



Minutes of Meeting

PROCEEDINGS OF PG BOS MEETING OF – (MBA)

Proceedings of the BOS – PG – MBA for the academic year 2024– 2025 meeting held on 12th June 2024 at the Seminar Hall (SMCS, PATEL NAGAR CAMPUS) at 11:00 A.M. The Board has agreed and approved the course matrix and syllabus of MBA of the above-mentioned course.

In case any input required will be authorized by the Chairman and necessary modification will be done as approved by the Board.

Members present:

The members present in the meeting were:

S.No	Name of the Attendees		Signature
1	Dr. Prateek Bhanti	(External Expert)	
2	Dr. Kumud Saklani	(Special Invitee)	
3	Dr. Pooja Jain	(Chairperson)	
4	Dr. Deepak Sahni	(Member)	
5	Dr. Vipul Jain	(Member)	
6	Mr. Sandeep Badoni	(Member)	

The Chairman BOS and Dean, School of Management and Commerce Studies, welcomed all the BOS members of the MBA Board for BOS meeting which was scheduled on 12th day of June 2024

To confirm the minutes of BOS

Agenda 1- The Chairman briefed BOS members about the commencement of MBA course from **2024-2025**.

Discussion- The Chairman informed the house that the departmental teams have been working on the Curriculum as per the regulations of New Education Policy 2020 and in this direction various expert advised have been taken to define the overall Policy.

Resolution- The board adopted and approved the discussion as included in BOS document.

Agenda 2- Alignment with UGC Syllabus.

Discussion- The Major core subjects were aligned with model curricula as suggested by UGC from time to time and syllabus was modified accordingly.



Resolution- The modifications were approved.

Agenda 3- Changes in syllabus of Artificial Intelligence.

Discussion- Suggestions were taken from the external expert and further inputs have been incorporated.

Resolution- The modifications were approved.

Discussion- During the assessment of BOS, it was brought out that there are certain areas where improvement cannot be met by mere modification and whole new courses need to be added and there are certain guidelines given in New Education Policy 2020 regarding the same.

Resolution

There being no other point the meeting was concluded on a positive note and the BOS was approved.

The meeting ended with thanks to the chair for, steering the discussion in a productive manner.

Prashant
RAI
RAI
14/04/24
17/3/24
18/12/24

SHRI GURU RAM RAI **UNIVERSITY**

[Estd. by govt. of Uttarakhand, vide Shri Guru Ram Rai University Act no. 03
of 2017 & recognized by UGC u/s (2f) of UGC Act 1956]



Syllabus Masters of Business Administration (MBA)

School of Management and Commerce Studies

(w.e.f. 2024-2025)

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Approved as per (Agenda No.-) of th Academic Council Meeting. Dated

Vision

Developing future leaders to transform the business world.

Mission

M1: To provide holistic education with experiential learning.

M2: To develop students who could contribute to the betterment of the society.

M3: To develop future researchers through our research and training program.



Approved as per (Agenda No.-) of Academic Council Meeting, Dated

Master of Business Administration (MBA)

OUTCOME BASED EDUCATION

Program Outcomes (POs)

PO 1	Develop students with an in-depth understanding of all the management concepts both in the general areas of management as well as the particular specialized areas of knowledge.
PO2	Develop an ability to apply the acquired knowledge to the various areas of business and their specific problems.
PO3	Thinking analytically about the problems in business and making decisions to solve them.
PO4	Practice research-based knowledge and using this to make valid judgements related to day to day complex problems in business.
PO5	Creating, selecting and applying appropriate modern tools and techniques to the situations in business with an understanding of their limitations.
PO6	Applying reasoning developed from the subject knowledge to various aspects related to societal, health, safety, legal and cultural issues relevant to business.
PO7	Understand and evaluate the various ethical situations to make the right decisions in different societal and environmental circumstances to ensure sustainable development.
PO8	Apply ethical principles and ensure the maintenance of professional ethics and responsibilities in business.
PO9	Function effectively as an individual, as a team member or a leader in different settings in business.
PO10	Professionally communicate various arguments, analysis or recommendations to different audiences as and when the need arises. Be proficient in written, oral and non-verbal communication and make effective presentations to community at large.
PO 11	Understanding of project management and finance principles and applying these to work in an organization as a member and leader in a team and enhance careers and commitment.
PO12	Understanding the need for and prepare to engage in independent and lifelong learning in the broadest context of dynamic business changes. Understanding of project management and finance principles and applying these to work in an organization.

Program Specific Outcomes (PSOs)

PSO 1	Learn, understand and adopt business practices to utilize the opportunities and face the challenges of an evolving global environment.
PSO2	Demonstrate ability to recognize and identify business problems, apply reasoning and assess response options relative to the needs and interests of relevant stakeholders to address social, legal, cultural, financial and ethical issues in a business organization. Development of skills to manage the complexity by using Artificial Intelligence in the Data driven Business world.
PSO3	Identify, evaluate, analyze, interpret and apply information related to business to make reasoned decisions and solve problems of the society, achieve environmental sustainability working efficiently as individuals or as teams.

Eligibility for Admission:

Any candidate who has the Bachelor's degree of any university recognized by UGC in any state or as equivalent to the three-year degree program with not less than 50% marks in any stream and valid CAT/MAT score in aggregate is eligible for admission. However, SC/ST, OBC and other eligible communities shall be given relaxation as per University rules.

Duration of the Program: 2 years (Full Time)

Exit Option: For MBA programmes, there shall only be one exit point for those who join the two-year MBA Programme, that is, at the end of the first year of the MBA Programme. Students who exit after the first year shall be awarded the Post-Graduate Diploma (as per university examination policy).

