentals of Food and Beverage Service-Reservation skills-Employability skills							9	C2		
III	Types of Ownership and Hotel Classification: Various forms of ownership- Franchise, Chain Concept, Time Share, Management Contract Classification of Hotels: Norms and Standards, Procedure, Classification/ Types, Classifying bodies.							9	C3		
IV	Society and Ethics: The need for Ethics in Hospitality Industry – Importance of Ethics in Hospitality Industry Code of Ethics – Ethics in Hospitality Industry – Responsibility of Hospitality Business - Environmental Auditing in Hospitality Industry							9	C4		
V	Information Technology and Hospitality Industry: Automation of Operations - Distributed Database -The World of Enterprise Resource Planning -Internet Applications –Wire Free Environment (Wi-Fi) - Opportunities and Threats of Information Technology on Hospitality Industry							9	C5		
Total								45			

Course Outcomes		
Course Outcomes	On completion of this course, students will;	
CO1	Service quality basics.	PO3
CO2	Understand the basics of Service Quality and to learn ways to measure it.	PO1, PO2
CO3	Have comprehensive knowledge to comprehend the Hospitality Industry.	PO3,PO7
CO4	Understand the various types of ownerships of hotels and classification of hotels.	PO4,PO8
CO5	Possess knowledge on the ethical practices in the hospitality industry.	PO5,PO6
Reading List		
1.	Connie Mok, Beverley Sparks, Jay Kadampully, Service Quality Management in Hospitality, Tourism, and Leisure, 1st Edition, eBook Published 5 January 2001 Pub. Location New York, Imprint Routledge	
2.	César Camisón, Total quality management in hospitality: an application of the EFQM model, <u>Tourism Management</u> , Volume 17, Issue 3, May 1996, Pages 191-201	
3.	Josep Llach, Maria Del Mar Alonso lmeida, Jordi Martí, Alfredo Rocafort , Effects of quality management on hospitality performance in different contexts, Industrial Management & Data Systems , ISSN: 0263-5577, June 2016	
4.	Connie Mok, Beverley Sparks, Jay Kadampully, Service Quality Management in Hospitality, Tourism, and Leisure	
References Books		
1.	Service Quality Management in Hospitality, Tourism and Leisure – Jay Kandampully, Haworth Hospitality Press 2001	
2.	Marketing for Hospitality and Tourism – Philip Kotler and Jon Bowen, James Makens Pearson, 5th edition 2010	
3.	TQM and Organisational Creativity in the Hotel Industry: An Exploration of the Effect of Total Quality Management Implementation on Organisational Creativity in Jordanian Resort, Mukhles Al-Ababneh, 2012	
4.	Quality Assurance in the Hospitality Industry, Stephen S Hall, 1990	
5.	Exceptional Service in Hospitality Six Sigma Way, Gajanan Shirke , Shroff Publishers January 2017	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	

Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1			M					
CO 2	S						M	
CO 3				M				S
CO 4			S		M	M		S
CO 5					S	S		

S-Strong M-Medium L-Low

**SPECIALIZATION COURSES: SHIPPING & LOGISTICS
MANAGEMENT**

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KSL1	Global Maritime Business	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To gain knowledge on Maritime Business										
C2	To understand classification of cargoes and functions										
C3	To learn the functions of shipping practitioners.										
C4	To have an understanding on the documents and contracts that govern sea transportation										
C5	To learn how to prepare voyage estimations										
UNIT	Details							No. of Hours	Course Objectives		
I	INTRODUCTION TO MARITIME BUSINESS Scope and functions of maritime business, Basic specifications of the ship, Concept of displacement, Load lines, Types and methods of tonnage measurement, Ship Registration and Classification.							9	C1		
II	CARGOES AND SHIPS: Classification of Cargoes, Types of Ships, Stowage of cargo, Cargo and container handling equipment, Types of packing, Dangerous cargo, Role and Functions of Ports, Maritime Canals, Major Trade Lanes.							9	C2		
III	SHIPPING PRACTITIONERS AND ORGANIZATIONS Ship Owners, Ship Operators, Ship Agents, Ship Brokers, Ship Financiers, Ship Chandlers, Ship Insurers, Maritime Administrators, Ship Classification Societies, Ship Builders, Freight Forwarders, NVOCC's, and International Shipping Organizations.							9	C3		
IV	CONTRACT OF AFFREIGHTMENT Bill of lading, Charter parties, Voyage and Time Charter Parties, Bare Boat Charter party, Principles of Voyage Estimation, Numerical Exercise in Voyage estimation.							9	C4		
V	INTERNATIONAL TRADING PROCESS: Trading Process, Suitability of transport modes for an international consignment, Delivery trade terms of sale and export contract (INCOTERMS 2010), Receipt of export order, Progress of export order and check list.							9	C5		

	Total	45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Identify the basic concepts of maritime business	PO4, PO6, PO8	
CO2	Discuss the different types of cargo and ships	PO1, PO2	
CO3	Explain the role and functions of shipping practitioners and their organizations	PO5, PO6, PO7	
CO4	Determine the role of Contract of Affreightment	PO4, PO5	
CO5	Apply the methods of trading the process and Incoterms	PO3, PO8	
Reading List			
1.	https://www.studocu.com/in/document/indian-maritime-university/shipping-and-logistics/introduction-to-shipping-business/6578526		
2.	https://www.shippingandfreightresource.com/types-of-cargo-ships/		
3.	https://www.lr.org/en/rules-and-regulations-for-the-classification-of-ships/		
4.	https://porteeconomicsmanagement.org/pemp/contents/part1/maritime-shipping-and-international-trade/		
References Books			
1.	Elements of shipping, Alan Branch, Publisher: Sterling/ Routledge		
2.	Commercial Shipping Handbook, Peter Brodie, Publisher: Lloyd's of London Press		
3.	The Business of Shipping, Lane C. Kendall and James J. Buckley, Publisher: Cornell Maritime Press		
4.	Ship broking and Chartering Practice, Ihre.R&Gordon.L, Publisher: Lloyd's of London Press		
5.	Logistical Management - The integrated supply chain process - D. J, Bowersox & D.J. Gloss, Publisher: McGraw-Hill.		
6.	Stopford, M., Branch, A. (2013). Maritime Economics. (n.p.): Taylor & Francis.		

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				2		2		2
CO 2	2	3						
CO 3					2	2	2	
CO 4				3	2			
CO 5			3					2

S-Strong M-Medium L-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KSL2	Maritime Economics	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To impart concepts & functions related to Business Economics.										
C2	To understand the Business decision making, cost aspects.										
C3	To gain knowledge about role of Economics in shipping industry										
C4	To understand and apply demand & supply patterns and the impact on Global Maritime Trade.										
C5	To interpret the economic forces in Maritime Industry										
UNIT	Details							No. of Hours	Course Objectives		
I	Basic Concepts of Economics: Managerial Economics and business decision making, Role of Managerial Economics, Fundamental concepts of Managerial Economics; Demand Analysis: Meaning, determinants and types of demand, Elasticity of demand; Supply Analysis: Meaning and determinants. Goods and Service Tax (GST).							9	C1		
II	Market structure: Market Characteristics, Pricing and output decisions, methods of pricing, differential pricing, Government intervention and pricing. Cost concepts, Cost functions, Cost-Output relationship, Economies and diseconomies of scale.							9	C2		
III	Shipping Economics: Global pattern of maritime trade, Economics of bulk shipping, Economics of liner shipping, Economics of ships and ship designs, Economics of shipbuilding and scrapping.							9	C3		
IV	Demand & supply for shipping: Derived demand, Demand measurement, Effect of Substitution, Freight Rate mechanisms, Productivity and supply trends, surplus tonnage, active fleet, short run supply. Measuring elasticity of demand & supply, Determination of equilibrium pricing in various segments.							9	C4		
V	Role of Economics in shipping industry: Demand and supply for sea transport, the world merchant fleet, the four shipping markets: freight market, sale & purchase market, new building market, demolition market.							9	C5		
Total							45				
Course Outcomes											

Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Explain the basic concepts of managerial economics;	PO2, PO4
CO2	Determine the different types of market structure;	PO4, PO6, PO7
CO3	Identify the economic role of shipping industry;	PO6, PO7
CO4	Comprehend the demand and supply for shipping services;	PO8
CO5	Discuss the concepts of shipping economics;	PO7
Reading List		
1.	http://pearsoned.co.in/prc/book/paul-g-keat-managerial-economics-economic-tools-todays-decision-makers6e-6/9788131733530	
2.	http://www.onlinevideolecture.com/mba-programs/kmpetrov/managerial-economics/?courseid=4207	
3.	https://www.slideshare.net/dvy92010/nature-and-scope-of-managerial-economics-76225857	
4.	The Indian Economic Journal - SAGE Journals	
References Books		
1.	1. Damodaran, S., Managerial Economics, 2nd Edition, Oxford University Press, 2011.	
2.	Managerial Economics, Varshney. R.L. and Maheshwari. K.L., Publisher: Prentice Hall of India	
3.	Maritime Economics, Martin Stopford, Publisher: Routledge	
4.	Managerial Economics, Joel Dean, Publisher: Prentice Hall of India	
5.	H. L. Ahuja., Managerial Economics., Atlantic Publishers and distributors(P) Ltd., 2017.	
6.	Dominick Salvatore, Managerial Economics: Principles and worldwide applications, 9E Adaptation, Oxford university press, 9 th Edition, 2020.	

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1		2		3				
CO 2				3		2	2	
CO 3						3	3	
CO 4								2
CO 5							2	

S-Strong M-Medium L-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KSL3	Chartering and Commercial Geography	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To study about the basics of Chartering										
C2	To learn the chartering market practice										
C3	To learn the types of chartering										
C4	To distinguish the ship management practices										
C5	To analyze the commercial geography										
UNIT	Details								No. of Hours	Course Objectives	
I	PRINCIPLES OF SHIP CHARTERING Voyage Charter, Time Charter, Bareboat-cum-demise Charter, Contract of affreightment, Definition of a Tramp Voyage, Costs & Revenues of a typical voyage, Voyage Estimate exercise.								9	C1	
II	CHARTERING MARKET PRACTICE Offer, Counter offer, Negotiations, Finalization of Fixture, Explanation of abbreviated fixture reports in simple language.								9	C2	
III	VOYAGE AND TIME CHARTER PARTY Voyage C/p: The vessel, The voyage, The cargo, The freight, Loading; discharging, Lay time, Cesar; lien, cargo liability. Time C/p: The vessel, The trade, The cargo, The period, Delivery; Redelivery, The hire, payment of hire, Off-hire, Damage to the vessel.								9	C3	
IV	SHIP MANAGEMENT Departments in a Ship owning company - In-house vs. outsourcing of Ship Management functions. Technical Management - Ship acquisition methods – Induction of a vessel in the fleet - Ship Registration, National vs. open registries. Ship Classification societies. Dry-docking and annual / special surveys, management of ship spares. Manning regulations, international conventions viz. STCW, SOLAS, MLC.								9	C4	
V	COMMERCIAL GEOGRAPHY Major ocean routes - features and patterns of trade. Major waterways and canals and their influence on shipping. Ports and their hinterland, functions of ports, types of ports. Major ports of the world and their principal trades.								9	C5	
Total								45			

Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Identify the use of ship chartering	PO4, PO6, PO7
CO2	Appraise the ship Management function	PO6
CO3	Discuss the basics of commercial geography of ocean routes	PO6, PO7
CO4	Examine the voyage and charter vessels	PO5, PO6, PO7
CO5	Apply the chartering principles of shipping Management	PO8
Reading List		
1.	https://theintactone.com/2019/07/08/il-u2-topic-7-chartering-types-principles-and-practices/	
2.	https://www.handybulk.com/chartering-market/	
3.	https://www.advancedontrade.com/2015/06/what-are-differences-between-voyage-and-time-charter-parties.html	
4.	https://www.marineinsight.com/maritime-law/what-is-ship-management/	
5.	http://www.iirsa.org/admin_iirsa_web/Uploads/Documents/puertos_brasilia15_anexo3_CEPAL_Wilmsmeier%20.pdf	
References Books		
1.	Ship Broking and Chartering Practice – 7 th edition (2009), Lars Gorton.	
2.	Tanker Chartering – First edition (2000), Philip J. Wood, Published by Institute of Chartered Shipbrokers.	
3.	Ship Management – 2 nd Edition (2005), Malcolm Willingale, Published by Informa Professional.	
4.	Professional Ship Management: Marketing and Strategy, Dr. Photis M. Panayides, Ashgate Publishing (2001).	
5	Shipbroking and Chartering Practice. Papadopoulos, A., Plomaritou, E. (2017). United Kingdom: Taylor & Francis.	
6	Shipbroking and Chartering Practice. Plomaritou, E., Papadopoulos, A. (2017).United Kingdom: Taylor & Francis.	

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				2		2	2	
CO 2						2		
CO 3						2	2	
CO 4					2	2	2	
CO 5								2

S-Strong M-Medium L-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KSL4	Introduction to International Trade & Commerce	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To provide the students with introduction on OR and its models to aid in understanding its applicability in the various functional areas of management.										
C2	To understand the concept of linear programming models in determining profit maximization and cost minimization										
C3	To learn about various methods adopted in transportation and Assignments models.										
C4	To determine about inventory models, replacement models, job sequencing, networking model and Queuing model										
C5	To throw light on dynamic model and game models and the application of pure and mixed strategies in competitive environment.										
UNIT	Details							No. of Hours	Course Objectives		
I	International Business: Definition, nature, approaches and theories of International business • International economic environment • Economic and political environment • Different theories like Adam Smith Model / Ricardo / H-O Model / specific Factor Model / Neo-Ricardian Theory / Sraffa trade theory etc • International; trade policy, Tariffs, Subsidies, Restraints and administrative policies							6	C1		
II	Modes of International Business: Export-Import Policy • Licensing • Franchising • Contracting • Turnkey Projects • Mergers • Acquisitions • Joint Ventures • International Marketing Channels							9	C2		
III	World Trade Organization and Trade Blocks: Economic Integrations – free trade area, custom unions, common markers • Economic unions • EEC, ASEAN, SAARC, SAFTA. • Liberalization of agriculture trade							9	C3		
IV	International Finance: Introduction – Foreign Exchange, Types of foreign exchange rates, Convertibility of Rupees and its implications • Direct Foreign Investment: Reason of Direct foreign investment • Strategies of Direct							11	C4		

	Foreign Investment • International Institutions and their role in Capital Market- I.M.F., World Bank and ADB		
V	The Global Pattern of Maritime Trade: The West Line Theory, • Geographical Distribution of seaborne trade, Maritime trade of the Atlantic and East Pacific, Maritime trade of the Pacific and Indian Oceans, Eastern Europe and the former Soviet union	10	C5
Total		45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Develop OR and its models to aid in understanding its applicability in the various functional areas of management.	PO4, PO6	
CO2	Understand the concept of linear programming models in determining profit maximization and cost minimization	PO1, PO2, PO6, PO7	
CO3	Explain various methods adopted in transportation and Assignments models.	PO1, PO2, PO6, PO7	
CO4	Examine inventory models, replacement models, job sequencing, networking model and Queuing model	PO1, PO2, PO6, PO7	
CO5	Explore game models and the application of pure and mixed strategies in competitive environment.	PO2, PO7	
Reading List			
1.	www.internationalbusinesscorporation.com		
2.	www.business-ethics.org		
3.	https://www.jstor.org/journal/jintebusistud		
4.	Journal of International Business and Management (JIBM)		
References Books			
1.	International Business: Competing in the Global Marketplace (SIE) 11th Edition – 14 August 2018 by Charles W. L. Hill (Author), G. Tomas M. Hult (Author), Rohit Mehtani (Author)		
2.	International Business Fourth Edition By Pearson – 30 November 2017 by S. Tamer Cavusgil (Author), Gary Knight (Author), John Riesenberger (Author)		
3.	Cherunilam, F., International Business: Text and Cases, 5th Edition, PHI Learning, 2010.		
4.	Paul, J., International Business, 5th Edition, PHI Learning, 2010.		
5.	Deresky, H., International Management: Managing Across Borders and Cultures, 6th Edition, Pearson, 2011.		
6.	Griffin, R., International Business, 7th Edition, Pearson Education, 2012.		