MASTER OF BUSINESS ADMINISTRATION (MBA)**Examination Scheme:**

Components	I Internal	II Internal	Presentation/ Assignment/ Project	External (ESE)
Weightage (%)	15 Marks	15 Marks	10 Marks	60 Marks

Legend:

L: Lectures **T:** Tutorials **P:** Practical/Projects **C:** Credits

Notes:**1 Credit: 1 Hour for Lecture/Tutorial****1 Credit: 2 Hour for Practical/Projects****First Semester**

In this semester students will study all the seven core subjects offered in the program.

S. No.	Course Category	Course Code	Course Name	Periods				Evaluation Scheme		Subject Total
				L	T	P	C	Sessional (Internal)	ESE (External)	
Theory										
1	Core	MPOB-101	Management Process and Organizational Behaviour	3	1	-	4	40	60	100
2	Core	MECO-102	Managerial Economics	3	1	-	4	40	60	100
3	Core	FIAC-103	Financial Accounting	3	1	-	4	40	60	100
4	Core	BSEV-104	Business Environment	3	1	-	4	40	60	100
5	Core	BSCM-105	Business Communication	3	-	2	4	40	60	100
6	Core	BSLA-106	Business Law	3	1	-	4	40	60	100
7	Core	VIVA-107	Comprehensive Viva		4	-	4	-	100	100
Total				18	9	2	28	240	460	700

Second Semester

In this semester students study all the eight core subjects offered in the program.

S. No.	Course Category	Course Code	Course Name	Periods				Evaluation scheme		Subject Total
				L	T	P	C	Sessional (Internal)	ESE (External)	
Theory										
1	Core	MGAC-201	Management Accounting	3	1	-	4	40	60	100
2	Core	BSDM-202	Business Decision Making	3	1	-	4	40	60	100
3	Core	FIMG-203	Financial Management	3	1	-	4	40	60	100
4	Core	MKMG-204	Marketing Management	3	-	2	4	40	60	100
5	Core	POMG-205	Production and Operations Management	3	-	2	4	40	60	100
6	Core	BSRM-206	Business Research Methods	3	-	2	4	40	60	100
7	Core	HRMG207	Human Resource Management	3	-	-	3	40	60	100
8	Core	SOPJ-208	Social Project	-	-	4	2	100	-	100
Total				21	3	10	29	380	420	800



Third Semester

The students will study two core subjects offered and get to choose one major specialization and one minor specialization as per their interest.

Three subjects of their major specialization and one subject of their minor specialization is to be studied in addition to the core subjects.

S. No.	Course Category	Course Code	Course Name	Periods				Evaluation Scheme		Subj Tot
				L	T	P	C	Sessional (Internal)	ESE (External)	
Theory										
1	Core	PRMG-301	Project Management	3	-	2	4	40	60	100
2	Core	INBS-302	International Business	3	1	-	4	40	60	100
3	Elective		Major 1	3	1	-	4	40	60	100
4	Elective		Major 2	3	1	-	4	40	60	100
5	Elective		Major 3	3	1	-	4	40	60	100
6	Elective		Minor 1	3	1	-	4	40	60	100
7	Core	SUTR-310	Summer Training Report & Presentation	-	-	8	4	100	100	200
Total				18	5	10	28	340	460	800

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ELECTIVES:

Human Resource Management Group			Subject Type
1	Industrial Relations and Labour Laws	IRLL-303 (H1)	Major
2	Industrial Psychology	IDYP- 303 (H2)	Major
3	Organizational Structure and Human Resource Development	OSHR-303 (H3)	Major
4	Performance Management	PRMG303 (H4)	Major+ Minor
Marketing Management Group			Subject Type
1	Brand & Retail Management	BRMG-304 (M1)	Major
2	Consumer Behaviour	CMBH-304 (M2)	Major
3	Marketing of Services	MKSR-304 (M3)	Major+ Minor
4	Advertising Management	ADMG-304 (M4)	Major
Financial Management Group			Subject Type
1	Financial Markets and Institutions	FMIT-305 (F1)	Major + Minor
2	Security Analysis and Portfolio Management	SAPM-305 (F2)	Major
3	Corporate Tax Planning	CPTP-305 (F3)	Major
4	International Financial Management	IFMG-305 (F4)	Major

Digital Marketing Management Group			Subject Type
1	E-Commerce and Digital Markets	ECDM-306 (D1)	Major + Minor
2	Social Media Marketing	SOMM-306 (D2)	Major
3	Search Engine Optimization	SEOP-306 (D3)	Major
4	Advertising Tools & Its Optimization	ATOP-306 (D4)	Major
Agribusiness Management Group			Subject Type
1	Introduction to Agri-Business Management	IAMB-307 (A1)	Major
2	Agriculture Marketing Systems and Models	AMSM-307 (A2)	Major
3	Farm Management	FAMG-307 (A3)	Major
4	Rural Marketing	RUMG-307 (A4)	Major + Minor
International Business Group (Minor Elective)			Subject Type
1	Import Export Management	IEMG-308 (IB1)	Minor
2	Management of Multinational Corporations	MGMC-308 (IB2)	Minor
3	International Business Logistics	INBL-308 (IB3)	Minor

	Artificial Intelligence Group		Subject Type
1	Fundamentals of Artificial Intelligence	FAAI-309 (AI 1)	Major+ Minor
2	Business Analytics and Intelligence	BAAI-309 (AI 2)	Major
3	Artificial Intelligence and Search Space	AISS - 309 (AI 3)	Major
4	Artificial Neural Networks	ANNW - 309 (AI 4)	Major

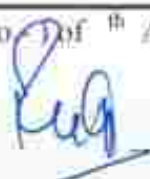
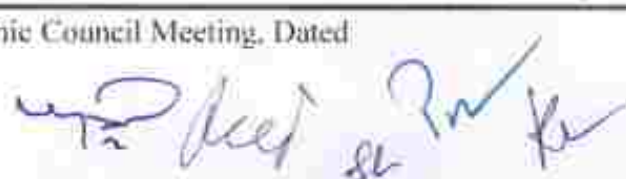
Fourth Semester

The students will study two core subjects offered and get to study subjects of their chosen major specialization and minor specialization.