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				2		2		
CO 2	3	2				2	2	
CO 3	3	3				3	2	
CO 4	3	3				2	2	
CO 5		3					2	

S-Strong M-Medium L-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KSL5	Introduction to Maritime Management	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To introduce the students to the strategic importance of all elements of Maritime Trade and their inter-relations in the international trade environment.										
C2	To explore the shipping routes and shipping organization										
C3	To understand the role of various authority for clearance of proposals										
C4	To throw light on Coastal resource management										
C5	To learn about Logistics of Cargo Movement, materials handling ect.,										
UNIT	Details							No. of Hours	Course Objectives		
I	International Maritime Organization (IMO) & Indian Shipping Scenario and GMB: Role of Port in Indian Economy, Trade and Commerce • Role and Importance of a Port Authority • Centre vs State Ports • GMB ports – profile • Role of GMB & Ministry of Shipping • Various Agency in Port & Traffic Working • Port Conservancy – navigational issues • Conventions & Port State Control • Latest Shipping Policy Guidelines & issues thereof • Various Laws and Acts applicable to Port and Shipping Operation • Documentation / Certificates on Board of Vessel / Ship • Role of Ports • Various regulations concerning port • Role of Regulatory Authorities							9	C1		
II	Flag of Convenience & Navigational Aids & Charts, Shipping Routes and Shipping Organization: Ship Introduction - Types - Size & Capacity - Particulars - Specification - GRT, NRT, LDT, DT, Load Line, Freeboard etc. • International Ship Registration • Ship registration – issues - open registry Countries (FOC) – effects on shipping • Flag Colors / Flag on Board as per Vessel, ITF – role – use & misuse • Basic Concept of Navigational Charts & its authority • Weather Signals – control on Navigation & Its Inceptive History • Traffic handling & Traffic forecast • Port security (International & Indian)							9	C2		
III	Documentation / Certificates on Board of Vessel / Ship • Concept, Need, Port Policy, Poot policy, Boost Policy, Captive Jetty Policy, Concession, Agreement • Ownership Models • Public - Private Port, Benefits •							9	C3		

	Port Reforms, • Captive jetty • Ship Building Yard & Its Policy of the State Government 2010 • Ship Recycling Yard • Role of various authority for clearance of proposals		
IV	Coastal Resources And Infrastructure: Coastal Shipping in India • Coastal zone development plan\ • Coastal resource mapping • Coastal resource • Conservation • Coastal resource management	9	C4
V	Introduction to Logistic and Supply Chain Management: Introduction to logistics Management – Significance of logistics – The Total distribution concepts – Integrated Logistics • The Economics of Logistics • Logistics in International Trade • Shipping line, CFS, CHF, Freight forwarders - roles • Shipping line, CFS, CHF, Freight Forwarders • Various Logistics of Cargo Movement • Hinterland – connection with logistics • CONCOR and its role • Materials handling packaging and transportation systems	9	C5
Total		45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Appraise Maritime Trade and their inter-relations in the international trade environment.	PO4, PO6	
CO2	Explore the shipping routes and shipping organization	PO6	
CO3	Develop the role of various authority for clearance of proposals	PO5, PO6, PO7	
CO4	Develop Coastal resource management	PO6, PO7	
CO5	Examine Logistics of Cargo Movement, materials handling ect.,	PO4, PO6, PO7	
Reading List			
1.	https://www.ippc.int/fr/external-cooperation/organizations-page-in-ipp/imo/		
2.	https://www.oecd.org/ocean/topics/ocean-shipping/		
3.	https://www.irclass.org/media/2464/encl1-list-of-certificates-and-documents-cargo-ships.pdf		
4.	https://responsivemanagement.com/research-topics/coastal-resource-management/		
5.	https://www.keyence.com/ss/products/auto_id/logistics/role/material-handling.jsp		
References Books			
1.	Logistics Management – P. Fawcett, R. McLeish and I Ogden		
2.	Strategic Logistics Management – D.M. Lambert & J R Stock, Richard D Irwin Inc.		
3.	Handbook of Logistics and Distribution Management – John Gattorna		
4.	Introduction to Marine Cargo Management. Rowbotham, M. (2014). United Kingdom: Taylor & Francis.		
5.	Introduction to Shipping. (2011). United Kingdom: Witherby Shipping Business.		

6	Maritime Logistics: A Guide to Contemporary Shipping and Port Management. (2015). India: Kogan Page.
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	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				2		2		
CO 2						2		
CO 3					3	3	2	
CO 4						2	2	
CO 5				2		2	2	

S-Strong M-Medium L-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KSL6	Export-Import Procedure & Documentation (EIP&D)	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To develop an understanding and enhance the international finance.										
C2	To provide with opportunities to analyze the Changing Global Market Place										
C3	To analyze and explore the export incentives										
C4	To understand the foreign trade policy and customs										
C5	To upgrade the knowledge and awareness of the role of Planning of Logistic in Import and Export Business										
UNIT	Details							No. of Hours	Course Objectives		
I	International Finance: Export and Import Finance • Foreign exchange Management • Exchange Control Regulation • Trade Payment Methods • Uniform customs and practices for Documentary Credits • Finance for Short Term and Long Term Trade from Exim Bank							9	C1		
II	International Marketing: Changing Global Market Place and Trends in Foreign Trade • How to get Useful Information and to do Desk Research • International Marketing • Opportunities and Challenges • Element of Global Marketing Success • Market approach and Strategies • International Marketing and Indian Context							9	C2		
III	Export Incentives – Procedure and Documentation: Advance Authorization • Duty Free Import Authorization • DEPB-Duty Draw Back • EEFC Account – Packaging Credit • Summary of Pre and Post Export Incentives							9	C3		
IV	Foreign Trade Policy and Customs- An Overview: Structure of Foreign Trade Policy • Who can Import, What can be Imported • Modes of Import of Capital Goods • Modes of Import of Raw materials and Components • Custom Concepts • Classification and Valuation • Adjudication							9	C4		
V	Shipping, Logistics and Marine Insurance: Elements of Export Import Contracts, Bill of Lading- Airway Bill • Conference Line Vessel • Charter Party Vessel • Type of Containers • Container Dimension • Incidence of Rates and Mode of Computation • Role of Planning of							9	C5		

	Logistic in Import and Export Business		
	Total	45	
Course Outcomes			
Course Outcomes		Program Outcomes	
CO1	Understand the international finance.	PO4, PO6, PO7	
CO2	Exploring opportunities to analyze the Changing Global Market Place	PO4, PO6	
CO3	Analyze export incentives	PO4, PO6, PO7	
CO4	Understand foreign trade policy and customs	PO3, PO4, PO6, PO7	
CO5	Determine the role of Planning of Logistic in Import and Export Business	PO6, PO8	
Reading List			
1.	https://globaltradefunding.com/trade-finance-solutions/export-financing/		
2.	https://www.mckinsey.com/featured-insights/innovation-and-growth/globalization-in-transition-the-future-of-trade-and-value-chains		
3.	https://documents1.worldbank.org/curated/en/420171467998229812/pdf/REP59000Export0comparative0analysis.pdf		
4.	https://interlinkcapital.in/export-incentive-schemes.php		
References Books			
1.	Export - Import And Logistics Management by Rai, Usha Kiran PHI		
2.	Export/Import Procedures and Documentation Thomas Johnson, Donna Bade, TMH		
3.	EXPORT - IMPORT AND LOGISTICS MANAGEMENT, Usha Kiran Rai		
4.	EXPORT IMPORT MANAGEMENT, JUSTIN PAUL		
5	Port Security Management, Christopher, K. (2014).Second Edition. United Kingdom: Taylor & Francis.		
6	Port Operations, Planning and Logistics. Bichou, K. (2014). United Kingdom: Taylor & Francis.		

S-Strong M-Medium L-Low

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				2		2	2	
CO 2				3		3		
CO 3				2		2	2	
CO 4			2	2		2	2	
CO 5						2		2

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KSL7	Liner Shipping Business	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To enables learner to acquire practical skills about Liner services										
C2	To Know the structure of liner shipping companies										
C3	To understand the liners in global shipping industry										
C4	To know the procedure for handling liner cargo										
C5	To understand the marketing of liner service										
UNIT	Details							No. of Hours	Course Objectives		
I	CHARACTERISTICS OF LINER SERVICES Break Bulk Liner services – Roll on / off Liner services - Container Liner services – Passenger / Cruise Liner services - Liner Trade routes, round the world (RTW), pendulum, hub & spoke and end-to-end service – Types of Liner shipping operators - Strategies adopted by operators to achieve economies of scale and market share. Types of Liner Services – Independent service – Consortium / Alliance services – Direct vs Transshipment services – Short sea feeder services							8	C1		
II	ORGANIZATION STRUCTURE OF A CONTAINERIZED LINER SHIPPING COMPANY Operations, Technical & Commercial functions - Liner project function for a new service. Liner freight rate structure - Basic freight and surcharges - Freightling for FCL, LCL, Cargo consolidation services – Electronic Data Interchange and Documentation aspects - Economics of a typical liner voyage.							8	C2		
III	HANDLING OF LINER CARGO Liner cargo stevedoring - Types of cranes used for handling liner cargo – Unitization of cargo & evolution of containerization – Ports, Multi modal transportation – Modal interfaces – Intermodal systems – Inland Container Depot (ICD) and Container Freight Station (CFS) Terminals - Types of containers & their features, applications - World container fleet & methods of container acquisition viz. purchase, leasing - Container interchange services - Equipment control systems.							8	C3		
IV	MARKETING OF LINER SERVICES Appointment & management of Liner Agencies - Standard Liner Agency Agreement - Port Agency							11	C4		

	functions and practices. Carriers' and Merchants' responsibilities and limitations of liability - Procedure for cargo claims including the role and responsibilities of the parties. Problems arising in respect of ship and port security and the implementation of the ISPS Code.		
V	LINER INDUSTRY STRUCTURE Balancing supply and demand, capacity management options - Rationale for liner conferences, alliances, consortia, capacity management agreements, their similarities and differences - Statutory control and regulation including Federal Maritime Commission (USA), Competition Directorate (Europe). An introduction to Quality Management System.	10	C5
Total		45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Explain the characteristics of liner services	PO2, PO4	
CO2	Appraise the organisation structure of a containerized liner shipping company	PO2, PO7	
CO3	Identify the nature of handling of liner cargo	PO6, PO7	
CO4	Examine the marketing concepts in liner services;	PO1, PO2, PO6, PO7	
CO5	Discuss the aspects of liner cargo industry, Apply the concepts and procedures of liner trade.	PO2, PO6, PO7	
Reading List			
1.	https://tassgroup.com/shipping/liner-shipping-and-its-advantages/		
2.	https://logisticallyyours.wordpress.com/2013/04/25/organisation-structure-of-liner-organisation/		
3.	https://alison.com/course/cargo-handling-and-stowage-liner-operations		
4.	https://www.iss-shipping.com/sectors/liner/		
References Books			
1.	International Ocean Shipping: Current concepts and Principles, Abrahamsson.B.J., Publisher: Westview Press		
2.	The competitive dynamics of Container Shipping, Gilman, S., Publisher: Gower Publishing CompanyWorld		
3.	Global Liner Shipping: A Practical Guide to the Engine Room of World Trade Lars Jensen		
4.	Liner Shipping 2025: How to survive and thrive Paperback – February 17, 2017 by Mr Lars Jensen		
5	Liner Economics. Shneerson, D., Jansson, J. (2012). Netherlands: Springer Netherlands.	Shipping	
6	Liner Shipping 2025: How to Survive and Thrive. Jensen, L. (2017)., Denmark: CreateSpace Independent Publishing Platform.		

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1		2		2				
CO 2		2					2	
CO 3						2	2	
CO 4	2	2				2	2	
CO 5		2				2	2	

S-Strong M-Medium L-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KSL8	International Business	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To understand and analyze international situations and evaluate international collaborative arrangements and strategic alliances.										
C2	To apply knowledge of political, legal, economic and cultural country differences to develop competitive strategies in foreign, regional and global markets.										
C3	To throw light on international trade theories and the management of business functional operations in an international context.										
C4	To analyze and evaluate barriers, opportunities, market entry modes and the process of internationalization.										
C5	To know about regional economic integration and contemporary issues in international business.										
UNIT	Details							No. of Hours	Course Objectives		
I	Introduction: Introduction to International Business: Importance, nature and scope of International business- International Business Vs. Domestic Business; Tariff and non-tariff barriers- transition from Domestic to International Business; Advantages and disadvantages of International business; Balance of Payments; Balance of Trade; Balance of Current Account . Modes of entry into International Business- Internationalization process and managerial implications- Multinational Corporations and their involvement in International Business- Issues in foreign investments, technology transfer, pricing and regulations- International collaborative arrangements and strategic alliances- Counter Trade; Import-Export Process and Documentation.							9	C1		
II	International Business Environment and Cultural Differences: International Business Environment: Economic, Political, Cultural and Legal environments in International Business. Framework for analyzing International Business environment. Differences in Culture: Introduction — Social Structure — Religion — Language — Education — Culture and the Workplace — Cultural Change — Cross-cultural Literacy — Culture and Competitive Advantage.							9	C2		
III	International Trade Theory: Introduction — Mercantilism, Neo-Mercantilism — Theory of Absolute Advantage — Theory of Comparative Advantage —							9	C3		

	Heckscher-Ohlin Theory — The New Trade Theory — National Competitive Advantage — Porter's Diamond — General Agreement on Tariff and Trade (GATT)- World Trade Organization (WTO)-GATS-UNCTAD- Trade Blocks; Customs Union-EU- PTA- European Free Trade Area (EFTA)-Central American Common Market(CACM)-Latin American Free Trade Association(LAFTA)- North American Free Trade Agreement(NAFTA)- Association of South East Asian Nations(ASEAN)- CARICOM- GSTP-GSP-SAPTA- Indian Ocean RIM Initiative- BIMSTEC- Bretton Woods Twins- World Bank & IMF, International Finance Corporation- Multilateral Investment Guarantee Agency (MIGA).		
IV	Global Trading and Investment Environment: Recent Trends in India's Foreign Trade- India's Commercial Relations and Trade Agreements with other countries- Institutional Infrastructure for export promotion in India- Export Assistance- Export Finance- Export Processing Zones (EPZs) - Special Economic Zones (SEZs)- Exports by Air, Post and Sea- Small Scale Industries (SSI) and Exports- Role of ECGC- Role of EXIM Bank of India- Role of Commodity Boards- Role of State Trading Agencies in Foreign Trade- STC, MMTC, etc. Foreign Exchange Market- Functions of Foreign Exchange Market- Foreign Direct Investments (FDI); forms of FDI — Horizontal and Vertical Foreign Direct Investment — Advantages of FDI to Host and Home Countries.	9	C4
V	Contemporary Issues: Contemporary Issues in International Business- International Sales Contract- Major Laws- INCO terms- Standard Clauses of International Sales Contract- Role of Indian Council of Arbitration / International Chamber of Commerce in solving Trade disputes. Export Regulations: Procedure for export of goods- Quality Control and Pre- shipment Inspection- Customs Clearance- Port formalities- Exchange regulations for Export- Role of Clearing and Forwarding Agents.	9	C5
Total		45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Be aware of the international situations and evaluate international collaborative arrangements and strategic alliances.	PO2, PO4, PO7	
CO2	Possessed knowledge of political, legal, economic and	PO4, PO7	

	cultural country differences to develop competitive strategies in foreign, regional and global markets.	
CO3	Know the various international trade theories and the management of business functional operations in an international context.	PO4, PO6, PO7
CO4	Be able to evaluate barriers, opportunities, market entry modes and the process of internationalization.	PO2, PO4, PO7
CO5	Have better understanding on regional economic integration and contemporary issues in international business.	PO6, PO7, PO8

Reading List

1.	www.internationalbusinesscorporation.com
2.	www.business-ethics.org
3.	https://www.jstor.org/journal/jintebusistud
4.	Journal of International Business and Management (JIBM)

References Books

1.	International Business: Competing in the Global Marketplace (SIE) 11th Edition – 14 August 2018 by Charles W. L. Hill (Author), G. Tomas M. Hult (Author), Rohit Mehtani (Author)
2.	International Business Fourth Edition By Pearson – 30 November 2017 by S. Tamer Cavusgil (Author), Gary Knight (Author), John Riesenberger (Author)
3.	Cherunilam, F., International Business: Text and Cases, 5th Edition, PHI Learning, 2010.
4.	Paul, J., International Business, 5th Edition, PHI Learning, 2010.
5.	Deresky, H., International Management: Managing Across Borders and Cultures, 6th Edition, Pearson, 2011.
6.	Griffin, R., International Business, 7th Edition, Pearson Education, 2012.

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1		2		3			2	
CO 2				2			2	
CO 3				3		3	3	
CO 4		3		3			3	
CO 5						3	3	3

S-Strong M-Medium L-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KSL9	Port Operations and Pricing	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To impart knowledge on the significance of Ports in international trade										
C2	To understand the port pricing mechanisms;										
C3	To study the role of port operations in International Trade and Transport										
C4	To understand the parameters used for measuring port performance										
C5	To have a basic idea on the establishment of cost and revenue canter for a port										
UNIT	Details							No. of Hours	Course Objectives		
I	PORTS STRUCTURE AND THEIR FUNCTIONS Types and Layout of the Ports – Organisational structure-Port ownership - Types of port ownership and administration - Port ownership in Indian context. Organizations concerning ports - Boards governing the ports.							9	C1		
II	SERVICES RENDERED BY PORTS AND PERFORMANCE INDICATORS Service request process-marine services-terminal services-repair services-estate management services-information management services-general logistics services-value added services-performance indicators							9	C2		
III	PRICING SYSTEMS Objectives of port pricing - Constraints in port pricing - Various pricing Systems applied in the world- Basis for assessing port charges - Port dues and Specific port tariffs- - establishing a port tariff structure. Guidelines for the application and presentation of new port charges							9	C3		
IV	DEMAND AND SUPPLY FOR PORT SERVICES AND FACILITIES The demand for port services and facilities - The weight of port charges for the port users- Port charges on the ship- Port charges on the cargo-Port charges, transport costs and prices of products. Requirement of a sound pricing structure from the users' point of view. Pricing and the supply of port services and facilities – Characteristics of the supply of port services and facilities –Importance of port charges for the port authority-requirement of a good pricing system from the supplier's point of view.							9	C4		
V	THE FLOW OF COST, BENEFIT AND REVENUES							9	C5		

	The flow of costs in a port .- Nature of the cost. The generation of costs at a port- The calculation and analysis of costs- The allocation of costs. The flow of port users' benefits -Secondary users' benefits- Cargo owners' benefit- The revenue flow		
	Total	45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Explain the role of ports in international trade and transport;	PO4, PO6, PO7	
CO2	Appriase the performance of Ports;	PO1, PO2, PO6, PO7	
CO3	Identify the different port pricing systems;	PO2, PO7	
CO4	Examine the demand and supply of port services;	PO6, PO7	
CO5	Discuss the cost and revenue aspects of port services	PO1,PO2, PO4, PO7	
Reading List			
1.	https://www.marineinsight.com/ports/what-are-the-various-types-of-ports/		
2.	https://unctad.org/system/files/official-document/dtlkdb2016d1_en.pdf		
3.	https://porteconomicsmanagement.org/pemp/contents/part5/port-pricing/		
4.	https://porteconomicsmanagement.org/pemp/contents/part1/ports-and-maritime-supply-chains/		
References Books			
1.	Port Management and Operations, Patrick Alderton, Publisher: Llyod's of London Press		
2.	Port Infrastructure and Economic Development - Pradeepta Kumar Samanta and Ashok Kumar Mohanty, Publisher: Kalpaz Publications		
3.	Commercial Shipping Handbook, Peter Brodie, Publisher: Lloyd's of London Press		
4.	Port State control, Dr. Z. Ozcayir, Publisher: Informa Legal Publishing UK		
5.	Ships & Shipping : A comprehensive guide – Neresian.R (Pennwell Corp Feb 1981)		
6.	Brigham, E.F. and Ehrhardt, M.C., Financial Management: Theory andPractice, 14 th Edition, 2015.		

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				2		2	2	
CO 2	2	3				2	2	
CO 3		2					3	
CO 4						2	3	
CO 5	2	2		S			2	

S-Strong M-Medium L-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KSL10	Marine Insurance and Risk Management (MI&RM)	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To provide insight about the relationship of Marine insurance covering loss or damage of ships, cargo, terminals, and any transport or cargo by which property is transferred, acquired, or held between the points of origin and final destination, to enable student to understand the enormous risks associated in Maritime trade.										
C2	To enable comprehension of current structure / regulation/ formats of cargo insurance — which is essential in framing a total logistic plan										
C3	Marine Insurance for Onshore and Offshore exposed property (container terminals, ports, oil platforms, pipelines); Hull; Marine Casualty; and Marine Liability.										
C4	To analyze										
C5	To enable the students with a basic introduction to										
UNIT	Details							No. of Hours	Course Objectives		
I	Basic Concept of Insurance: Origin of Marine Insurance Marine Insurance & Trade Marine Insurance In Indian Market International Marine Insurance Market U K Marine Insurance Organization of Lloyd's Agents Marine Insurance & Payment of Premium Exchange Control Regulations Premium on Marine Export / Import Policies Claim Against Marine Policies							9	C1		
II	International 20 4 Contracts of Sale (INCOTERMS): FAS, FOB, C&F , CIF Rights and obligations of Seller & Buyer Transfer of risk from Seller to Buyer Documentary Credits , Documentary Credit Terms Case Study							9	C2		
III	Fundamental Principles of Insurance: Utmost Good faith Insurable interest Indemnity , Subrogation , Contribution, Proximate Cause Warranties & Conditions in Marine policies Assignment of Marine Insurance Policies Case Study							9	C3		
IV	Cargo Underwriting and Rating: Underwriting and rating of Premium Principal Factors in consideration of cargo risk The Vessel , The Voyage / Transit Nature of Cargo & Packing Unitization of Packages Containerization -its Advantages & Disadvantages Insurance of Containers							9	C4		
V	Institute Cargo Insurance Coverage : Marine Cargo							9	C5		

	Proposal Form Marine Cover Note Standard form of Marine Policy Open Covers & Policies Endorsements In Marine Policies Rules of Interpretation of Policy Terms Marine Insurance Clauses Risks Covered under Institute Cargo Clauses General Exclusions, Duration of Cover Institute War Clauses (Cargo) Institute Cargo Clauses(Cargo) Inland Transit Clauses (Rail / Road) Risk Covered and Standard Exclusions SRCC Clause , Incidental Clauses & warranties		
	Total	45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Ability to understand the role of Marine Insurance	PO2, PO6, PO7	
CO2	Knowledge on International 204 Contracts of Sale	PO2, PO4, PO6, PO7	
CO3	Knowledge to execute better understand marine insurance policies	PO2, PO4, PO7, PO8	
CO4	Clarity to identify the cargo writing and rating	PO4, PO6 PO7	
CO5	Understanding on the benefit of Institute Cargo Insurance Coverage	PO6, PO7	
Reading List			
1.	https://www.gicouncil.in/insurance-education/types-of-insurance/marine/		
2.	https://internationalcontracts.net/contrato/blog/142-key-clauses-in-the-international-sale-contract		
3.	https://securenow.in/insuropedia/various-clauses-marine-insurance-policies/		
4.	https://www.ms-ins.com/pdf/cargo/MARINECARGOINSURANCECLAUSES.pdf		
References Books			
1.	Handbook of Insurance Claims		
2.	International Maritime Fraud		
3.	Cargo Loss Prevention		
4.	Maritime Transportation: Safety Management and Risk Analysis, Svein Kristiansen, publisher: Butterworth-Heinemann		
5.	Marine Insurance published by Insurance Institute Of India		
6.	Marine Claims Handbook		

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1		3				3	3	
CO 2		3		2		3		
CO 3		3		3		2		
CO 4				2		3	3	
CO 5						2	3	

S-Strong M-Medium L-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KSL11	Maritime Law and Customs Procedures	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To study about the history of Indian Law										
C2	To learn the various provisions Law of Contracts										
C3	To understand about the International Law										
C4	To learn the Customs procedures										
C5	To gain knowledge about the online submission of documents										
UNIT	Details							No. of Hours	Course Objectives		
I	HISTORY AND PRINCIPLE OF ENGLISH AND INDIAN LAW Source of Law – Types of Law – Common Law – case law – Legislation – General Principle of the Law of Tort – Elements in Tort – Types of Torts – Remedies in Tort.							9	C1		
II	CARRIAGE OF GOODS BY SEA Private and Common Carriers – Types of Contracts – Bill of Lading – Charter Parties – International Conventions on Carriage of Goods by Sea, Hague Rules, Hague-Visby Rule 1968 – Hamburg Rules 1978 – Rotterdam Rules 2009 – Bill of Lading – Forms and Functions: Types of Bill of Lading - Important Clauses in Liner Bill of Lading – Charter parties and Bill of Lading – Seaway Bills – Letter of Indemnity.							9	C2		
III	INCOTERMS, LIENS AND GENERAL AVERAGE INCOTERMS 2010. – Liens – Types of Liens – Maritime Lien – Freight, Fire, Laytime – safe Ports/Berths – General Average, York-Antwerp Rules 1974/1994 – G A Expenditure and Recovery – Average bonds – Warsaw Convention – CMI and CMR Conventions, Customs and Transit Convention – Kyoto Convention.							9	C3		
IV	INTRODUCTION TO CUSTOMS PROCEDURE Introduction to Customs Act, 1962 and Introduction to Customs Tariff Act – Definitions of Various Duties of Customs – Jurisprudence of Rules – Regulations – Notifications – Circular. Salient features of customs rules of valuation, Assessment and examination							9	C4		
V	ONLINE SUBMISSION OF DOCUMENTS FOR							9	C5		

	IMPORTATION AND EXPORTATION Introduction to Online filing Manifest, Bill of Entry (Integrated Declaration) – Shipping Bill – Single Window System – Participating Government Agencies – EDI – ICES- ICEGATE - Manifest -Documentation for Importation and Exportation. Arrival and Departure of Conveyances. Filing of IGM/EGM, IRER, Inward entry and outward entry, MOT, Port Clearance Certificate. Signance of the Customs Broker and Customs Department. Warehouse and operation.		
	Total	45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Objectives	
CO1	Have insights on the principles of English law and Indian Law	C1	
CO2	Have better understanding on Common Carriers of goods from sea	C2	
CO3	Possess knowledge on incoterms, liens and general average.	C3	
CO4	Determine the salient features of customs rules of valuation.	C4	
CO5	Understand the ways and means of online submission of documents for importation and exportation	C5	
Reading List			
1.	Direct Taxes Law and Practice, Vinld K Singhania and Kapil Singhania, Taxmann, 2021		
2.	Income Tax ready reckoner for 2021-22 e-book, Taxguru.		
3.	https://www.incometaxindia.gov.in/Documents/Aarohan-itd-2022-e-book.pdf		
4.	Direct Taxes Ready Reckoner, AY 2021-22 & 2022-23, Vinod K. Singhania, Taxmann		
References Books			
1.	Maritime Law, Christopher Hill, Publisher: Lloyd’s of London Press		
2.	Carriage of Goods by Sea, J. Wilson, Publisher: Longman Publishing Group		
3.	Law of Carriage of Goods by Sea & Air Hardcover by H. K. Saharay		
4.	Guide to Customs Valuation H.K. Maingi		
5.	Commecial Principles of Taxation Law by Girish Ahuja & Ravi Gupta		
6	Maritime Work Law Fundamentals: Responsible Shipowners, Reliable Seafarers. Christodoulou-Varotsi, I., Pentsov, D. A. (2008). Germany: Springer.		

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1		2				3	3	
CO 2						3	3	
CO 3						3	3	
CO 4						3	3	
CO 5						3	3	

S-Strong M-Medium L-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KSL12	Multimodal Transportation and Port Agency	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To understand the different modes of transportation;										
C2	To learn about the sale contracts and documentation;										
C3	To understand the concept of port agency										
C4	To study about the liner and tramp agency										
C5	To understand the role of port agents in port operations										
UNIT	Details							No. of Hours	Course Objectives		
I	CONCEPT OF MULTIMODAL TRANSPORT Concept of Multimodal Transportation in India, Sagarmala Project, Type of cargoes, Container leasing methods, Infrastructure requirements. Consolidation of cargoes, deconsolidation -- ICDs, CFSs, CYs. Loss prevention and insurance. Problems and progress in the Indian scene including legislation and Customs Conventions. Impact of Stowage Planning. Hague/Hague-Visby & Hamburg Rules, Rules for combined transport including UNCTAD/ ICC. European Agreement concerning the Carriage of Dangerous Goods by Road (ADR)							9	C1		
II	SALE CONTRACTS AND DOCUMENTATION Multimodal Transportation vis-à-vis Methods of payment in the sale of goods, Impact of Documentary Credits and ICC Uniform Custom and Practice on multimodal transport documentation. Different types of contracts in the sale of goods including INCOTERMS. Importance of bills of lading in through transport, their function and their role in international trade. Different types of B/L including Ocean, Through, Combined Transport and understand the major and usual clauses including Clause Paramount, Himalaya, identity of carrier and protection clauses. Importance of endorsements on the back of B/Ls. Other transport documentation including Booking notes, Shipping notes, Manifests, Dangerous cargo declarations.							9	C2		
III	INTRODUCTION TO PORT AGENCY Agency Duties & Authority – General Principles of the Law of Agency – Types of agents in Maritime Business and the duties performed by them – Duties and Rights of Principals – Duties and Rights of Agents.							9	C3		

IV	TRAMP and LINER AGENCY STRUCTURE Role of Tramp ship Agents (Port Agency) – Services offered by Port Agency – Services offered by Owners protecting Agency - Preparation of Statement of Facts – Disbursement Account -Role of Liner Agents – services offered by Liner Agency – Marketing activities performed by Liner Agents	9	C4
V	ROLE OF AGENTS Role of Agents during General Average situation- Role of Agents – vis-a-vis the owner’s P & I Association in connection with cargo claims and arrest of the ship arrest (arrest in rem) – Legal Principles governing the relationship between agent and principal – Agent’s position when acting for time and voyage charterer – Agent’s authority and the consequences of breach authority	9	C5
Total		45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;		
CO1	Identify the various modes of transportation such as road, rail, air and sea;	PO4, PO6	
CO2	Explore the various sale contracts	PO2, PO6	
CO3	Discuss the different aspects of agents pertaining to port operations;	PO2, PO4, PO6	
CO4	Examine the tramp and liner agencies;	PO2, PO6	
CO5	Appraise the functions of port agents;	PO4, PO6	
Reading List			
1.	https://www.unescap.org/sites/default/d8files/event-documents/03MultimodalTransportationConceptAndFramework.pdf		
2.	https://www.revv.so/blog/sales-contracts-types-and-parts-of-a-contract/		
3.	https://www.bws.net/solutions/expertise/port-agency		
4.	https://www.gac.com/shipping/protecting-agency		
References Books			
1.	Elements of shipping, Alan Branch, Publisher: Sterling/ Routledge		
2.	Commercial Shipping Handbook, Peter Brodie, Publisher: Lloyd's of London Press		
3.	The Business of Shipping, Lane C. Kendall and James J.Buckley, Publisher: Cornell Maritime Press		
4.	Handbook of Shipping Process by Akhilesh Munjal		
5.	Management of Shipping Companies by Ioannis Theotokas (Author) , Ioannis (University of the Aegean, Greece) Theotokas (Author) Publisher: Routledge Publisher Imprint: Routledge		
6.	Logistics and Multi-modal Transport. (2011). United Kingdom: Witherby Seamanship International.		

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				3		3		
CO 2		3				3		
CO 3		3		3		3		
CO 4		3				3		
CO 5				3		3		

S-Strong M-Medium L-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KSL13	Shipping Finance and Marine Insurance	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To learn about the shipping finance										
C2	To understand the purchase and sale of ships										
C3	To study the marine insurance and protection activities										
C4	To have a basic idea on marine insurance clauses										
C5	To know the role of protection and indemnity clubs										
UNIT	Details							No. of Hours	Course Objectives		
I	FINANCING OF SHIPPING BUSINESS Financing of Shipping Business: Equity and debt financing – Mezzanine Financing - The basic secured loan & how it differs when the asset is a ship – The ship mortgage – Sale & lease back - Financing of new building ships – Appraising risk on shipping investment. Derivatives in shipping finance – Forward Contracts - Swaps and Options							9	C1		
II	SALE AND PURCHASE OF SHIPS Sale and Purchase market- Purchase and Sale of second hand ships- Financing of secondhand ships - Analysis of standard Ship Sale & Purchase contracts – Role of ship sale brokers – Demolition market dynamics							9	C2		
III	GENERAL PRINCIPLES OF MARINE INSURANCE Principles of Marine Insurance - Marine insurance market structure – Effecting marine insurance cover – Types of marine insurance covers – Mortgagee’s indemnity insurance							9	C3		
IV	MARINE INSURANCE CLAUSES Hull & Machinery - Disbursements and increased value of hull -- Excess liabilities in hull insurance - Cargo insurance - Cargo liability - Institute cargo clauses – War and Strike clause – hull – cargo. Marine insurance claim process – Marine Insurance claim during General average situations							9	C4		
V	PROTECTION & INDEMNITY (P&I) INSURANCE P&I clubs - Types of P&I covers available & their modes of operation – Shipowners’ third party liability -							9	C5		

	collision liability, contact damage to the property, death and personal injury, pollution liability. Third party liability claims processing- Insurance cover for professional indemnity		
	Total	45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;		
CO1	Identify the capital investment decisions in shipping business	PO4, PO6, PO7	
CO2	Examine the funding options for new building and second hand ships	PO4, PO6, PO7	
CO3	Explain of the derivatives in shipping finance	PO4, PO6, PO7	
CO4	Discuss the insurance market in Marine industry	PO4, PO6, PO7	
CO5	Appraise the significance of P&I claims	PO4, PO6, PO7	
Reading List			
1.	https://assets.kpmg/content/dam/kpmg/pdf/2015/09/kpmg-shipping-insights-briefing-2015.pdf		
2.	https://www.ics.org.uk/learning/publications-and-learning-resources/book-support/ship-sale-and-purchase		
3.	https://www.gicouncil.in/insurance-education/types-of-insurance/marine/		
4.	https://www.amt-insurance.com/en/insure/water/go/#:~:text=P%26I%20or%20Shipowner's%20liability%20insurance,to%20operation%20of%20a%20ship).		
References Books			
1.	Shipping Finance, Graham Burns and Stephenson Harwood, Publisher: Euromoney Books		
2.	Ship Finance: Credit expansion and the Boom Bust Cycle, Peter Stokes, Publisher: Lloyd's of London Press		
3.	Ship Sale and Purchase, Lain Goldrein QC and Paul Turner, Publisher: Lloyd's of London Press		
4.	Marine Insurance: Law and Practice - Francis D Rose., Publisher: Lloyd's of London Press		
5.	General Average : Law and Practice - Francis D Rose, Publisher: Lloyd's of London Press		
6.	The International Handbook of Shipping Finance: Theory and Practice. (2016). United Kingdom: Palgrave Macmillan UK.		