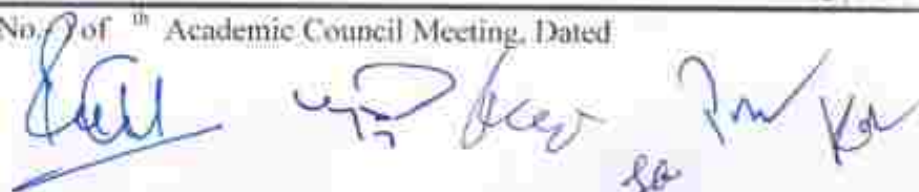
Two subjects of their chosen major specialization and one subject of their minor specialization is to be studied in addition to the core subjects.

S. No	Course Category	Course Code	Course Name	Periods				Evaluation Scheme		Subject Total
				L	T	P	C	Sessional (Internal)	ESE (External)	
Theory										
1	Core	ECSR-401	Ethics and Corporate Social Responsibility	3	1	-	4	40	60	100
2	Core	EPDP-402	Entrepreneurship Development	3	1		4	40	60	100
3	Elective		ElectiveMajor1	3	1	-	4	40	60	100
4	Elective		ElectiveMajor2	3	1	-	4	40	60	100
5	Elective		Elective Minor 1	3	1	-	4	40	60	100
6	Core	FDRV-410	Final Dissertation Project	-	-	6	3	100	-	100
7	Core	VIVO-411	Viva Voce			6	3	-	100	100
Total				15	5	12	26	300	400	700

ELECTIVES: Human Resource Management Group			Subject Type
1	HR Analytics	HRAL-403 (H1)	Major
2	Compensation Management	COMG-403 (H2)	Major
3	International Human Resource Management	IHRM-403 (H3)	Major + Minor
Marketing Management Group			
1	Sales and Distribution Management	SGMG-404 (M1)	Major + Minor
2	Rural Marketing	RLMG-404 (M2)	Major
3	International Marketing Management	IMMG-404 (M3)	Major
Financial Management Group			Subject Type
1	Management of Financial Services	MGFS-405 (F1)	Major + Minor
2	Mergers and Acquisitions	MRAC-405 (F2)	Major
3	Financial Derivatives	FIDV-405 (F3)	Major
Digital Marketing Management Group			Subject Type
1	Website Hosting Using WordPress	WHWP-406 (D1)	Major
2	Web Analytics	WEBA-406 (D2)	Major
3	Content Marketing	CMKT-406 (D3)	Major + Minor
Agribusiness Management Group			Subject Type
1	Agricultural Marketing and Price Analysis	AMPA-407 (A1)	Major
2	Agricultural Finance and Project Management	AFPM-407(A2)	Major
3	Globalization and Agriculture Policy	GBAP-407(A3)	Major + Minor
International Business Group (Minor Elective)			Subject Type
1	International Laws and Treaties in Trade and Business	ILTB-408 (IB1)	Minor
2	For-ex Management	FRMG-408 (IB2)	Minor
3	Cross-Cultural Business Management	CCBM-408 (IB3)	Minor

	Artificial Intelligence Group		Subject Type
1	Fuzzy Logic	FZLG - 409 (AI 1)	Major+ Minor
2	Introduction to Genetic Algorithm	IGAL-409 (AI 2)	Major
3	Deep Learning	DPLG - 409 (AI 3)	Major



FIRST SEMESTER- MBA

Course Code	:MPOB-101			
Course Name	:MANAGEMENT PROCESS AND ORGANIZATIONAL BEHAVIOUR			
Semester /Year	:I			
	L	T	P	C
	3	1	-	4

L - Lecture T - Tutorial P - Practical C - Credit

Course Objectives

1. To help the students to understand management functions, to familiarize themselves with the practice of management.
2. To develop an understanding of behavioural process of the organizations as a whole.
3. To cultivate an insight into the individual behaviour at work place.

Course Contents

UNIT	DETAILS	LECTURES
1	Introduction Definition, Nature and Purpose of Management, Functions and Levels of Management, Managing: Science or Art. Evolution of Management Thought: Evolution of Management Theory Approaches of Management, Early Evolution of Management, Different Schools of Management Thought.	8
2	Management Functions a. Planning - Definition, Fundamentals of Planning & Types of Plans - Objectives, Strategies, Policies, Management by Objectives. b. Organising- Fundamentals of Organizing- Nature and Purpose, Departmentation, Formal an Informal Organisation, Organisation Levels and the Span of Management, Strategic Organizing Design, Planning Process. c. Staffing- Line and Staff Authority and Decentralization, Staffing. d. Decision Making-, Direction, Process of Decision Making. e. Communication and Control. Management by objectives (MBO).	12