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				3		3	3	
CO 2				3		3	3	
CO 3				3		3	3	
CO 4				3		3	3	
CO 5				3		3	3	

S-Strong M-Medium L-Low

SPECIALIZATION COURSES: EXPORT IMPORT MANAGEMENT

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks			
									CIA	External	Total	
P23KI1	Export Environment	Business	Elective	2	-	-	1	3	45	25	75	100
Course Objectives												
C1	To know the origins and pattern of International Trade and concepts of terms of trade											
C2	To understand contemporaneous export procedure, pertinent documents and tariff											
C3	To acquaint the aspect of international finance and forex markets.											
C4	To enable the students to take decisions using management skills.											
C5	To enable the students to conduct international business											
SYLLABUS												
UNIT	Details								No. of Hours	Course Objectives		
I	International Business - Meaning – Definition - Difference between domestic and international business - Concepts of environmental analysis – Importance – Techniques – Process - Limitation								9	C1		
II	Demographic and Geographic environment – Population growth – causes and consequences – urbanization – impact on business – Geographic factors – topography – climate – Role of infrastructure on international business – Transportation – Energy – Communication - Need for proficiency foreign language.								9	C2		
III	Cultural Environment – Elements – religion and religious groups – language and linguistic groups – Types of social organization (social structure) - Impact of foreign culture on business								9	C3		

IV	Political and Legal environment – Functions – Economic roles of government – Need for government intervention in business – Legal systems – Bases – Dispute settlement – Jurisdiction and forms of settlement. Government and regulatory environment – Environmental Pollution – Causes and consequences and legislative measures.	9	C4
V	Technological and Financial Environment- Meaning of technological environment – governing factors – Importance – Indicators of technological progress – Financial environment – Role of financial institution – International financial institutions – World Bank – IMF – Structure and Functions.	9	C5
Total		45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Get in depth knowledge about export procedure and documents.	PO4, PO6, PO8	
CO2	Describe the aspects of export marketing and pricing methods.	PO1, PO2	
CO3	Know the facet of export & import finance	PO5, PO6, PO7	
CO4	Analyze complexities in export pricing.	PO4, PO5	
CO5	Compare Exim financial services that suits business needs.	PO3, PO8	
Reading List			
1.	https://www.mastersportal.com/studies/899/business-administration-international-business-export-management.html		
2.	https://apply.baltic-center.eu/hu_HU/courses/course/483-msc-international-business-and-export-management		
3.	https://www.searchmba.com/business-school/ventspils-university-of-applied-sciences/international-business-and-export-management-1484059		
4.	https://www.lu.lv/en/admission/study-programmes/masters-study-programmes/international-business-with-specialization-in-export-management/		
References Books			
1.	International Marketing By Philip Cateora and John Graham and Mary Gilly and Bruce Money, mcgraw hill,2020		

2.	Business Environment : C.B. Gupta Sultan Chand & Sons, 2022.
3.	Ashwathappa.K., <i>International Business</i> ,3 rd edition,TataMcGrawHill,NewDelhi,2007.
4.	Balagopal.T.A.S., <i>Export Management</i> ,HimalayaPublishingHouse,Mumbai,2011
5.	Cherunilam, Francis., International Trade and Export Management, HimalayaPublishingHouse,Mumbai,2010.
6.	JamesH. TaggartandMichaelC.McDermott,TheEssenceofInternationalBusiness,PrenticeHall of India, New Delhi, 2003.

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				2		2		2
CO 2	2	3						
CO 3					2	2	2	
CO 4				3	3			
CO 5			3					3

3-Strong 2-Medium 1-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KI2	Export–Import Procedures, Documentation and Logistics	Elective	2	-	1	-	3	45	25	75	100
Course Objectives											
C1	To acquaint students with knowledge of export–import procedures										
C2	To train students in export and import documentation										
C3	To expose knowledge of World Logistics.										
C4	To train students on the Insurance, Banking and Foreign Exchange system										
C5	To make them understand international business										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	Export Offer and Documents, Export Contract and Negotiation with Commercial Banks for Availing Export Finance and Methods of Export Finance Export Order – Processing of Export Order – EXIM Documentation – International Business Contracts – Dispute – Methods of Financing Exports – Letter of Credit – Other Methods of Payment for Export – Packing and Post Shipment Finance – Other Long-term Methods of Payment – Discrepancies in Export Documents – Negotiations of Documents with Commercial Banks –Uniform custom and practices(UCP).							9	C1		
II	Insurance, Foreign Exchange Risk and Forwarding Agents Business Risk – Cargo and Foreign Exchange Risk, Foreign Exchange – Cargo Insurance, ECGC – Foreign Exchange Regulations – Quality Control, Inspection and Procedures and Role of Clearing and Forwarding Agents.							9	C2		

III	Cargo Shipment, Custom Clearance, Export-Import Licenses and Other Export Incentives Shipment of Export Cargo, Excise and customs clearance of cargo, Custom Clearance of Import Cargo, Procedures for availing export incentives – Duty draw backs - Export license –Import License and other export incentives from government of India and from Institutions.	9	C3
IV	WorldShipping, Structure, Liners, andTramps, ConferenceSystemandFreight–Containerization–ContainerCorporationofIndia-ConferencesonSeaTransport.	9	C4
V	IndianShipping, ConceptofDryPort, AirTransport, Freightratestructure-ExportProceduresinAirportandSeaPort–TariffandNon-tariffforexporters.	9	C5
Total		45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Understand the Export and Import procedures in International Trade.	PO1, PO2, PO6, PO7	
CO2	Analyze the challenges of the International Environment	PO4, PO6	
CO3	KnowingtheInsurance, BankingandForeignExchangesysteminInternational trade.	PO4, PO6	
CO4	Handle the Cargo shipment, Customs clearance in doing Trade practices	PO4, PO6	
CO5	Understand the challenges of National and International Business	PO4, PO6	
Reading List			
1.	https://www.mlsu.ac.in/econtents/1198_e-book%20on%20export%20import%20procedure.pdf		

2.	https://www.pdfdrive.com/export-import-procedures-documentation-and-logistics-e184293173.html
3.	https://www.studocu.com/in/document/indian-institute-of-management-ranchi/business-statistics/export-import-procedures-documentation-and-logistics/27036095
4.	https://www.mondaq.com/india/international-trade-investment/845604/import-and-export-procedures-in-india
References Books	
1.	Bhalla, V.K. and S. Ramu, <i>International Business Environment and Management</i> , 5 th ed., Anmol Pub. (P) Ltd., New Delhi, 2001.
2.	Francis Cherullin, <i>International Business</i> , Wheeler Publication, New Delhi, 2000.
3.	<i>Government of India Handbook of Import-Export Procedures</i> , Anupam Publishers, New Delhi, 2002
4.	Nair, S.K., <i>Contract Management</i> , Vrinda Publication, New Delhi, 2005.
5.	Paras Ram, <i>Export: What, Where and How</i> , Anupam Pub., New Delhi, 1995.
6.	TAS Balagopal, <i>Export Management</i> , Himalaya Publishing House, Mumbai, 2013.

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	3				3	3	
CO 2				3		3		
CO 3				2		3		
CO 4				2		2		
CO 5				3		3		

3-Strong 2-Medium 1-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KI3	International Economics and Trade theories	Elective	2	-	1	-	3	45	25	75	100
Course Objectives											
C1	To familiarize the students about trade theories.										
C2	To understand about the Emerging pattern of services trade and their determinants										
C3	To learn better idea and understanding about protectionism and market structure										
C4	To understand better insights about integration and Emerging issues in SAFTA, ASEAN and EU.										
C5	To understand Terms of Trade and UDCs.										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	Neo-technological trade theories- Kravis theory of Availability, Linder's theory of Volume of Trade and Demand pattern, Posner's Imitation gap, Vernon's Product Cycle Theory. Intra industry Trade Models- Krugman's Model (1979), Brander-Krugman Model (1983). Empirical work on Intra-industry trade- Strategic Trade Theory Models: Krugman's Model (1984), Brander and Spencer's Model (1985)- Neo –Heckscher –Ohlin Theory, Monopolistic Competition and International trade, Oligopoly and International trade.							9	C1		
II	Emerging pattern of services trade- The scope and potential of Services trade in Developing Countries-GATS. Trade in Factors of Production and in Intermediate Good- Capital inflow and welfare- Emigration versus capital inflow- Fragmentation, Outsourcing and trade. Traded vs non-traded goods.							9	C2		
III	The political economy of protectionism-Non-tariff barriers- Voluntary Export restraints and							9	C3		

	Import Expansion- Subsidies, Administered and Contingent Protection and fair trade: Dumping and Antidumping- Countervailing duty, Safeguard actions-Neo Protectionism.		
IV	Types of integration-Customs union: Partial and general equilibrium analysis-Trade creation and Trade Diversion-Free trade areas, Emerging issues in SAFTA, ASEAN and EU.	9	C4
V	Terms of Trade and UDCs - Theory of Immiserating growth-Dutch disease-Rybenzynski theorem – Technical progress and trade-Structural changes in trade and Economic development - Global and National scenario.	9	C5
Total		45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Be able to understand the basic concepts of trade theories that helps the firm in decision making process.	PO4	
CO2	Be familiar about the Emerging pattern of services trade and their determinants	PO3, PO6	
CO3	Have better idea and understanding about protectionism and market structure	PO2, PO4, PO5	
CO4	Have better insights about integration and Emerging issues in SAFTA, ASEAN and EU.	PO5	
CO5	Terms of Trade and UDCs.	PO6, PO8	
Reading List			
1.	https://saylordotorg.github.io/text_international-business/s06-01-what-is-international-trade-th.html		
2.	http://www.jiwaji.edu/pdf/ecourse/political_science/MBA%20FA%20IV%20SEM%20404%20THEORIES%20OF%20INTERNATIONAL%20TRADE-converted.pdf		
3.	https://data-flair.training/blogs/international-trade-theories/		
4.	https://opentext.wsu.edu/cpim/chapter/2-1-international-trade/		
References Books			
1.	Bhagwati,N, Panagariya, A. and T.N. Srinivasan.(1998). Lectures on International Trade, MITPress, 1998.		
2.	Feenstra Robert C (2004), Advanced International Trade- Theory and Evidence,		

	Princeton University Press, Princeton.
3.	Brander James & Spencer Barbara (1985) – “Export subsidy and International Market share rivalry”– Journal of International Economics, Vol. 18, Nos. 1 – 2, pp. 83 – 100.
4.	Brander James (1981) – “Intra-Industry Trade in Identical Commodities” – Journal of International Economics, Vol. 11, No. 1, pp. 1 – 14.
5.	Dixit A. K. & Stiglitz J. (1977) – “Monopolistic competition & Optimum Product Variety” – American Economic Review, Vol. 67, No. 3, pp. 297 -308. Economics Studies, Vol. 9, No. 1, pp. 58 -73

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				2				
CO 2			3			3		
CO 3		3		3	3			
CO 4					3			
CO 5						3		2

3-Strong 2-Medium 1-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KI4	International Marketing Management	Elective	2	-	-	1	3	45	25	75	100
Course Objectives											
C1	To enrich the students' knowledge with challenges and dynamic environments of global marketing.										
C2	To educate them about cultural dynamics in assessing international markets.										
C3	To impart the skills to assess market opportunities and global strategies										
C4	To educate students on International marketing										
C5	To educate students on recent trends in business management										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	<p>Global Perspective: Global–International Marketing– The International Marketing– Marketing Decision – Aspects of the Domestic and foreign environments – Developing Global awareness – Stages of International Marketing – Strategic Orientation – Domestic Market Extension – Multi domestic Market Orientation. Trade Barriers – The Twentieth to the Twenty-first Century – Multinationals – Balance of Payments – Protectionism – Trade Barriers – Easing Trade Restrictions – Competitiveness Act – General Agreement of Tariffs and Trade (WTO) – The International Monetary Fund and World Bank– Protests against Global Institutions</p>							9	C1		
II	<p>Global Perspective: Equities and eBay – Culture gets in the way – Culture's Pervasive Impact – Definition and Origins and Culture – Elements of Culture – Cultural Values –Rituals – Symbols – Beliefs – Thought Processes – Cultural Knowledge</p>							9	C2		

	<p>– Factual versus Interpretive Knowledge – Cultural Sensitivity and Tolerance – Culture, Management Style, and Business Systems – The Impact of American Culture on Management Style – Management Styles around the World – Authority and Decision Making – Management Objectives and Aspirations – Communication Styles – Formality and Tempo – P-Time versus M-Time – Negotiations Emphasis – Gender Bias in International Business – Business Ethics – Corruption Defined – the Western Focus on Bribery – Ethically and Socially Responsible Decision – Culture’s Influence on Strategic Thinking.</p>		
III	<p>The Sovereignty of Nations - Political Risks of Global Business – Economic risks political and social activity – World of Politics – Global Perspective. Emerging Markets: Marketing and Economic Development – Objectives of developing countries – Marketing a developing country</p> <p>Developing countries and Emerging Markets – Strategic Implementation of Marketing.</p>	9	C3
IV	<p>Planning for Global Markets – Alternative Market Entry Strategies – Organizing for Global Competition – Products and Services for Consumers – Products and Culture Analyzing Product Components for Adaptation – Marketing Consumer Services Globally – Brands in International Markets. Geography and Global Markets – Climate and topography – Geography, Nature and Economic Growth – Social responsibility and Environmental Management.</p>	9	C4
V	<p>Breadth and Scope of International Marketing Research – Problems of gathering Primary data –</p>	9	C5

	<p>Research in the Internet.</p> <p>Multinational Market Regions and Market Groups: Global Markets and Multinational</p> <p>–MarketGroups–EuropeanUnion–NorthAmericaFreeTradeAgreement–Asian–PacificRim–RegionalTradingGroupsandEmergingMarkets.</p> <p>International Marketing Channels: Channel of Distribution Structure –Import Oriented Distribution Structures–Channel Control–Modern Channel Structure– Distribution.</p> <p>Implementing Global Marketing Strategies: Negotiation with International Customers, Partners and Regulation – The Pervasive impact an culture on Negotiation Behavior –Negotiation terms and preliminaries–After Negotiation.</p>		
Total		45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	CriticallythinkabouttheChallengesandDynamicEnvironmentsofInternationalMarketing.	PO6	
CO2	Cultivatingandenhancetheknowledgeabouttheeffectsofglobalisedbusinessworld.	PO1, PO2, PO4, PO6, PO7	
CO3	Havetheabilitytoworkanddemonstratetheplanningofmarketingactivitiesonforeign markets and domestic markets.	PO1, PO2, PO3, PO6, PO7	
CO4	Understandtheapplicationofmarketingresearchininternationalaspectstoidentifythe new markets.	PO1, PO2, PO6, PO7	
CO5	Analyseanddesignstrategiesforinternationalbusinessenvironments that firmsutilizewhenmarketingtheirproductsinforeigncountries.	PO2, PO3, PO4, PO6, PO7, PO8	
Reading List			
1.	https://exeedcollege.com/blog/international-marketing-management-process-and-		

	challenges/
2.	https://courses.leeds.ac.uk/7652/international-marketing-management-msc
3.	https://edgy.app/international-marketing
4.	https://michiganross.umich.edu/courses/international-marketing-management-4881
References Books	
1.	Aswathappa, K., <i>International Business</i> , The Tata McGraw Hill Ltd., 2 nd ed., 2006.
2.	Bhattacharya B, Varshney R L., sultan chand & Sons., 26 th Revised Edision., 2022
3.	Cateora and Philip, <i>International Marketing</i> , The Tata McGraw Hill Companies, 13 th ed., New Delhi, 2008.
4.	Kumar, <i>International Marketing Research</i> , Prentice Hall of India (P) Ltd., New Delhi, 209.
5.	Srinivasan, R., <i>Internattional Marketing</i> , Prentice Hall of India, 3 rd ed., New Delhi, 2002.
6.	Bhalla, V. K., <i>International Business Environment and Management</i> , Anmol Publications Pvt. Ltd., 9 th ed., New Delhi, 2007

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1						2		2
CO 2	3	3		3		3	2	
CO 3	3	3	3			3	2	
CO 4	3	3				3	3	
CO 5		3	3	3		3	2	2

3-Strong 2-Medium 1-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KI5	International Financial Management	Elective	2	-	1	-	3	45	25	75	100
Course Objectives											
C1	To make them to understand about the concept, importance and boundary of international finance										
C2	To educate the students about FOREX, FDI and sensitivity analysis.										
C3	To provide an in depth insights about working capital management, international equities and bonds										
C4	To educate students on International Finance										
C5	To educate students on recent trends in finance management										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	International Finance – Importance, Nature and Scope of IFM – IFM versus Domestic Financial Management – International Finance flows – Introduction – Sources – Consequences and remedial measures.							9	C1		
II	Foreign Exchange Markets – International Stock Exchanges – Distinctive Features – Major Participants – Spot market – Forward market – Market for currency futures – Currency futures market – Market for currency options – option pricing – Speculation with options -International Portfolio Investment – Concept of Optimal Portfolio: Benefits of international port folio on investment.							9	C2		
III	International Investment Decision – Foreign Direct Investment – Theories of FDI. Costs and Benefits of FDI, Country Risk Analysis – Mergers and Acquisition. International Capital Budgeting – Evaluation Criteria – Computation of Cash Flow – Cost of Capital – Adjusted Present Value Approach – Sensitivity Analysis.							9	C3		
IV	Management of Short term funds – International Working capital Management – Working capital Policy – Steps in Management of Cash and Near – Cash Assets – Management of Receivable – Management of Inventory.							9	C4		
V	International Financial Market Instruments –							9	C5		

	International Equities – International Bonds – Short term and Medium term Instruments. Evaluation and Management of Risks –Meaning and forms of political Risk – Evaluation of Political Risk – Management of Political Risk-International Taxations –Bases of International tax system–Types of taxes.		
	Total	45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Incorporate the significant changes that have taken place in the field of International Finance.	PO2, PO4	
CO2	Identify various theories and techniques used in Foreign Exchange Risk Management	PO4, PO6, PO7	
CO3	International investment opportunity to elaborate the scope of investment under fast changing globalized economy	PO6, PO7	
CO4	To know the risk and return from foreign equity investment, equity financing in international markets and its mechanism.	PO8	
CO5	Understand the rationale for political and economic risk analysis as a pre-requisite for foreign investment	PO7	
Reading List			
1.	https://www.surrey.ac.uk/postgraduate/international-financial-management-msc		
2.	https://talentedge.com/articles/objective-concepts-international-financial-management-india/		
3.	https://www.investopedia.com/terms/i/international-finance.asp		
4.	https://www.qmul.ac.uk/postgraduate/taught/coursefinder/courses/international-financial-management-msc/		
References Books			
1.	Abdhullah, F.A., <i>Financial Management for the Multinational Firm</i> , Engle Word Cliffs, NewJersey,PrenticeHallInc. 1987.		
2.	Apte,P.G., <i>InternationalFinancialManagement</i> ,4 th Edition,TataMcGrawHill PublishingCompanyLtd.,NewDelhi,2010		
3.	Bhalla, <i>International FinancialManagement</i> ,2 nd Edition,Anmol.,2001		
4.	MadhuVij, <i>InternationalFinancialManagement</i> ,3 rd Edition,ExcelBooks, 2010		

5.	Milind Sathye, <i>International Financial Management</i> , 1 st Edition, Wiley Student Edition, 2006.
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	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1		2		3				
CO 2				3		2	2	
CO 3						3	3	
CO 4								2
CO 5							2	

3-Strong 2-Medium 1-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KI6	Forex Management	Elective	2	-	1	-	3	45	25	75	100
Course Objectives											
C1	To know the origins and patterns of International Trade and concepts of foreign exchange.										
C2	To understand contemporaneous Import export procedure, pertinent documents and tariff related to FOREX.s										
C3	To acquaint the aspect of forex markets.										
C4	To enable the students to take decisions using management skills.										
C5	To enable the students to conduct international business.										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	Nature significance & scope of forex management- foreign exchange rate-foreign exchange market-types of foreign exchange –determinants of foreign exchange-exchange rate quotations-BOT-BOP-Funding of vostra account-multinational banking							9	C1		
II	Foreign exchange market-Spot and forward transactions –TT selling and buying rate Forward exchange contract-features of forward exchange contract							9	C2		
III	Risk management- Basis of risk management-concepts and objectives-Risks in foreign exchange-Spot and forward-Basic issues in interest rate risks-risk management process— techniques-measurement-monitoring exchange control							9	C3		
IV	Inter bank deals-cover deals trading-swap deals-arbitrage operations-managing foreign exchange reserves-devaluation-pros and cons							9	C4		
V	Sources of forex funds –debt short term, supplier’s credit, buyers credit, medium and								C5		

	long term, ECB; s-Present status of foreign exchange markets in India	9	
	Total	45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Understanding patterns of International Trade and concepts of foreign exchange.	PO4, PO7	
CO2	Understand contemporaneous Import export procedure, pertinent documents and tariff related to FOREX.s	PO7, PO8	
CO3	Familiarizing the aspects of forex markets.	PO6, PO7	
CO4	Enabling the students to take decisions using management skills.	PO7, PO8	
CO5	Enabling the students to conduct international business.	PO7, PO8	
Reading List			
1.	https://www.shiksha.com/banking-finance-insurance/forex-management-chp#:~:text=Forex%20Management%20or%20Foreign%20Exchange,markets%20on%20the%20world%20economy.		
2.	https://dor.gov.in/foreign-exchange-management-list		
3.	https://www.icsi.edu/media/webmodules/publications/FTFM_Final.pdf		
4.	https://www.cuchd.in/management/bba-Forex-Management.php		
References Books			
1.	International Financial Management 8th Edition Paperback – 20 July 2020.P.G.Apte, Mcgraw hill.		
2.	All Candlestick Patterns in FOREX: Forex Revision Book for Traders (Forex Investing Strategy Book to Read), Nabil roshi, 2021.		
3.	Forex Trading Money Management System: Crush the Forex Market with Bigger Profits and Smaller Losses, create space publication. 2017.		
4.	Introduction to Financial Accounting Eleventh Edition Byby T. HorngrenCharles Pearson,2017.		
5.	Foreign Exchange Management Paperback – 1 January 2015,eshasharma,laxmi publication.		
6.	Foreign Exchange & Risk Management Paperback – 1 January 2016,jeevanandham,sultan and chand.		

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				3			3	
CO 2							3	2
CO 3						2	3	
CO 4							3	2
CO 5							3	3

3-Strong 2-Medium 1-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KI7	Export Finance and Promotion	Elective	2	-	1	-	3	45	25	75	100
Course Objectives											
C1	To Understand the concept structural. Export organizational										
C2	❖ To equip the students with the updated information on various methods and Procedures of foreign trade financing, Export Promotion for exports and the various institutions involved in export finance										
C3	The aim of as well as to cover the Concept and Significance of Export Promotion.										
C4	To examine and interpret challenges in export finance.										
C5	To make them understand international business.										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	Meaning and Definition of Export Finance-Need and Importance of Export Finance-Methods and Sources of Export Finance- Pre-shipment and Post-shipment Finance-Letters of Credit- Export Factoring and Forfaiting- Risk and Challenges in Export Finance-Role of export/import bank of India in export finance							9	C1		
II	Emergence, Organization Structure, Objectives and Functions of EXIM Bank. Stages of Export Financing. Financing Programs of EXIM Bank for Domestic Companies, Foreign Companies, Govts & Financial Institutions, ECGC-SIDBI-RBI and Commercial Banks in India-Import Licensing-Financing Methods for Import of Capital Goods..							9	C2		
III	Introduction of Export Promotion-Role of Export in Economic Development. Problems and Challenges of Exports-Concept and Significance of Export Promotion-Structure of Export Promotion in India –List of Export Promotion Council –Commodity Boards-The Board of Trade-Chambers of Commerce and Industry— A Brief Outline.							9	C3		

IV	Export Performance-Highlights of Trade Performance-Sectorial Performance-Import and Export Promotion Measures-Capital Goods Schemes-Duty Exemption Schemes-EOUs/EPZs/EHTP/STP-Sector specific measures-Market development assistance Grand-in-aid-to Export promotion and market development organization-Directorate general of foreign trade-ITPO-IIFT-NCTI-IIP Mumbai.	9	C4
V	Institutional framework-Export promotion measures-Functional divisions-Autonomous bodies-Advisory boards-Ministry of textiles-List of organizations/Bodies under the ministry of textiles-Boards-Attached offices-Subordinate offices-Development councils	9	C5
Total		45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Students should be able to impart basic knowledge on Export Finance, Export Import and various kinds of Export Promotion.	PO4, PO6	
CO2	Plan and execute export and Finance operations	PO4, PO6	
CO3	Evaluate challenges and opportunities in performance and schemes	PO4, PO6	
CO4	To be able to foresee and define the risks that could be encountered in the field of trade and finance	PO4, PO6	
CO5	To take decisions to manage such risks	PO4, PO6	
References Books			
1.	D C Kapoor (2005)"Export Management" VIKAS publishing house Pvt Ltd.		
2.	International Finance : Maurice D.Levi		
3.	.International Marketing : M.L. Varma&Agarwal		
4.	Export Import Finance : Parasram		

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				3		3		
CO 2				3		3		
CO 3				3		3		
CO 4				3		3		
CO 5				3		3		

3-Strong 2-Medium 1-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KI8	Global Logistics And Supply Chain Management	Elective	2	-	-	1	3	45	25	75	100
Course Objectives											
C1	The students to gain deeper insights into logistics and supply chain management.										
C2	To highlight the integrated nature of working in logistics and supply chain industry										
C3	To prepare students to work in logistics and allied industries.										
C4	To make student understand International business from logistics perspective										
C5	To make student understand Supply chain management practices.										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	Concepts of Logistics – Evolution – Nature and Importance – Components of Logistics Management- Competitive advantages of Logistics – Functions of Logistics management – Principles – Logistics Network- Integrated Logistics system, Supply chain management – Nature and Concepts – Value chain- Functions – Supply chain effectiveness – Outsourcing – 3PLs and 4PLs – Supply chain relationships – Customer services.							9	C1		
II	Elements of Logistics and Supply chain management – Inventory carrying – Ware housing, Technology in the ware house: Computerization, Barcoding, RFID and WMS – Material handling , Concepts and Equipments: Automated Storage and Retrieval Systems – Order Processing – Transportation – Demand Forecasting – Impact of Forecasts on Logistics and Supply chain Management- Performance measurements.							9	C2		
III	Transportation – Position of Transportation in Logistics and Supply chain management-Road, Rail, Ocean Transport - Ships- Types- Measurement capacity of ships								C3		

	– shipping information, Air, Transport Multi model transport – containerization – CFS – ICDS Cross Docking- Selection of transportation mode – Transportation Network and Decision – Insurance aspects of logistics.	9	
IV	Logistical Information System (LIS) - Operations – Integrated IT solution for Logistics and supply chain management- Emerging technologies in Logistics and Supply chain management. Components of a logistic system-transportation-Inventory carrying-ware housing order processing –Distribution channels- Difference between warehouse and distribution centre.	9	C4
V	Performance- Bench marking for supply chain improvement- Dimensions and achieving excellence- Supply Chain Measures – SCOR model- Logistics score board- Activity Based Costing - Economic Value Added Analysis- Balance Score card approach-Lean thinking and six sigma approach in Supply Chain.	9	C5
Total		45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Gaining deeper insights into logistics and supply chain management.	PO4, PO7	
CO2	To Understand the integrated nature of working in logistics and supply chain industry	PO7, PO8	
CO3	To make students to work in logistics and allied industries.	PO6, PO7	
CO4	Understanding International business from logistics perspective	PO7, PO8	
CO5	Understanding Supply chain management practices.	PO7, PO8	
Reading List			
1.	http://www.managementstudyguide.com/		
2.	https://www.tutorialspoint.com/supply_chain_management/supply_chain_management		
3.	https://www.camcode.com/asset-tags/supply-chain-management-guide/		

4.	https://library.ku.ac.ke/wp-content/downloads/2011/08/Bookboon/Magement%20andOrganisation/fundamentals-of-supply-chain-management.pdf
References Books	
1.	Agarwal, D.K., 'Textbook of Logistics and Supply Chain Management', Mac Millan India Ltd, 2003.
2.	Chase, R.B., Shankar, R and Jacobs, F.R. 'Operations Management and Supply Chain Management', McGraw Hill Publications, 13th edition, 2018.
3.	Chopra, S., Meindl, P. and Kalra, D.V. 'Supply Chain Management', Pearson Education India, 6th edition, 2016.
4.	KrishnaveniMuthiah, 'Logistics Management and Seaborne Trade', Himalaya Publishing House, 2010.
5.	Martin Christopher, 'Logistics and Supply Chain Management' Pearson Education, 2003.
6.	Ronald H. Ballou, 'Business Logistics and Supply Chain Management' Pearson Education 2004.

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				3			3	
CO 2							3	2
CO 3						2	3	
CO 4							3	2
CO 5							3	3

3-Strong
2-Medium
1-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KI9	International Trade Finance and Risk Management	Elective	3	-	1	-	4	45	25	75	100
Course Objectives											
C1	To know the origins and patterns of International Trade and concepts of Finance										
C2	To understand contemporaneous International trade procedure, pertinent documents.										
C3	To acquaint the students in the he aspects of Finance and risk management										
C4	To enable the students to take decisions using financial management skills.										
C5	To enable the students to understand international finance.										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	Concept of Working Capital; Important financial ratios; Computation of permissible bank finance – 1 st & 2 nd method of lending							9	C1		
II	Type of pre and post – shipment finance – fund and non-fund based; Provisions relating to sanction, disbursement, quantum, interest rate, repayment; Factoring.; For factoring; Financing deemed exports; Export finance in foreign currency.							9	C2		
III	Types of import finance including LC's, supplier's credit, buyer's credit, Trust Receipt; Term Loan & Cash credit; Provisions relating to sanction, disbursement, quantum, interest rate, repayment; Foreign Currency Loans.							9	C3		
IV	Areas to be covered, e.g. marketing, finance, operations, etc.; Annexures relations to financials; Checklist of documents to be enclosed.										

		9	C4
V	Factors determining exchange rate; Central banks' policy of currency management; Direct & indirect quotes; Spot & forward rates, premium & discount, relation between forex and money market; Merchant rates quoted by banks – methods of computation.	9	C5
Total		45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Understanding origins and patterns of International Trade and concepts of Finance	PO4, PO6	
CO2	Understanding contemporaneous International trade procedure, pertinent documents.	PO4, PO6	
CO3	Understanding aspects of Finance and risk management	PO4, PO6	
CO4	Understanding to take decisions using financial management skills.	PO4, PO6	
CO5	Able to understand international finance.	PO4, PO6	
Reading List			
1.	https://www.tradefinanceglobal.com/trade-finance/risks-challenges/		
2.	https://www.nordea.com/en/doc/2014-trade-finance-risk-management-fact-sheet-v1.pdf		
3.	https://icc.academy/trade-finance-risks/		
4.	https://www.coface.co.in/News-Publications-Events/News/what-is-trade-finance-and-how-do-you-minimize-trade-finance-risks		
References Books			
1.	International Management - Managing Across Borders & Cultures, Text & Cases Ninth Edition By Pearson Paperback, Deresky Helen, 2017.		
2.	International Business: Concept, Environment and Strategy, 3e Paperback – 1 January 2010, bysharan, pearson publication.		
3.	The Handbook of International Trade and Finance: The Complete Guide to Risk Management, International Payments and Currency Management, Bonds and		

	Guarantees, Credit Insurance and Trade Finance Paperback – Import, 3 June 2008, andersgrath, kogan page.
4.	Trade and Receivables Finance: A Practical Guide to Risk Evaluation and Structuring Hardcover – Import, 23 November 2018 by Stephen A. Jones, palgravemcmillan.
5.	Risk Management and Regulation in Banking: Proceedings of the International Conference on Risk Management and Regulation in Banking (1997) Paperback – Import, 6 October 2009 by Dan Galai, springer publication.

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				3		3		
CO 2				3		3		
CO 3				3		3		
CO 4				3		3		
CO 5				3		3		

3-Strong 2-Medium 1-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KI10	Regulatory Framework for International Trade	Elective	2	-	1	-	3	45	25	75	100
Course Objectives											
C1	To familiarize the students about International trade theories.										
C2	To understand about the Emerging pattern of International services trade and their determinants										
C3	To learn better idea and understanding about protectionism and International market structure										
C4	To understand better insights about integration of EDI system										
C5	To understand General guidelines issued by the RBI.										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	Introduction, evolution of India's trade policy; Economic scenario in India; India's external sector - an overview ; Trends in India's exports and imports, trade balance, degree of openness to trade, composition and direction of India's trade etc will be discussed; Institutional framework for export promotion in India;							9	C1		
II	Understanding registration procedure for ECC; Understanding procedure for excise clearance therein under various schemes; Studying documentary procedure for excise clearance of export cargo ;Central excise clearance procedures; Procedure for excise clearance in case of exempted units & un-exempted units; Excise clearance with or without examination of goods; Documentary requirement for clearance of excise.							9	C2		
III	Studying the role and responsibilities of customs in India; Studying customs clearance of export								C3		

	& import cargo; Understanding role of EDI initiatives and facilities therein for customs clearance; Legal framework: Customs Act 1962 and Customs Tariff Act 1975; Customs clearance – documentary requirements; Custom clearance for shipment through air, ship, ICDs, post parcel, and courier; EDI and customs operations; Shipping & port formalities for export and import.	9	
IV	Are duty drawbacks required and reasons therein; Understanding the procedure for duty drawback in India; Studying duty drawback through EDI system; concept and rationale; Monitoring authority; Types and rate; Mechanism of rate fixation; Settlement of claims - including under EDI; Procedure and documentation	9	C4
V	General guidelines issued by the RBI for importers; Form A-1; Import licenses; Obligation of purchaser of foreign exchange; Time limit for settlement of import payments; Advance remittance; Interest on import bills – limits set by RBI; Remittances against replacement imports Guarantee for replacement import; Receipt of import bills/documents; Evidence of import and issue of acknowledgement; Verification and preservation of evidence of import ; Follow up for import evidence; Issue of bank guarantee; Import factoring; Merchanting trade	9	C5
Total		45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Able to understand about International trade theories.	PO4, PO6	
CO2	Able to understand Emerging pattern of International services trade and their determinants	PO4, PO6	
CO3	Able to understand about protectionism and International market structure	PO4, PO6	

CO4	Able to understand better insights about integration of EDI system	PO4, PO6
CO5	Able to understand General guidelines issued by the RBI.	PO4, PO6
Reading List		
1.	https://www.woah.org/app/uploads/2021/03/oie-technical-item-part-i.pdf	
2.	https://www.cambridge.org/core/books/abs/reclaiming-development-in-the-world-trading-system/current-regulatory-framework-for-international-trade-the-wto-system/553732E08C21425D6798A5068F399FA0	
3.	https://www.wto.org/english/tratop_e/devel_e/framework.htm	
4.	https://trustedstream.life/space-robot/?pl=U8DXgIe3mUaLKra-edbTIw&sm=space-robot&hash=kUBxXe0Dus6GfV9J7os2GA&exp=1668259662#	
References Books		
1.	IIBF International Trade Finance Systematic and Comprehensive Overview of the International Trade Finance Practices with Emphasis on the Procedures, Documentation, and Regulatory Framework [Paperback] Indian Institute of Banking & Finance Paperback – 25 June 2021 by Indian Institute of Banking & Finance, Taxmann publication	
2.	Sustainable Trade, Investment and Finance: Toward Responsible and Coherent Regulatory Frameworks Hardcover – Import, 26 July 2019 by Clair Gammage, Edward elgar publication.	
3.	Sustainable Commodity Use: Its Governance, Legal Framework, and Future Regulatory Instruments: 21 (European Yearbook of International Economic Law) Paperback – Import, 8 December 2021 by Maximilian Eduard Oehl	
4.	Business Regulatory Framework For B.Com Classes of Various Universities Paperback by Dr. G.K. Vashney, sahityabhawan publication.	
5.	International Economics: Trade and Finance, 11ed, ISV Paperback – 1 January 2014 by Dominick Salvatore, wiley publication.	