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3	Introduction to Organizational Behaviour Introduction and meaning of OB. Attitudes, Values and Work Ethics, Perception and Learning. Stress Management Leadership and Organizational Culture and Climate: Leadership, Traits Theory, Managerial Grid, Transactional Vs. Transformational, Leadership- Qualities of good Leader, Change Management, Conflict Management, Personality, Emotions and Emotional Intelligence.	8
4	Individual behaviour Models of individual behaviour, factors affecting individual: (a) Perception, Attitude, and Values: Nature, Process, Importance, Factors Influencing Perception; Attribution Theory of Perception. (b) Concept: Theories of Learning: Conditioning, Social Learning, and cognitive theory. Managerial Implication of Learning Theories. (c) Motivation: Concept, Major Theories and Process of Motivation; Maslow's Need-Hierarchy Theory; Herzberg's Motivation-Hygiene Theory; McGregor's Theory X and Theory Y; Cognitive Evaluation Theory; Goal-Setting Theory; Reinforcement Theory; ERG Theory; Vroom's Expectancy Theory;	12
5	Group Behaviour (a) Interpersonal behaviour and Group Dynamics-Benefits of Groups, Types of Groups; Group Formation and Development, Quality of work life and Work Ethics-their foundation in the theory and method of work in the Indian Context, Stress Management, Concept of Corporate Social Responsibility. (b) Organisational Changes: Concept and Forces for Change; Managing Planned Changes; Resistance to Change; Approaches to Manage Organisational Change; Organisational Development: Culture-Boundedness of Managing the Change.	8
Total		48

Text Books:

TB1. Gupta, R.S., Sharma, B.D., & Bhalla, N.S. (2016). Principles & Practices of Management. New Delhi: Kalyani Publishers.

TB2. Robbins, Judge S.P., T.A., Vohra N. (2016). Organizational Behaviour, 16/e. Pearson Education.

TB3. Dr. L. M Prasad, (2020). Principles and Practices of Management, Sultan Chand & Sons.

Reference Books:

RB1. Stoner James A. F., R. Edward Freeman and Daniel R. Gilbert Jr., Management, 8th ed., Pearson, New Delhi 2010.

RB2. Harold Koontz and Heinz Weihrich, Elements of Management, 9th ed., TMH, New Delhi 2012.

Course Outcomes (COs)

CO 1	Understanding the different schools of thought in management and its importance in an organisation.
CO 2	Analyzing and appreciating the different types of management functions in an organisation.
CO 3	Understanding & Evaluating the organisational behaviour.
CO 4	Understanding the importance of Models of individual behaviour & the factors affecting it.
CO 5	Validating the importance of groups and their effects on organisation.
CO 6	Creating a standard operating procedure for improving organisation behaviour in a company

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	1	1									1	3		
CO2	2	2	2		1				1	1	2		2	2	
CO3	2	2	1		1						3		2	1	
CO4	3	1	1						2				2	1	
CO5	2	2	2		2								2	1	2
CO6						2	2				3	2	2	1	1

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

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MBA

Course Code : MECO-102				
Course Name : MANAGERIAL ECONOMICS				
Semester /Year : I				
	L	T	P	C
	3	1	-	4

L - Lecture T — Tutorial P — Practical C — Credit

Course Objectives

1. To make the students aware of the various economic issues.
2. To equip them with the tools and techniques of economic analysis for improving their decision-making skills.

Course Contents

UNIT	DETAILS	LECTURES
1	Introduction to Managerial Economics: Micro Economics and Macro Economics. Managerial Economics and its relevance in business decisions. Introduction to Managerial Economics. Scope and Significance. Circular Flow in an Economy. Production Possibility Frontier.	8
2	Demand Analysis and Demand Forecasting: Theory of Demand. Types of Demand and their characteristics. Elasticity of Demand and its measurement. Techniques of Demand Forecasting. Supply Analysis: Objective of supply analysis; Determinants of supply. Elasticity of supply.	10
3	Production Function and Cost Analysis Theory of Production and Cost Analysis; Production Functions and its Managerial Uses; Laws of Production and analysis; Empirical Estimates of Production and Cost; short run and Long run average cost curves and their analysis; Economies and Diseconomies of scale.	10
4	Market Structure and Product Pricing: Perfect and Imperfect Market Structures. Conditions of Perfect Competition. Pricing under Perfect Competition. Pricing under Monopoly and Monopolistic Competition. Pricing under Oligopoly. Kinked Demand Curve. Baumol's Marries' and O. Williamsons Model.	12
5	Factor Pricing: Determination of Factor Pricing; Marginal Productivity Theory; Richardian and Modern Theories of rent; Modern Theory of Wage rate determination; Classical, Neo-Classical and Keynesian Theory of Interest; Modern Theory of Profit.	8
Total		48

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Text Books:

TB1. DN Dwivedi, Managerial Economics, 9th ed., Vikas Publishing House, New Delhi, 2021.

TB2. Ahuja, H.L. (2015), Managerial Economics, S.Chand.

TB3. GS Gupta, Managerial Economics, 2nd Edition, Tata McGraw-Hill Publishing Co. Ltd., New Delhi, 2011.

Reference Books:

RB1. Peterson, H.C., Lewis, W.C., & Jain, S.K. (2009), Managerial Economics, Pearson Education.

RB2. Paul Samuelson and Nordhaus, Economics, 19th ed. Tata McGraw-Hill, New Delhi.

Course Outcomes (COs)

CO 1	Understanding the fundamentals of economics and to use this knowledge in managerial decisions for modern managers.
CO 2	Applying the economic way of thinking to individual decisions and business decisions to use knowledge in managerial decisions for modern managers.
CO 3	Breaking down the different costs of production and how they affect short and long run decisions.
CO 4	Understanding how prices get determined in markets, the different costs of production and different market models and how they affect short and long run decisions.
CO 5	Evaluating various factor pricing theories.
CO 6	Creating a production cost plan for a hypothetical business

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	2											3	1	
CO2	2	3	1		2						1		3	2	
CO3	3	2	3			1			2			2	3	2	
CO4	2	1	3			2	1			1			3	2	1
CO5	3		3	2		1			1				3	2	1
CO6											2	3		2	2

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

MBA

Course code : FIAC-103				
Course Name : FINANCIAL ACCOUNTING				
Semester /Year : I				
	L	T	P	C
	3	1	-	4

L - Lecture T — Tutorial P — Practical C — Credit

Course Objectives

1. To acquire conceptual knowledge of the financial accounting
2. To impart skills for recording various kinds of business transactions.