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				3		3		
CO 2				3		3		
CO 3				3		3		
CO 4				3		3		
CO 5				3		3		

3-Strong 2-Medium 1-Low

SPECIALIZATION COURSES: TECHNOLOGY MANAGEMENT

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KT1	Technology Forecasting and Assessment	Elective	4	-	-	-	4	45	25	75	100
Course Objectives											
C1	To provide an in-depth understanding of industrial requirements for technology planning										
C2	To analyze and evaluate the activities of technological change										
C3	To examine the dimensions of technological forecasting										
C4	To appraise on the overview of strategic planning and evaluation methods in technological assessment										
C5	To appraise the various elements to gain knowledge on technological competitiveness in countries										
UNIT	Details							No. of Hours	Course Objectives		
I	Introduction - Technology origin and evolution – Tailoring technology to fitspecific industry requirements – Organization redesign – Organizational re-engineering – Financial considerations for technology Planning							9	C1		
II	Technology Cycle - Technology cycle and understanding technologies change - Responding to technological changes - Adoption of technology - Overcoming resistance - different approaches.							9	C2		
III	Technology Forecasting - Technology Forecasting – Need – Methodologies: - Trend Analysis, Analogy, Delphi, Soft System Methodology, Mathematical Models, Simulation, System dynamic, S-curve, Role of Technology Information Forecasting and Assessment Council (TIFAC).							9	C3		
IV	Technology Assessment - Dissemination of technology information and strategic planning - Technology choice and evaluation methods – Analysis of alternativetechnologies - Implementing technology programmes.							9	C4		
V	Technological Competitiveness in Countries - Factory and office automation - Business Process Reengineering - Quality Management –Use of Transferred Technology - Collaborative innovation environment - Collaborative knowledge-intensive industry environment – Business and government relations – Technological competitiveness in some of the developing and developed countries.							9	C5		
Total								45			

Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Be able to understand the broad concepts of requirements for technology planning	PO2, PO5
CO2	Be able to apprehend, analyze and evaluate the basic principles and different approaches to technological change	PO1, PO2
CO3	Be able to learn and examine the process and functions and methodologies of technological forecasting	PO6, PO7
CO4	Be able to classify, appraise and assess the strategic planning and evaluation methods in technological assessment	PO2, PO5
CO5	Be able to appraise, and evaluate on the various elements of technological competitiveness in countries	PO2, PO4
Reading List		
1.	https://www.bain.com/insights/management-tools-business-process-reengineering/	
2.	https://archive.unu.edu/hq/library/Collection/PDF_files/INTECH/INTECHwp12.pdf	
3.	https://nap.nationalacademies.org/read/12557/chapter/4	
4.	https://www.energy.gov/eere/analysis/strategic-evaluation-planning	
References Books		
1.	Robert Szakonyl, Handbook of Technology Management, Viva Books Private Limited, 2008.	
2.	Gerard H. Gaynor, Handbook of Technology Management, McGraw Hill, 1996.	
3.	Betz, Frederic, Strategic Technology Management, New Delhi, McGraw Hill, 1996.	
4.	Tarek M. Khalil, Management of Technology, McGraw Hill, 2003.	
5.	Vijay Kumar Khurana, Management of Technology and Innovation, Ane books India, Chennai, 2007.	
6.	Gerard H. Gaynor, Handbook of Technology Management, McGraw Hill, 1996.	

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1		3			2			
CO 2	2	3						
CO 3						2	3	
CO 4		2			3			
CO 5		3		2				

3 - Strong 2 - Medium 1 - Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KT2	Technology Commercialization and Transfer	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To provide an in-depth understanding on types, process, opportunities of technology										
C2	To analyze and evaluate the activities of technological negotiation and diffusion										
C3	To examine the dimensions of technological transfer mechanisms										
C4	To appraise on the overview of strategic technological licensing and partnering										
C5	To appraise the various elements to gain knowledge on technological supportive services										
UNIT	Details							No. of Hours	Course Objectives		
I	Introduction - Technology as asset - Competitive technology strategic options -Types of commercialization – Commercialization Process. Technology opportunities - Technology scale up - Transfer decision making - Choice of technology - Technology Transfer Categories: - International - Cross industry – Inter-firm – Intra-firm.							9	C1		
II	Technology Negotiation and Diffusion - Technology Negotiation - Preparation and conduct of negotiations - Technology outsourcing - Socio, economic, political, legal and cultural considerations. Technology diffusion - Technology transfer modes - Technology up-gradation - Technology modernization - Adoption of new technologies - Absorption of new technologies - Absorption process - Relocation issues.							9	C2		
III	Transfer Mechanisms - Technology Transfer Services - Matching and pre- selection of prospective business partners - Commercializing innovations –Technology transfer negotiations - Technology transfer Offices: - databank - periodicals – web basedservices - - technology transfer agreements - Material Transfer Agreements (MTA s) - Business meets, workshops, training programmes, press release.							9	C3		
IV	Technology Licensing and Partnering - In-house development - Partnerships with intermediaries - Sponsored development - Joint development - Collaborative development - International networks of							9	C4		

	technology brokers. Technology Licensing - Rights of license holders- Financial terms – documentation - cross licenses - Collaboration and public policy		
V	Support Services - Assistance in implementing technologies - Intellectual property related issues: – rights - litigations – royalty audits – auctions- Market/feasibility studies - Product marketing - Technology valuation: - methods - Contract negotiation – Subcontracting – sublicense - Technology investment practices - Arranging financial assistance: – sources - option fund – angel investment-Finance syndication – loan - venture capital and debts– grants – incentives.	9	C5
	Total	45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Be able to understand the broad concepts of the basic concepts of strategic options, opportunities available in technology	PO2, PO5	
CO2	Be able to apprehend, analyze and evaluate the basic principles and different approaches of technology negotiation and diffusion	PO1, PO2	
CO3	Be able to learn and examine the process of the functions and methodologies of technological transfer mechanisms	PO6, PO7	
CO4	Be able to classify, appraise and assess the networks in technological licensing and partnering	PO2, PO5	
CO5	Be able to appraise, and evaluate on the various elements of valuation, negotiation procedures in supportive services	PO2, PO4	
Reading List			
1.	https://www.osibeyond.com/resources/technology-strategy-101/		
2.	https://www.oecd.org/env/cc/2956490.pdf		
3.	https://www.origiin.com/2020/09/13/technology-transfer-meaning-types-and-steps/		
4.	https://hbr.org/2020/06/when-licensing-new-tech-is-better-than-building-it-in-house		
References Books			
1.	Zeans Block & Lan C. Macmillan, Corporate Venturing, Harvard Business School Press, 2003.		
2.	A Innovation Management, Strategies, Implementation and Profit by Afuah Oxford University Press 2 nd edition, 2012.		
3.	Robert Szakonyl, Handbook of Technology Management, Viva Books Private Limited, 2006.		
4.	Gerard H. Gaynor, Handbook of Technology Management, McGraw Hill, 1996.		
5.	Tarek M. Khalil, Management of Technology, McGraw Hill, 2003.		
6.	A Innovation Management, Strategies, Implementation and Profit by Afuah Oxford University Press 2 nd edition, 2012.		

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1		3			2			
CO 2	2	3						
CO 3						2	3	
CO 4		2			3			
CO 5		3		2				

3 - Strong 2 - Medium 1 - Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KT3	Research and Development Management	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To provide an in-depth understanding of various frameworks on social determinants of knowledge on vision, mission, types of research										
C2	To analyze and evaluate the activities, components, functions, climate, techniques of innovative environment										
C3	To examine the dimensions of the procedures, techniques of R & D quality Management										
C4	To appraise on the overview on the skill requirements, reviewing, monitoring, appraisal schemes of R& D										
C5	To appraise the various elements to gain knowledge on R & D supportive services										
UNIT	Details							No. of Hours	Course Objectives		
I	Introduction - Introduction – historical perspective – validation and evaluation –basic research – applied research – technology in R&D – successful R&D management – basic condition – Elements – vision, mission, strategy – Deming cycle (PDCA), hypothetico deductive approach, competency matrices, thematic clustering							9	C1		
II	Innovative Environment - Structural Components – Organizational Environment, Functional Organization, organization structure for innovation, Corporate R & D, Global R & D, Outsourcing R & D, Virtual R & D. Creativity – Tools –Climate - MBTI Creativity Index. Innovation – Pathways, sources, business analysis techniques							9	C2		
III	R & D Quality Management - Quality management system, Good laboratory practices, Good management practice, Quality environmental management system- Datarecording. TQM in R & D – Quality procedures, Continuous improvement, measurement techniques, Benchmarking.							9	C3		
IV	People and R&D - Building scientific skills base - Skill audit process, skill requirements, skills gap assessment, selection & induction, Developing people – Performance management , reviewing and monitoring, appraisal schemes, T & D, Career Management & Development - Succession planning. R & D team Manager – Leadership, Creative groups.							9	C4		
V	R & D Support - Support Services – Analytical, Manufacturing, Library service, IT & Telecommunication, legal. Laboratory Automation – Synthesis Lab – Microscale							9	C5		

	experimentation. Intellectual property – patents – types, procedure. Publications – categories – Science Citation Index – impact factor – citation metrics. Intellectual property – patents- types, procedure. Financial Control – Budgets, Plans, Costs, research grants & funding, project proposal writing. Risk Assessment – Performance standards and indicators – Audit & review		
	Total	45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Be able to understand the broad concepts of devise research methods, techniques and strategies in the appropriate manner for research and development	PO2, PO5	
CO2	Be able to apprehend, analyze and evaluate the basic principles of appropriate business analysis techniques for an innovative environment	PO1, PO7	
CO3	Be able to learn and examine the process of good practices, systems, procedures, techniques in R & D Quality Management	PO1, PO5, PO6	
CO4	Be able to classify, appraise and assess the skills required for R & D management.	PO2, PO6	
CO5	Be able to appraise, and evaluate on the various elements of need, services, procedures of R & D supportive service	PO2, PO5	
Reading List			
1.	https://www.cleverism.com/rd-research-and-development-overview-process/		
2.	https://businessanalystmentor.com/business-analysis-techniques/		
3.	https://elsmar.com/elsmarqualityforum/threads/quality-management-system-for-r-d-research-development-work.42130/		
4.	https://www.ispatguru.com/research-and-development-and-the-needed-skills-requirement/		
References Books			
1.	R.K.Jain, Harry C Triandis, Management of Research and Development Organization:Managing the Unmanageable, John Wiley & Sons, 1997.		
2.	George F Thompson, The Management of Research and Development, Batsford, 1970		
3.	Peter Barnfield, Research and Development in the Chemical and Pharmaceutical Industry, Wiley, 2006.		
4.	Alan Glasser, Research and Development Management, Prentice-Hall, 1982.		
5.	Harold Arthur Collison, Management of Research and Development, Pitman, 1964.		
6.	Andreas Holzinger, Successful Management of Research & Development, Books on Demand,2011		

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1		3			2			
CO 2	3						2	3
CO 3	2				3	3		2
CO 4		3				2		
CO 5		3			2			

3 - Strong 2 - Medium 1 - Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KT4	Intellectual Property Rights	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To provide an in-depth understanding on understandings on Intellectual Property										
C2	To analyze and evaluate the activities of the procedures of GATT, TRIPS International Protection of Intellectual Property										
C3	To examine the dimensions of understandings the patents										
C4	To appraise on the overview to familiarize with copyrights, Trademarks and trade secrets.										
C5	To appraise the various elements, insights & awareness about the legal aspects of Intellectual Property rights										
UNIT	Details							No. of Hours	Course Objectives		
I	Introduction to Intellectual Property - Introduction - Invention and Creativity - An Overview of Intellectual Property (IP) - Importance - Protection of IPR - Basic types of property. Forms of Industrial Properties: Patents, Industrial Designs, Plant Varieties, copyrights, Trademarks, Geographical Indications.							9	C1		
II	International Protection of Intellectual Property Rights - Establishment of WIPO, General Agreement on Trade and Tariff (GATT). Patent Co- Operation Treaty, TRIPS agreement, Bern Convention, Rome convention, WTO and Intellectual Property Rights.							9	C2		
III	Patents - Introduction to Patents – Overview, Historical development, concepts on Novelty, Utility, Non-Obviousness. Patentable and Non Patentable Inventions. Procedure for Filing of patents. Acquisition of patent rights. Compulsory Licenses, patent offices in India and jurisdiction.							9	C3		
IV	Copyrights, Trademarks, Other Intellectual Property Rights - Copyrights and related rights - Trade Marks and rights arising from Trademark registration - Definitions - Industrial Designs and Integrated circuits - Protection of Geographical Indications at national and International levels, Plant Varieties - Application Procedures, Trade Secret,							9	C4		
V	Legal Aspects of Intellectual Property Rights - Infringement of Patents and Remedies. Modification of granted patents, Case Studies on - Patents - Copyright and							9	C5		

	related rights - Trade Marks - Industrial design and Integrated circuits - Geographic indications - Protection against unfair competition. Enforcement of Intellectual Property Rights		
	Total	45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Be able to understand the broad concepts of Intellectual Property	PO2, PO5	
CO2	Be able to apprehend, analyze and evaluate the basic principles of GATT, TRIPS International Protection of Intellectual Property	PO1, PO6	
CO3	Be able to learn and examine the process of applying Patents	PO1, PO5, PO7	
CO4	Be able to classify, appraise and assess the techniques copyrights, Trademarks.	PO5, PO6	
CO5	Be able to appraise, and evaluate on the various elements of legal aspects of Intellectual Property rights	PO6, PO8	
Reading List			
1.	https://www.uspto.gov/sites/default/files/about/offices/ous/121115.pdf		
2.	https://www.wto.org/english/thewto_e/whatis_e/tif_e/agrm7_e.htm		
3.	https://ipindia.gov.in/patents.htm		
4.	https://www.icsi.edu/media/webmodules/CRCPP_IPRL%26P_2018_DEC_30.pdf		
References Books			
1.	P. Narayanan, Intellectual property Rights, Eastern law House, Third Edition , 2008		
2.	G. P. Reddy, Intellectual Property Rights & Other Law, Gogia Law Agency, 2004		
3.	P. Narayanan, Patent Law, Eastern Law House, Fourth Edition, 2002		
4.	V.K. Unni, Trademarks & The Emerging Concepts of Cyber Property Rights, Eastern LawHouse, 2005.		
5.	Prof. A. Chandrasekaran, Intellectual Property Law, C. Sitaraman & Co. Pvt. Ltd., 2004.		
6.	Dr. Vikes Vashishth, Law & Practice of Intellectual Property in India, Bharath Law House Pvt.Ltd., 2002		

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1		3			2			
CO 2	3					2		
CO 3	3				2		2	
CO 4					2	3		
CO 5						3		2

3 - Strong 2 - Medium 1 - Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks			
									CIA	External	Total	
P23KT5	Managing Technological Innovation	Elective	3	-	-	-	3	45	25	75	100	
Course Objectives												
C1	To provide an in-depth understanding of Innovation types, process and techniques.											
C2	To analyze and evaluate the activities of knowledge on technology change and entrepreneurs opportunities											
C3	To examine the dimensions on building innovative capabilities											
C4	To appraise on the overview of Innovative strategy											
C5	To appraise the various elements of Innovative organization and contributions of public.											
UNIT	Details							No. of Hours	Course Objectives			
I	Introduction - Innovation types, Process - Economic scale of innovation –Innovation system – Innovation research & development - Creativity techniques.							9	C1			
II	Technology Change - Technology change – Organizational issues – Entrepreneurs opportunities and Technology changes – Technology change and productivity.							9	C2			
III	Innovation Strategy - Importance - innovation strategy in practice –types – formulating strategy - building innovative capabilities - returns from innovation strategy - innovation strategy in SMEs.							9	C3			
IV	Innovation Strategy - Importance - innovation strategy in practice –types – formulating strategy - building innovative capabilities - returns from innovation strategy - innovation strategy in SMEs.							9	C4			
V	Innovation Organisation - Entrepreneurship - Technology based, knowledge spillover in large and small firms – financing - contribution of public entities.							9	C5			
Total							45					
Course Outcomes												
Course Outcomes	On completion of this course, students will;							Program Outcomes				
CO1	Be able to understand the broad concepts of Innovation types, process and techniques.							PO2, PO6				
CO2	Be able to apprehend, analyze and evaluate the basic principles of technology change and entrepreneurs opportunities							PO1, PO5				

CO3	Be able to learn and examine the process of building innovative capabilities	PO5, PO6, PO7
CO4	Be able to classify, appraise and assess the Innovative strategy	PO2, PO6, PO7
CO5	Be able to appraise, and evaluate on the various elements of Innovative organization and contributions of public.	PO1, PO6
Reading List		
1.	https://alcorfund.com/insight/the-innovation-process-importance-steps-types-examples-and-risks-involved/	
2.	https://www.citeman.com/8228-entrepreneurial-opportunities-changes-in-technology.html	
3.	https://www.innosight.com/services/develop-innovation-capabilities/	
4.	https://www.business.qld.gov.au/running-business/growing-business/becoming-innovative/strategy/types	
References Books		
1.	Mark Dodgson, David Gann, and Ammon Salter, The Management of Technological Innovation, Oxford University Press, 2008.	
2.	Scott Shane, Handbook of Technology and Innovation Management, John Wiley & Sons, 2009.	
3.	Frederick Betz, Managing Technological Innovation, John Wiley & Sons, Third Edition, 2011.	
4.	Edited by Michael Tushman and Philip Anderson (The Second Edition, 2004)	
5.	Robbert Szakonyi, Managing Strategic Innovation and Change: A Collection of Readings, Handbook of Technology Management – Viva Books Private, Limited, 2006.	
6.	Twiss B & Goodridge, M. Pitman, Managing Technology for Competitive Advantage: Integrating Technological and Organizational Development from Strategy to Action, 1989	

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1		3				2		
CO 2	2				3			
CO 3					3	2	2	
CO 4		3				3	2	
CO 5	3					2		

3 - Strong 2 - Medium 1 - Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks			
									CIA	External	Total	
P23KT6	E - Business Management	Elective	3	-	-	-	3	45	25	75	100	
Course Objectives												
C1	To provide an in-depth understanding of framework of E-business.											
C2	To analyze and evaluate the activities of technology infrastructure											
C3	To examine the dimensions of business applications and E-governance											
C4	To appraise on the overview of E-business payments and security											
C5	To appraise the various elements of legal and privacy issues											
UNIT	Details							No. of Hours	Course Objectives			
I	Introduction to e-Business :Overview of E-Business; Fundamentals, E-Business framework; E-Business application; Major requirements in E-Business; Emerging trends and technologies in E-Business; From E-Commerce to E-Business.							9	C1			
II	Technology Infrastructure :Internet and World Wide Web, internet protocols - FTP, intranet and extranet, information publishing technology- basics of web server hardware and software.							9	C2			
III	Business Applications :Consumer oriented e-business – e-tailing and models - Marketing on web – advertising, e-mail marketing, affiliated programs - e-CRM; online services, Business oriented e-business, e-governance, EDI on the internet.							9	C3			
IV	E-Business Payments and Security :E-payments - Characteristics of payment of systems, protocols, e-cash, e-cheque and Micro payment systems- internet security – cryptography – security protocols – network security.							9	C4			
V	Legal and Privacy Issues :Legal, Ethics and privacy issues – Protection needs and methodology – consumer protection, cyber laws, contracts and warranties, Taxation and encryption policies.							9	C5			
Total							45					
Course Outcomes												
Course Outcomes	On completion of this course, students will;							Program Outcomes				
CO1	Be able to understand the broad concepts on the framework of E-business.							PO2, PO3, PO4				
CO2	Be able to apprehend, analyze and evaluate the basic principles to possess knowledge on technology							PO1, PO2, PO4, PO6, PO7				

	infrastructure	
CO3	Be able to learn and examine the process of the importance of business applications and E-governance	PO3, PO4, PO5, PO6, PO7
CO4	Be able to classify, appraise and assess the to have better understanding on E-business payments and security	PO3, PO4, PO7
CO5	Be able to appraise, and evaluate on the various elements of legal and privacy issues	PO3, PO4, PO7, PO8
Reading List		
1.	https://fabric.inc/blog/ecommerce-framework/#:~:text=An%20e%2Dcommerce%20framework%20is,shopping%20cart%2C%20and%20payment%20processing.	
2.	https://www.techtarget.com/searchdatacenter/definition/infrastructure	
3.	https://cleartax.in/s/e-governance	
4.	http://www.mcrhrdi.gov.in/fcg/fbf-week3/challenges%20and%20issues%20in%20e%20governance.pdf	
References Books		
1.	ParagKulkarni, SunitaJahirabadkao, PradeepChande, e business, Oxford University Supplementary Readings	
2.	Kamlesh K.Bajaj and Debjani Nag, Ecommerce- the cutting edge of Business, Tata McGrawHill Publications, 7th reprint, 2009	
3.	Hentry Chan &el , E-Commerce – fundamentals and Applications, Wiley India Pvt Ltd, 2007.	
4.	Dave Chaffey E-Business and E-Commerce Management ,Financial Times/ Prentice Hall, 2006	
5.	Colin Combe ,Introduction to e-Business: Management and Strategy Paperback – 1 st ed, 2006	
6.	Michael J. Shaw , E-Business Management: Integration of Web Technologies with Business Models: 1 (Integrated Series in Information Systems) Springer, 2 nd ed, 2002	

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1		3	2	3				
CO 2	3	2		2		3	3	
CO 3			3	3	3	2	3	
CO 4			3	3			2	
CO 5			3	2			3	3

3 - Strong 2 - Medium 1 - Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KT7	Software Project and Quality management	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To provide an in-depth understanding of project planning, project tracking										
C2	To analyze and evaluate the activities of the principles and philosophies of Software metrics										
C3	To examine the dimensions of software project estimation										
C4	To appraise on the overview of awareness and importance of Software quality										
C5	To appraise the various elements of models, standards and process of software quality Assurance										
UNIT	Details							No. of Hours	Course Objectives		
I	Introduction - Software Projects, Projects Planning, Process models, Waterfall,RAD, V, Spiral, Incremental, Prototyping, Agile, Project Tracking.							9	C1		
II	Software Metrics - Goal, Question, Metric (GQM) model, Product Quality metrics, In process Quality metrics, Metrics for software maintenance and testing, Complexity Metrics.							9	C2		
III	Software Project Estimation - Effort and Cost Estimation - Expert Judgment, LOC, Function Points, Extended Function Points, Feature Points, Object Points, COCOMO-81, COCOMO-II; Risk Management.							9	C3		
IV	Software Quality - Quality Management Systems, Software Quality Models- FURPS, McCalls Models, Applying seven basic quality tools in software development, Measuring Quality, Gilb, CoQUAMO, Lean software development							9	C4		
V	Software Quality Assurance - Software Reliability models-Rayleigh model, Weibull model; Defect Removal Effectiveness; Quality standards- ISO 9000 models and standards for process improvement, ISO/IEC 9126-1 to 9126-4, SQuaRE, ISO/IEC 25000, ISO/IEC 25010, CMM, PCMM, CMMI, SPICE.							9	C5		
Total							45				

Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Be able to understand the broad concepts of having the insights on project planning, project tracking	PO2, PO6
CO2	Be able to apprehend, analyze and evaluate the basic principles of Software metrics	PO1, PO2, PO8
CO3	Be able to learn and examine the process of software project estimation	PO1, PO6, PO7
CO4	Be able to classify, appraise and assess the Software quality	PO2, PO5
CO5	Be able to appraise, and evaluate on the various elements of the models, standards and process of software quality Assurance	PO2, PO6
Reading List		
1.	https://www.projectmanager.com/guides/project-tracker	
2.	https://www.javatpoint.com/software-engineering-software-metrics	
3.	https://www.geeksforgeeks.org/software-engineering-project-size-estimation-techniques/	
4.	https://www.softwaretestinghelp.com/software-quality-assurance/	
References Books		
1.	Roger S. Pressman, Software Engineering A Practioners Approach, McGraw Hill International Edition, New Delhi, 7th Edition, 2010.	
2.	Stephen Kan, Metrics and Models in Software Quality Engineering, Pearson ducation Asia, 8th Impression 2009.	
3.	Alan Gillies, Software Quality – Theory and Management, Thomson Learning, 2011.	
4.	Bob Hughes and Mike Cotterell, Software Project Management, Tata McGraw Hill, 5th Edition, 2010.	
5.	Robert T. Futrell, Donald F. Sahefer and Linda I. Shafer, Quality Software Project Management, Pearson Education Asia, 2002.	
6.	Richard H. Thayer, Software Engineering Project Management, John Wiley, 2007	

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1		3				2		
CO 2	2	3						3
CO 3	3					3	2	
CO 4		2			3			
CO 5		3				3		

3 - Strong 2 - Medium 1 - Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KT8	Data Mining & Business Intelligence	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To provide an in-depth understanding of Data mining and Business intelligence										
C2	To analyze and evaluate the activities of Data warehousing and various models										
C3	To examine the dimensions of advanced Data mining tools, methods and techniques										
C4	To appraise on the overview of modern information technology and business opportunities										
C5	To appraise the various elements of BI and Power BI										
UNIT	Details						No. of Hours	Course Objectives			
I	Introduction - Data mining, Text mining, Web mining, Spatial mining, Process mining, BI process- Private and Public intelligence, Strategic assessment of implementing BI						9	C1			
II	Data Warehousing - Data ware house – characteristics and view - OLTP and OLAP - Design and development of data warehouse, Meta data models, Extract/ Transform / Load (ETL) design						9	C2			
III	Data Mining Tools, Methods and Techniques - Regression and correlation; Classification- Decision trees; clustering –Neural networks; Market basket analysis- Association rules-Genetic algorithms and link analysis, Support Vector Machine, Ant Colony Optimization						9	C3			
IV	Modern Information Technology and its Business Opportunities - Business intelligence software, BI on web, Ethical and legal limits, Industrial espionage, modern techniques of crypto analysis, managing and organizing for an effective BI Team						9	C4			
V	BI and Data Mining Applications - Applications in various sectors – Retailing, CRM, Banking, Stock Pricing, Production, Crime, Genetics, Medical, Pharmaceutical.						9	C5			
	Total						45				

Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Be able to understand the broad concepts of data Data mining its various types and Business intelligence	PO2, PO6
CO2	Be able to apprehend, analyze and evaluate the principles of Data warehousing and its various models	PO1, PO2, PO8
CO3	Be able to learn and examine the process to develop Data Models and use the DAX Formula language and M language to develop POWERFUL calculations	PO1, PO6, PO7
CO4	Be able to classify, appraise and assess the professional-quality business intelligence reports from the ground up and share for collaboration	PO2, PO5
CO5	Be able to appraise, and evaluate on the design visualization system for large datasets and dashboards using power BI, interpret the visualization created from the data set	PO2, PO6
Reading List		
1.	https://hevodata.com/learn/data-mining-and-business-intelligence/	
2.	https://www.getdbt.com/blog/five-principles-that-will-keep-your-data-warehouse-organized/	
3.	https://powerpartners.pro/en/power-query-vs-dax/#:~:text=DAX%2C%20or%20Data%20Analysis%20Expressions,collection%20of%20functions%20and%20operators.	
4.	https://powerbi.microsoft.com/en-us/data-visualization/	
References Books		
1.	Jaiwei Ham and Micheline Kamber, Data Mining concepts and techniques, KauffmannPublishers, 3 rd edition, 2011.	
2.	Efraim Turban, Ramesh Sharda, Jay E. Aronson and David King, Business Intelligence,Prentice Hall,2 nd edition, 2010.	
3.	W. H. Inmon, Building the Data Warehouse, Fourth Edition Wiley India Pvt. Ltd., 2005.	
4.	Ralph Kimball and Richard Merz, The Data Warehouse Toolkit, John Wiley, 3 rd edition, 2013.	
5.	Michel Berry and Gordon Linoff, Mastering Data Mining, John Wiley and Sons Inc,	
6.	Michel Berry and Gordon Linoff, Data Mining Techniques for Marketing, Sales andCustomer Support, John Wiley,3 rd edition, 2011.	

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1		3				2		
CO 2	2	3						3
CO 3	3					3	2	
CO 4		2			3			
CO 5		3				3		

3 - Strong 2 - Medium 1 - Low

SPECIALIZATION COURSES: RETAIL MANAGEMENT

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KR1	Introduction To Retailing	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To identify the concept of retailing and its types.										
C2	To demonstrate an overview of retailing from a marketing and managerial perspective.										
C3	To determine the various economic factors influencing retailing										
C4	To evaluate the present scenario of retailing in Indian market.										
C5	To deduce the consumer patterns in retailing.										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	Definition and Scope of Retailing – Retailer – Evolution of Retailing Industry - Retailer’s Role in the Distribution Channel –Vertical Marketing System							9	C1		
II	Functions of retailers –Benefits of Retailing – Benefits to Customers – Benefits to Manufactures and Wholesalers - Trends in Retailing- Global Retail Scenario - Indian Retail Scenario -Prospects of Retailing in India							9	C2		
III	Retail Economics: Benefits to the Economy – Retailing Environment – The Legal environment – The Economic environment – The Technological environment – The Global environment. The Competitive Environment—Types of Competition—Analysing Competition							9	C3		
IV	Indian Experience in Retailing – Impact of FDI in Indian Context. Retail organization and Formats-Retail Ownership—Retail Formats—Store Based Formats—Non Store Formats-Generalist and Specialist Retailers—Services Retailing							9	C4		
V	Retailing and Consumption—The Changing Consumer Demographics-Life Style Changes—Shopping Behaviour—Retail Outlet Choice -Legal and Ethical Issues in Retailing							9	C5		
	Total							45			

Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Be able to identify the concept of retailing and its types.	PO1, PO2, PO8
CO2	Be able to demonstrate an overview of retailing from a marketing and managerial perspective.	PO2, PO4, PO6, PO7
CO3	Be able to determine the various economic factors influencing retailing	PO2, PO4, PO6, PO8
CO4	Be able to evaluate the present scenario of retailing in Indian market.	PO4, PO6, PO7
CO5	Be able to deduce the consumer patterns in retailing.	PO2, PO3, PO4, PO6, PO7
Reading List		
1.	International Journal of Retail and Distribution Management, Emerald Publication	
2.	Journal of Retailing, Science Direct	
3.	A to Z of Retail Management, fifth edition, Pearson Education	
4.	Retail Marketing Management, D Glibert, Pearson Education	
References Books		
1.	Berman and Evans, “Retail Management”, Prentice Hall 2004	
2.	Davis and Ward, Managing Retail Consumption, John Wiley & Sons 2002	
3.	Dunne, Lusch and Gable, “Retailing”, South-Western 2002	
4.	Gibson Vedamani ,Retail Management –Functional Principles and Practices, Jaico Books, Second Edition,2004	
5.	Levy and Weitz, “Retailing Management”, Irwin 2004	
6.	Rosemary Varley and Mohammed Rafiq “Principles of Retail Management”,Palgrave Macmillan,2005	

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1		3		3				2
CO 2		2		3		3	3	
CO 3		3	3			3		2
CO 4				3	3			
CO 5		3	2	3		3	3	

3 - Strong 2 - Medium 1 - Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks			
									CIA	External	Total	
P23KR2	Retail Economics and Retail Formats	Elective	3	-	-	-	3	45	25	75	100	
Course Objectives												
C1	To understand the impact of retailing on the economy.											
C2	To evaluate the present scenario of retailing in Indian market.											
C3	To analyse the various consumerism factors in India											
C4	To illustrate about the different types of retailers.											
C5	To distinguish the recent trends in retailing											
SYLLABUS												
UNIT	Details							No. of Hours	Course Objectives			
I	Retail Economics: Benefits to the Economy – Retailing Environment – The Legal environment – The Economic environment – The Competitive environment – The Technological environment – The Global environment.							9	C1			
II	Indian Experience in Retailing – Impact of FDI in Indian Context.							9	C2			
III	Economic Growth – Urbanization – Consumerism – Brand Profusion – Cheaper Real Estate							9	C3			
IV	Retail Formats I: Classification of retailers – Store based Retailers – By Ownership – Independent store – Chain store – Franchise store – By price – discount store – off-price retailer – Factory outlet stores – Close out retailers – single price retailers – warehouse club – Catalog showrooms – By product Line – department store – supermarket – hypermarket							9	C4			
V	Retail Formats II: Specialty retailers – Convenience stores – Non store based Retailer – Direct selling – Direct marketing – catalog marketing – telemarketing – TV home shopping, World Wide Web – Automatic vending – The impact of scalability of store formats.							9	C5			
Total							45					
Course Outcomes												
Course Outcomes	On completion of this course, students will;							Program Outcomes				
CO1	Be able to understand the impact of retailing on the economy.							PO1, PO2, PO6				
CO2	Be able to evaluate the present scenario of retailing in							PO1,PO2, PO4, PO6,				

	Indian market.	PO7
CO3	Be able to analyse the various consumerism factors in India	PO1,PO2, PO4, PO6, PO7,PO8
CO4	Be able to illustrate about the different types of retailers.	PO1,PO2, PO4, PO6, PO7
CO5	Be able to determine the recent trends in retailing	PO1,PO2, PO4, PO6, PO7

Reading List

1.	Journal of Retailing, Elsevier
2.	The Economics of Retail Firms, Jstor
3.	The Economics of Retailing and Distribution, Roger R.Betancourt, Edward Elgar Publishing Ltd.,
4.	Handbook on the economics of Retailing and Distribution, Edward Elgar Publication, 2016

References Books

1.	Gibson Vedamani, Retail Management,Functional Principles and Practices,Jaico Books, Second Edition, 2004.
2.	Michael Levy and Barton A. Weitz, Retail Management,Tata McGraw Hill, Fifth Edition, 2004.
3.	Retail Management, ICFAI Center for Management Research Publication,
4.	Retail Beyond Detail, The Great Indian Retailing Business, Sate Publications, 2018
5.	Handbook on the Economics of Retailing and Distribution, Emek Basker, Edward Elgar Publishing, 2016
6.	Retail Mangement, Mr. Rinkesh Chheda and Ms. Falguni Mahews, Himalaya Publications, 2019

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1		3		3		2		
CO 2		2	2	3		3	3	
CO 3	2	3	3			3	3	2
CO 4	3	3			3		2	
CO 5	2	3		3		3	3	