Course Contents

UNIT	DETAILS	LECTURES
1	Introduction to Financial Accounting Meaning, Nature, Scope, objectives and Importance of Financial Accounting, GAAP, Conventions and Concepts, Users of Accounting information, Role of Accounting in Economic Development, Accounting Standards.	9
2	Accounting System and Accounting Equation Business transactions and their effects on Accounting Equation, Classification of Accounts, Owner's Equity, Revenues and Expenses. The Journal, Ledger, Trial balance, Subsidiary books.	9
3	Final Accounts Trading Account, Profit and Loss Account, Balance Sheet, Entries and Adjustments of different heads in different books and Accounts, Introduction to Corporate Accounting, Computerized Accounting.	10
4	Financial Statement Analysis Analysis and interpretation of financial statements, techniques of financial statement analysis, ratio analysis, classification of ratios, Du-Pont Analysis, Concepts on sickness, distress, Cash Flow Analysis and its preparation, AS-3 (Revised).	12
5	Reporting of Financial Statements Types of business combinations Consolidated financial statements, Content of Annual Reports, Quality of financial reporting, Reporting regulation in India.	8
Total		48

Text Books:

TB1. Tulsian PC, Financial Accounting, Pearson Education, 2002.

TB2. R L Gupta, V K Gupta, Financial Accounting: Sultan chand and Sons, New Delhi, 2022.

TB3. Sudhir S. Jaiswall and Asish K. Bhattacharyya, Corporate Financial Statements under Indian AS, McGraw Hill, 2023.

Reference Books:

RB1. Foster, G. (2004). Financial Statement Analysis, 2/e. Pearson Education India.

RB2. Gibson, C. H. (2012). Financial Reporting and Analysis. Nelson Education.4.

Course Outcomes (COs)

CO 1	Understanding the basics of financial accounting and the concepts, conventions and accounting regulations governing it in India
CO 2	Determining the basic procedure of recording, classifying and summarizing the accounting books in India.
CO 3	Assessing the way final accounts of a sole proprietor are maintained.
CO 4	Analysis and interpretation of financial statements.
CO 5	Appraising the tools and techniques to analyse the Annual Reports of a Company.
CO 6	Developing a long term strategy for the financial planning of a business concern by analyzing the financial statements.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	1	1			2					1		3	2	1
CO2	3					2		2			1		3	2	1
CO3	3	2	2			2				1			3	2	2
CO4	3					2				1			3	2	
CO5	2	2	1		3	2		1		1			3	2	2
CO6									2		2	2	2	2	

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

MBA

Course Code : BSEV-104				
Course Name : BUSINESS ENVIRONMENT				
Semester /Year : 1				
	L	T	P	C
	3	1	-	4

L - Lecture T — Tutorial P — Practical C — Credit

Course Objectives

1. To equip students with the necessary insights into the environment of business
2. To link the organizations strategies with the changing environment.
3. The course will focus on Indian cases, approaches and experiences.

Course Contents

UNIT	DETAILS	LECTURES
1	Business and its Concepts Definitions, Approaches and Significance of Environment, Business Environment and Society Concept, Social responsibility of Business, Business Ethics, Technological Development and Social Changes, case studies and field work.	10
2	Business and Economy Economic System, Capitalism, Socialism, Mixed Economy, Features of Indian Economy, Public Sector, Private Sector, Small Scale industries: Concept, Significance, Issues and Priorities, Role of Public Sector in Indian Economy and its Problems, case studies and field work.	10
3	Business and Government Role of Government in Economic Planning in India, Introduction to Economic Policies, Industrial Policy, Monetary Policy, Fiscal Policy, case studies and field work.	12
4	Legal framework of business: Consumer Protection Act, TRCCI, FSSAI, Industrial acts, case studies and field work.	6
5	International Business Environment An overview, International Economic Groupings: GATT, WTO, UNCTAD, World Bank, IMF, European Union, FDIs	10
Total		48

Text Books:

TB1. L.C. Dhingra, Indian Economics: Environment and Policy, 25th ed., Sultan Chand & Sons, New Delhi, 2012.

TB2. SK Mishra and VK Puri, 4th ed., Economic Environment of Business, Himalaya Publishing House, Mumbai, 2011.

TB3. Cherunilam Francis - Business Environment.

Reference Books:

RB1. Ghose A N - Indian Economy-Its Nature and Problems, Agarwal A N - Emerging Dimensions of Indian Management, Datta R and Sundharan K P M - Indian Economy.

RB2. Adhikari M - Economic Environment of Business.

Course outcomes (COs)

CO 1	Defining the concepts of business and its environment.
CO 2	Deducing the role of mixed economy in the development of national economy.
CO 3	Explaining the monetary and fiscal markets of India.
CO 4	Inferring the role of legal environment and its impact on business.
CO 5	Highlighting the functions of international institutions and their role in global business environment.
CO 6	Creating a standard operating procedure for a hypothetical business in order to face dynamic business environment effectively

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	1					1						3	1	
CO2	3	2	1			2	2			1			3	2	2
CO3	3	2	1			2					2		3	1	2
CO4	3	2	1				1		2				3	2	2
CO5	3	3	1										3	2	2
CO6						1		2			3	2	1	2	

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

MBA

Course Code	: BSCM-105			
Course Name	: BUSINESS COMMUNICATION			
Semester /Year	: I			
	L	T	P	C
	3	-	2	4

L - Lecture T — Tutorial P — Practical C — Credit

Note: 2 Practical is equal to 1 Credit

Course Objectives

1. To acquire effective skills in reading, writing, comprehension and communication.
2. To learn to use electronic media for business communication.