3 - Strong 2 - Medium 1 – Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KR3	Store Operations Management	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To familiarize the concept of store management										
C2	To demonstrate the concept of store level receiving and marking.										
C3	To examine the various channels of distribution management										
C4	To analyse the factors of store layout and design										
C5	To evaluate the financial aspects of operations management										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	Store Management – Roles of the Store Manager – Variation by Store Type - In Store Merchandising – Item Space Allocation – Item Arrangement – Planograms - In Store Merchandise Reordering – When to Reorder ? – The Order Point model – How much to Reorder? – Reordering and Planograms – Promotional ordering.							9	C1		
II	Store level Receiving and Marking : Case Receiving – Item Check in - Self Service and check out operations: Merchandising Factors in self service – Applying simplification in the selling process – Check out operations – Checkout systems and Productivity- Customer complaints and adjustments : Causes of complaints – Fundamentals of Effective Adjustment Practice.							9	C2		
III	Distribution Management : Store Direct systems – Vendor Pre-Pack through Distribution Center – Stocking Distribution Center Systems – Multiple Distribution Center Systems – Master / Satellite Distribution Center – Pre-distribution versus Post Distribution - Utilization of Personnel – Store Maintenance – Energy Management – Store Security – Insurance – Credit Management – Crisis Management.							9	C3		
IV	Store Layout, Design and visual merchandising – Objectives of a Good Store Design– Store Layout – Types of Design – Feature Areas – Space Planning – Location of Departments - Location of Merchandising within Departments – Use of Planograms – Leveraging Space : In Store Kiosks – Visual Merchandising – Merchandise Presentation Techniques -- Atmospherics.							9	C4		

V	Financial Aspects of Operations Management – Inventory Management – Budgeting for Merchandise and Forecasting – Inventory Valuation – Cost Method – Retail Method – Resource Allocation – Controlling Costs – Reducing Inventory Loss.	9	C5
Total		45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Be able to familiarize the concept of store management	PO1, PO2, PO6	
CO2	Be able to demonstrate the concept of store level receiving and marking.	,PO2, PO4, PO6, PO7	
CO3	Be able to examine the various channels of distribution management	PO2, PO3, PO6,	
CO4	Be able to analyse the factors of store layout and design	PO1,PO2, PO4, PO6, PO7	
CO5	Be able to evaluate the financial aspects of operations management	PO2, PO4, PO6, PO7	
Reading List			
1.	International Journal of Retail & Distribution Management, Emerald		
2.	<u>Retail store operations: Literature review and research directions - ScienceDirect</u>		
3.	<u>Retail Store Operations: Literature Review and Research Directions Request PDF (researchgate.net)</u>		
4.	<u>https://www.researchgate.net/publication/318300607_Retail_Store_Operations_Literature_Review_and_Research_Directions</u>		
References Books			
1.	Barry Berman & Joel R Evans, Retailing Management, A Strategic Approach, Macmillan Publishing company, 4 th Edition, 1989.		
2.	James R Ogden & Denise T Ogden, BiZstantra, Integrated Retail Management, Indian Adoption, New Delhi, 2005.		
3.	Michael Levy & Bartan A Weity, Retailing Management Tata McGraw Hill Publishing Company Ltd., 5 th Edition, 2003		
4.	William R Davidson, Daniel R Sweeney and Ronold W Stampfel; John Wiley & Sons, Retailing Management 6 th Edition, 1988.		
5.	Sinha Kaushik, Store Management and Operations, Cyscoprime Publishers, 2020		
6.	Angie Tang & Sarah Lim, Retail Operations: How to Run Your Own Store, Ft Pr, 2021		

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1		3		3		2		
CO 2		2		3		3	3	
CO 3		3	3			3		
CO 4	2	3		2	3			
CO 5		3		3		3	3	

3 - Strong 2 - Medium 1 - Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KR4	Retail Strategies	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To analyse the need and importance of retail strategies										
C2	To identify the opportunities available in consumer market.										
C3	To develop and demonstrate strategies for retail market.										
C4	To analyse and implement the financial aspects in retailing.										
C5	To compare research methodologies and surveys in retailing.										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	Developing vision, mission – Store Differentiating Strategies – Retail Growth and Expansion strategies.							9	C1		
II	Understanding the Retail Customer I: The Market – Structure of Buying Population – Nature of Buying Behavior – Consumer Markets Population Analysis – Demographic Analysis – Consumer Buying Behavior - Buying Considerations – Product Tangibility – Goods Services – Product Durability – Durables – Non Durables – Product Availability – Convenience Products – Shopping Products – Specialty Products – Understanding the Retail Customer II Buying Situations – Consumer Population – Consumer Requirements – Consumer Potential – Ability to Buy – Willingness to buy – Authority to Buy – Buying Centers – Buying Influences – Psychological factors – Motivation – Perception- Learning – Attitudes – Personal Factors – Personality – Self concept – Life Styles – Life Cycle – Social Factors – Family – Reference groups – Social Class – Culture – Buying Process – Problem Recognition – Information Search – Alternative Evaluation – Purchase Decision – Post Purchase Evaluation – Buying Scenes.							9	C2		
III	Retail Market Strategy : Store Positioning - Retail Marketing Mix - Definition of retail Market Strategy – Focus on the Customer – nature of Strategic Planning – Preplanning: Assessing the Firms situation – SWOT – Mission – Goals and objectives –Budget implementation and control.							9	C3		
IV	Financial Strategy: Strategic Profit Model – An Overview – The Income Statement – Net Sales – Gross							9	C4		

	Margins – Expenses – Net Profit – The Balance Sheet – Current Assets – Accounts Receivable – Merchandise Inventory – Cash and other Current Assets – Current Assets cycle – Fixed Assets – Asset Turn Over – Liabilities and Owners Equity – Strategic Resource Management Model – Return on Assets – Recap of Strategic Profit Model – Setting Performance Objectives Top down Vs Bottom Up Process – Accountability – Performance measure – Types of Measures.		
V	Retail surveys – qualitative research – research design – Developing a methodology – Shopper observations – retail audits	9	C5
	Total	45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Be able to analyse the need and importance of retail strategies	PO1, PO2, PO6	
CO2	Be able to identify the opportunities available in consumer market.	,PO2, PO4, PO6, PO7	
CO3	Be able to develop and demonstrate strategies for retail market.	PO2, PO3, PO6,	
CO4	Be able to analyse and implement the financial aspects in retailing.	PO1,PO2, PO4, PO6, PO7	
CO5	Be able to compare research methodologies and surveys in retailing.	PO2, PO4, PO6, PO7	
Reading List			
1.	IOSR Journal of Business and Management (IOSR-JBM) e-ISSN: 2278-487X, p-ISSN: 2319-7668. Volume 18, Issue 6 .Ver. II (Jun. 2016), PP 21-29 www.iosrjournals.org DOI: 10.9790/487X-1806022129 www.iosrjournals.org 21 Page, D1806022129.pdf (iosrjournals.org)		
2.	Journal of Retailing, Science Direct		
3.	Journal of Retailing, Scimagojr		
4.	Journal of Retailing (researchgate.net)		
References Books			
1.	Barry Berman & Joel R Evans, Retailing Management, A Strategic Approach – Macmillan Publishing company, 4 th Edition, 1989.		
2.	James R Ogden & Denise T Ogden, BiZstantra, Integrated Retail Management, Indian Adoptation, New Delhi, 2005.		
3.	Michael Levy & Bartan A Weity, Retailing Management Tata McGraw Hill Publishing Company Ltd., 5 th Edition, 2003.		
4.	Bajaj, Tuli and Srivastava, Retail Management, Oxford University Press, 3 rd Edition, 2016		

5.	David Jobber & Geoffrey Lancaster, Selling and Sales Management, 2018
6.	Constant Berkhout, Retail Marketing Strategy: Delivering Shopper Delight, Kogan Page, 2021

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1		3		3				
CO 2		2		3		3	3	
CO 3		3	3	2		3		
CO 4					3			
CO 5		3		3		3	3	2

3 - Strong 2 - Medium 1 - Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KR5	Store Location , Store Layout – Design and Visual Merchandising	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To understand various aspects of stores management.										
C2	To analyse the factors influencing store location										
C3	To evaluate the aspects of market site and infrastructure										
C4	To classify the factors of store layout and design										
C5	To develop in-depth understanding for effective utilization of store design and visual merchandising techniques										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	Store Management: Retail Operations and their significance – Customer service and accommodations – Retail Selling Process – Store staffing and scheduling – Retail Floor and shelf management – Store administration and facilities management – Shrinkage prevention – POS/Cashiering process – Store operating parameters							9	C1		
II	Store Location: Importance of Location Decision – Retailing strategy and location – Characteristic Used in Location – Analysis – Country and Regional Analysis – Demographic – Economic Cultural – Demand – Competition – Infrastructure – Trade Area Analysis – Trade Area Consideration – Defining the trade Area – Reilly’s Law – Huffs Model – Concentric Zones – Geo demographics							9	C2		
III	Site Evaluation: Estimation Market Potential – Estimating Sales Potential – Index of Retail Saturation – Infrastructure Site Evaluation and Selection Types of Locations – Planned Shopping Centers – Basic Configurations of Shopping centers – Central Business Districts – Free Standard Location – Assessing Site Evaluation Criteria							9	C3		
IV	Store Layout – Store Planning – Location Planning - Store Design and Retail Image Mix – The space Mix - Stores Exterior: Store Layout: Types of Display Areas – Flexibility of Store Design – Recognizing the needs of							9	C4		

	the Disabled – Stores Interior – managing Space – circulation plans.		
V	Design and Visual Merchandising: Location of Departments – Location of Merchandise within departments: Use of Planograms - Evaluating Space Productivity – Merchandise Presentation Techniques – Idea oriented presentation – Style item presentation Color presentation. Atmospherics: Visual Communications – Lighting – Color – Music – Scent – Store Security.	9	C5
	Total	45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Be able to understand various aspects of stores management.	PO1, PO2, PO6	
CO2	Be able to analyse the factors influencing store location	,PO2, PO4, PO6, PO7	
CO3	Be able to evaluate the aspects of market site and infrastructure	PO2, PO3, PO6,	
CO4	Be able to classify the factors of store layout and design	PO1,PO2, PO4, PO6, PO7	
CO5	Be able to develop in-depth understanding for effective utilization of store design and visual merchandising techniques	PO2, PO4, PO6, PO7	
Reading List			
1.	<u>Visual merchandising and store atmospherics: An integrated review and future research directions - ScienceDirect</u>		
2.	<u>https://www.researchgate.net/publication/260219500_Impact_of_Visual_Merchandising_on_Consumer_Behaviour_towards_Women%27s_Apparel</u>		
3.	<u>https://www.researchgate.net/publication/354938967_The_Impact_of_Store_Layout_on_Consumer_Buying_Behaviour_A_Case_of_Convenience_Stores_from_a_Selected_Township_in_Kwazulu_Natal</u>		
4.	<u>https://www.indianjournals.com/ijor.aspx?target=ijor:ajm&volume=8&issue=4&article=033</u>		
References Books			
1.	Barry Berman & Joel R Evans, Retailing Management, A Strategic Approach, Macmillan Publishing company, 4 th Edition, 1989.		
2.	James R Ogden & Denise T Ogden, BiZstantra, Integrated Retail Management, Indian Adoption, New Delhi, 2005.		
3.	Michael Levy & Bartan A Weity, Retailing Management Tata McGraw Hill Publishing Company Ltd., 5 th Edition, 2003.		
4.	William R Davidson, Daniel R Sweency and Ronold W Stampfel; John Wiley & Sons,		

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1		3		3				
CO 2		2		3		3	3	
CO 3		3	3			3		
CO 4					3			
CO 5		3		3		3	3	

3 - Strong 2 - Medium 1 - Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KR6	Retail Buying and Merchandise Management	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To analyse the need and importance of merchandise planning.										
C2	To evaluate the inventory management required for merchandising.										
C3	To throw light on the process of buying system for staple and fashion merchandising.										
C4	To identify the pricing strategies of merchandise management.										
C5	To develop the communication mix in retailing										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	Planning Merchandise Assortments – Organising the buying process by categories – Category Management – The Buying Organisation -- Setting Financial Objectives for the Merchandise Plan –							9	C1		
II	Gross Margin Return On Inventory Management (GMROI), Measuring Inventory Turnover – Sales Forecasting – Assortment Planning Process – Variety –Assortment – Product Availability – Trade offs between Variety, Assortment and Product Availability – Assortment Plan, Product Mix Trends.							9	C2		
III	Buying Systems for Staple Merchandise – Buying Systems for Fashion Merchandise – Merchandise Budget Plan – Components – Evaluation – Open – to –Buy Systems – Allocating Merchandise to Stores – Analyzing the Merchandise Performance. Buying Merchandise – Branding Strategies – Global Sourcing Decisions – Costs and Managerial issues associated with Global Sourcing -- Merchandising Buying and Handling Process – Ethical and Legal issues in Merchandise Buying.							9	C3		
IV	Merchandise Pricing – Setting the Retail Price – Pricing Objectives – Pricing strategies – Pricing Methods –Pricing Adjustments – Price Discrimination.							9	C4		
V	Retail Communication Mix – Role of Communication in Retailing – Methods of Communication – Planning the Retail Communication Programs – Implementing and Evaluating the Retail Communication Programs.							9	C5		
	Total							45			

Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Be able to analyse the need and importance of merchandise planning.	PO1, PO2, PO4, PO6
CO2	Be able to evaluate the inventory management required for merchandising.	,PO2, PO4, PO6, PO7
CO3	Be able to relate the process of buying system for staple and fashion merchandising.	PO2, PO3, PO6,
CO4	Be able to identify the pricing strategies of merchandise management.	PO1, PO3, PO5, PO6, PO7
CO5	Be able to develop the communication mix in retailing	PO2, PO4, PO6, PO7
Reading List		
1.	John Donnellan , Merchandise Buying And Management, ISBN:978156367052	
2.	John Donnellan, Merchandise Buying and Management, 4th Edition Item #: 2123003	
3.	Rosemary Varley, Retail Product Management Buying and merchandising, 3rd Edition, Copyright Year 2015	
4.	International Journal of Retail & Distribution Management, Emerald Publications	
References Books		
1.	John Donnellan, Merchandise Buying and Management, Fairchild Publications	
2.	Michael Levy and Barton A. Weitz, Retail Management, Tata McGraw Hill, Fifth Edition, 2004.	
3.	Ralph D. Shipp, Retail Merchandising : Principles and Applications, Houghton Mifflin College Division, Second Edition, 1985.	
4.	Retail Management, ICFAI Center for Management Research Publication	

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	2	3		3				
CO 2		2		3		3	3	
CO 3		3	3			3		
CO 4	2		2		3	3	3	
CO 5		3		3		3	3	

3 - Strong 2 - Medium 1 - Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
P23KR7	Retail Selling and Customer Service	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To create awareness on the role of retail selling.										
C2	To throw light on initiating and closing the sales.										
C3	To analyse the need and significance of customer service.										
C4	To develop and implement the rights of customer service										
C5	To understand the need of service to customers and suppliers										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	Retail Selling: Role of Personal selling in Retail Promotion Mix – Role of Retail Sales Person - Retail Selling Process -- Preparing for the customer – Prospecting for the customer – Approaching the customer – Presenting the Merchandise – Demonstrating – Handling Objections – Up Selling – Cross Selling							9	C1		
II	Making the Sale – Relationship Selling – Building Customer Relationships -Skills required for the Retail Sales Person – Evaluation of the Retail Sales Person – Conversion Rate – Sales per hour – Use of Time Standards.							9	C2		
III	Customer service: Significance of Customer Service – Customer Service Strategies - Customer Evaluations of Service Quality – Role of Expectations – Perceived Service- Situations leading to satisfactory and unsatisfactory customer experience – Gaps model for improving quality of retail services – Knowledge Gap – Standards Gap – Delivery Gap – Communications Gap – Service Recovery.							9	C3		
IV	Developing the right Customer Service Level – Cost of Customer Service – Competitive Analysis							9	C4		
V	Store Characteristics – Income level of Target Market – Customer’s wants and needs -- Supplier Customer Service Levels.							9	C5		
	Total							45			

Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Be able to create awareness on the role of retail selling.	PO1, PO2, PO6
CO2	Be able to relate on initiating and closing the sales.	PO1,PO2, PO5, PO4, PO6, PO7
CO3	Be able to analyse the need and significance of customer service.	PO2, PO4, PO6, PO7
CO4	Be able to develop and implement the rights of customer service	PO1,PO2, PO5, PO6, PO7
CO5	Be able to understand the need of service to customers and suppliers	PO1,PO2, PO4, PO6, PO7
Reading List		
1.	Mr Carlo Santoro, Carlo G Santoro, Retail Sales & Customer Service - Volume 1: Getting Retail Service Right ! Paperback – July 1, 2012	
2.	Peter Fleming, Retail Selling: How To Achieve Maximum Retail Sales Paperback – 8 July 2006	
3.	https://www.retaildoc.com/retail-101/retail-customer-service	
4.	<u>Doug Stephens</u> , “The Retail Revival: Reimagining Business for the New Age of Consumerism”, wiley publication	
References Books		
1.	James R. Ogden and Denise T. Ogden, Integrated Retail Management (Indian Adaptation), Biztantra, 2005	
2.	Michael Levy and Barton A. Retail Management, Weitz, Tata McGraw Hill, Fifth Edition, 2004	
3.	Retail Management – ICFAI Centre for Management Research Publication	
4.	Carlo Santoro, Carlo G Santoro, Retail Sales & Customer Service	

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	2	2				3		
CO 2	3	3			3	3	3	
CO 3		3		3		3	2	
CO 4	2	3		2	3		3	
CO 5	2	3		3		3	2	

3 - Strong 2 - Medium 1 - Low

Evaluation and Assessment

The students will be Evaluated and Assessed on all the courses as given below:

Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	