Course Contents

UNIT	DETAILS	LECTURES
1	Introduction Importance of communication skills in Business, Growth of business communication in recent years, The Communication Process, Barriers and Gateways to communication, Communication Models, Channels and dimensions of communication.	8
2	Verbal Communication Types of managerial speeches, Group discussions, Meetings, Seminars and Conferences, Importance of non-verbal communication – positive gestures, symbols and signs, physical appearance & the art of self-presentation & conduct, Interviewing Skills: Facing different types of interviews, Exit interviews, Making Power point presentations; The art of effective listening, Principles of effective listening, factors affecting listening, Negotiation Skills.	10
3	Internal and External Business Communication Internal Business Communication: Guidelines for Meetings: Introduction, Types of Meetings, Before the Meeting, During the Meeting, After the Meeting, and Common Mistakes made at Meetings Writing Memos, Circulars and Notices: Introduction, what is a Memo? Circulars and Notices. External Business Communication, Writing Business Letters: Introduction, Principles of Business Letter Writing, Types of Business Letters, Format for Business Letters.	11

4	The Art of Public Speaking & Group Discussion Nature, uses and importance, guidelines for GD. Effective Oral presentations, structuring, rehearsing, and delivery methods. Reading Skills for Effective Business Communication: Introduction, what is reading? Types of reading.	9
5	Employment Communication Resumes and Cover Letters: Writing a Resume, Writing Job Application Letters, Other Letters about Employment. Group Discussions and Interviews: Introduction, what is a Group Discussion? Attending Job Interviews. Writing effective Business Reports.	10
Total		48

Text Books:

TB1. Kitty O. Locker and Stephen Kyokaczmarck, (2007). Business Communication: Building Critical Skills, 3/e, TMH. NewDelhi.

TB2. Raymond V. Lesikar, Marie E. Flatley, Kathryn Rentz and Neerja Pande (2009), Business Communication: Making Connections in a Digital World, 11/e, TMH. New Delhi.

TB3. Aggarwal Rohini-Business Communication and organization & Management. Taxmann.

Reference Books:

RB1. Guffey, Mary Ellen (2006). E-book--Business Communication: Process and Product. 5/e Cincinnati, Ohio: South-Western College Publishing/ Thomson.

RB2. Raymond V. Lesikar, Marie E. Flatley, Kathryn Rentz and NeerajaPande (2009), BusinessCommunication: Making Connections in a Digital World, 11/e. TMH. New Delhi.

Course Outcomes (COs)

CO 1	Associating knowledge, skills, and judgment with human communication that facilitate their ability to work.
CO 2	Categorizing the sub-skills of listening and speaking in verbal communication and be able to deliver effectively in the real time contexts.
CO 3	Imbibing the mechanics of writing professional testimonies and will help the students to construct effective paragraphs which befit in a longer composition.
CO 4	Learning about the different forms of written communication techniques to make effective internal and external business correspondence.
CO 5	Learning the art of effective public speaking.
CO 6	Creating an innovative business communication model for the company.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	2								1			3		1
CO2	3						2			3				2	1
CO3	3		2		1					3		1	2	1	1
CO4	3						1		2	2	1		2	2	1
CO5	3	2							2	2			2	1	1
CO6				2		1					3	2	1	2	

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

MBA

Course Code	: BSLA-106			
Course Name	: BUSINESS LAW			
Semester /Year	: 1			
	L	T	P	C
	3	1	-	4

L - Lecture T — Tutorial P — Practical C — Credit

Course Objectives

1. To gain knowledge of the various acts of law which relate to business transactions, certain corporate bodies and related matters.
2. To understand the applications of these laws to practical commercial situations.

Course Contents

UNIT	DETAILS	LECTURES
1	The Indian Contract Act, 1872 Concept of Contract, Offer and Acceptance; valid contracts and its essential elements; void agreements; classification of contracts; Quasi Contract; performance of contract; discharge of contract; remedies for breach of contract. Special Contracts: Indemnity, Guarantee, Bailment, Pledge, and Agency.	14
2	The Sale of Goods Act, 1930 Nature of Contract of Sale; Formation of Contract of Sale, Agreement to Sell, Conditions and Warranties, Transfer of Property in Goods, Performance of the Contract of Sale, Remedies for Breach, Unpaid Seller and his rights, rights of buyers, Sale by Auction.	10
3	The Information Technology Act, 2000 Meaning and importance of Information Technology Act 2000, Cyber security terminologies: Cyberspace, Hacking, attack surface, attack vector, threat, risk, vulnerability, Cyber terrorism, Offences and the corresponding penalties, Duties of Subscribers, Cyber Appellate Tribunals, Case Studies	
4	The Consumer Protection Act, 1986 Basic Concepts: Complaint, Complainant, Consumer, Rights of Consumer, Consumer Forums: Their Role, Powers and Functions, Procedure for Consumer Grievance Redressal, Major Decided Cases.	6
5	The Companies Act, 2013 An Overview; Nature and kinds of Companies; Formation of a company; Company Management; Company Meetings.	8
Total		48

Text Books:

TB1. Kuchhal, M. C. (2012). Business Law. (8th Ed.), Vikas Publishing.

TB2. Kumar, R. (2013). Legal aspects of Business (3rd Edition), Cengage Learning.

TB3. Kapoor, N. D. (2013). Elements of Mercantile Law, (15th Ed.). S. Chand.

TB4. Cyber Security Understanding Cyber Crimes, Computer Forensics and Legal Perspectives by Sumit Belapure and Nina Godbole, Wiley India Pvt. Ltd.

Reference Books:

RB1. Pathak, N. (2010). Legal Aspects of Business. (5th Ed.) TMH. Avtar Singh (2015), Company Law. (16th Ed.) EBC.

RB2. MC Kuchhal, Indian Company Law, Shri Mahavir Book Depot, Delhi, 2011, Latest edition.

Course Outcomes (COs)

CO 1	Defining the basics of day to day business contracts and their legal bindings.
CO 2	Articulating the way the market works and rights and duties of buyer and seller.
CO 3	Understanding the basic terminologies related to cyber security and current cyber security threat landscape.
CO 4	Examining the consumer rights, forums and grievance redressal procedure of consumer, also what is competition of business and what control does the government have on it.
CO 5	Learning the laws for company and its formation and other functioning.
CO 6	Developing a basic legal framework for the company on the basis of legal system in the country

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3		1										3	2	1
CO2	2	2							1			1	2	1	2
CO3	3				2						1		2	2	1
CO4	3	1	2			3	1	2					2	1	3
CO5	3	2	1						2				1	2	
CO6				2			2				2	2	2	1	

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

MBA

Course Code : VIVA-107				
Course Name : COMPREHENSIVE VIVA				
Semester /Year : I				
	L	T	P	C
	-	4	-	4

L - Lecture T — Tutorial P — Practical C — Credit

Objective of the course is to make students improve their expression and communication encompassing the studied theoretical subjects and their inter relations.

Each student shall undergo Viva –Voce of the different subjects they have studied in the first semester. Marks shall be awarded both by internal and external examiner and the total will be added for the determination of grades.

Course Outcomes (COs)

CO 1	Understanding all the basic concepts of management.
CO 2	Developing an understanding of the way business organisations work.
CO 3	Developing an ability to implement learnings to problems in business organisations.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	3	2	1								1		
CO2	3	1	1									2	
CO3	3	2	1								1	2	

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

SECOND SEMESTER- MBA

Course Code	: MGAC-201			
Course Name	: MANAGEMENT ACCOUNTING			
Semester	: 2			
	L	T	P	C
	3	1	-	4

L - Lecture T — Tutorial P — Practical C — Credit

Course Objectives

- To acquaint students with role of Management Accounting in planning, control and decision-making.

Course Contents

UNIT	DETAILS	LECTURES
1	Conceptual Issues and Behavioural implications Nature, scope of management accounting; meaning, definition, nature and scope of Management accounting; comparison of management accounting with cost accounting and financial accounting. Cost concepts; meaning, scope, objectives, and importance of Cost accounting; cost, costing, cost control, and cost reduction; elements of cost. Components of total cost, cost sheet. Classification of costs: Historical development of management accounting. Key differences between financial, cost and management accounting. Analyse the current influences on management accounting. The roles of management accountants.	10
2	Budgeting Concepts and Objectives, Types of budget. Merits and Demerits of Budgetary Control, Fixed and Flexible Budget, Cash Budget and master Budget, Zero based Budgeting. Identify and analyse the human behavioural challenges to the budgeting. Process in organizations, explain the nature of budgets and the reasons that organizations use budgets Preparation of an operations budget, flexible budget and cash budget.	8
3	Cost Behaviour and CVP analysis Definition, Assumptions and Uses, Marginal Costing Vs. Absorption Costing, CVP /BEP Analysis, Key factors and Safety Margin, Managerial Decision-Making Areas – Product Mix, Make or Buy, Pricing Decisions.	6
4	Standard Costing Standard Costing and Variance Analysis: Meaning of Standard Cost and Standard Costing, Advantages, Limitations and Applications;	8

	Material, Labour, Overhead and Sales Variances, Introduction to Target Costing, Life Cycle Costing, Quality Costing, and Activity based Costing.	
5	Performance Measurement and Evaluation Responsibility centres, Investigating Variance Control Action, Performance Measures, characteristics and purpose of performance measurement Systems, analyse the different types of financial performance measures and their Limitations. The Balance Scorecard Reward System, Characteristics of the Balanced Scorecard and its advantages over traditional performance measurement systems. Meaning and functions of Inventory, Need, Scope And importance. Techniques of inventory management, ABC analysis, EOQ and different stock levels. Just in Time Inventory Management, Inventory Ratio, aging schedule of inventory, Inventory Audit.	16
Total		48

Text Books:

TB1. Charles T. Horngren, Gray L. Sundem, and William O. Stratton, Introduction to Management Accounting, 14th ed., Prentice-Pearson Education, Delhi, 2008.

TB2. Khan, M.Y., and P.K. Jain, Management Accounting, 6th ed., Tata McGraw-Hill, New Delhi, 2009.

Reference Books:

RB1. M.N. Arora: A Textbook of Cost and Management Accounting, Vikas Publishing House Pvt. Ltd.

RB2. S.N. Maheshwari, and S.N. Mittal, Cost Accounting: Theory and Problems, Shree Mahavir Book Depot (Publishers).

Course Outcomes (COs)

CO 1	Understanding the concepts of Management Accounting and to implement the Cost Accounting concepts along with Financial Accounting in identifying the Impact of the same on management decision making.
CO 2	Defining the concept of budgeting, reasons why organizations use budgets, various types of budgets and its preparation.
CO 3	Assessing the concept of marginal costing and be able to analyze the different planning and controlling tools like break even analysis, P/V ratio, CVP and identification of the areas of management decision making.
CO 4	Gathering the concept of Standard costing, Variance analysis and Target costing and appreciating the application of various variances like material, labour, overhead and sales in controlling cost.
CO 5	Implementing the performance measurement system and types of financial performance measures, concept of inventory and inventory management techniques.
CO 6	Creating a standard operating procedure for controlling costs in a manufacturing concern

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3					2							1	2	
CO2	2	2				1		2					1	3	1
CO3		2	2		2	2				1				2	1
CO4	3	2				2			1			1	1	2	1
CO5	2				2	2					2			2	
CO6		1	1				2				2	3	1	1	

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

MBA

Course Code	: BSDM-202			
Course Name	: BUSINESS DECISION MAKING			
Semester	: 2			
	L	T	P	C
	3	1	-	4

L - Lecture T — Tutorial P — Practical C — Credit

Course Objectives

1. To introduce the students to the basic concepts of statistics and operations research.
2. To understand the important tools, techniques and methods of operations research and their business applications.

Course Contents

UNIT	DETAILS	LECTURES
1	Measures of Central Tendency and Dispersion Average- Concept, Types, Mathematical Averages- Arithmetic, mean, Median, Mode, Measures of Dispersion: Range, Quartile Deviation- Mean and Standard Deviation, Variance- Coefficient of Variance- Comparison of various measures of Dispersion, Skewness- Relative Measures of Skewness- Karl Pearson, Bowley, Kelly- Coefficient of Skewness.	8
2	Correlation and Regression Correlation- Scatter Diagram, Karl Pearson's Coefficient of Correlation, Spearman's Coefficient of Rank Correlation; Regression- Method of Least Squares, Regression Coefficient, Properties of Regression Coefficient, Application of Regression equations.	10
3	Assignment Models Mathematical Formulation of Assignment Fundamental Theorems, Hungarian Method for Assignment Problem, Unbalanced Assignment Problem, Variations in Assignment Problem. Transportation Models Mathematical Formulation, Forms of Transportation Problem, Feasible Solution, Initial Basic Feasible Solutions by North West Corner, Least Cost and VAM Methods and Moving towards Optimum Solution by Stepping Stone and MODI methods, Degeneracy in Transportation Problem, Maximization in Transportation Problems.	12
4	Game theory and Replacement Model Characteristic of Game Theory, Minimax Criterion and Optimal	8

	Strategy, Saddle Point, Minimax Theorem, Replacement Models and Systems, Reliability- Replacement of items that Deteriorate.	
5	Job Sequencing and PERT/CPM Assumptions, Processing and Job sequencing on two and three machines, Project Management by PERT and CPM.	10
Total		48

Text Books:

TB1. Richard I Levin and David S. Rubin, Statistics for Management, 8th ed., New Delhi: Pearson Education, 2011.

TB2. J K Sharma, Operations Research-Theories and Applications, Macmillan India Ltd., New Delhi, 2009.

TB3. Barry Render, Ralph M. & Michael E. Hanna, Quantitative Analysis.

Reference Books:

RB1. G.C. Beri, Business Statistics, Tata McGraw Hill, 2nd ed., (New Delhi), 2005.

RB2. Hira and Gupta, Operations Research, S. Chand & Sons, New Delhi 2011.

RB3. Budnik Frank S., Dennis Mcleavey, Richard Mojena, Principles of Operations Research. All India Traveller Bookseller, New Delhi, 2003.

Course Outcomes (COs)

CO 1	Understanding operational research models from the verbal description of the real system.
CO 2	Highlighting the mathematical tools that are needed to solve optimization problems.
CO 3	Determining the solution for real life problem by using simulation techniques.
CO 4	Deconstructing the strategy which is useful in decision making with the help of different levels of game.
CO 5	Expressing awareness about the job sequencing and solution for projects using network analysis techniques.
CO 6	Developing a business plan using operations research tools for a hypothetical company

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1		2		2							1			3	
CO2				3	2		2	1	1					2	2
CO3			2		2						2	2	1	2	2
CO4		2				2	1	2	1		2	2	1	3	1
CO5	2				2								1	2	
CO6		2		1		1			1		3	2	2	1	1

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

MBA

Course Code	: FIMG-203			
Course Name	: FINANCIAL MANAGEMENT			
Semester	: 2			
	L	T	P	C
	3	1	-	4

L - Lecture T - Tutorial P - Practical C - Credit

Course Objectives

1. To analyze the health of a company through their annual reports.
2. To understand what an asset is worth and what determines that value.
3. To understand the various important financial decision in an organization.

Course Contents

UNIT	DETAILS	LECTURES
1	Introduction Nature, Objectives, Nature, Scope and Concepts of Financial management Financial Manager - Functions, Role, Types of Financial Decisions Risk Return Framework for Financial Decision Making, Time Value of Money - Present Value and Future Value.	8
2	Cost of Capital Basic Valuation Models-Debt, Equity, Preferential Shares, Retained Earnings. Capital Structure Concept of Leverage and its Impact on the Valuation of Firm. Theories of Capital Structure- Net Income Approach, Operating Income Approach, Miller - Modigliani Approach, Determinants of Capital Structure.	10
3	Investment Decisions Capital Budgeting: Techniques of Capital Budgeting Decisions, Capital Budgeting under Risk and Uncertainty, Economic Life, Analysis of Real- Life Capital Budgeting Decisions.	8
4	Dividend Decisions Dividend and its Form, Theories of Dividend Policy and their Impact on the Value of a Firm, Determinants of Dividend Policy. Working Capital Management Meaning and Concepts of Working Capital, Estimating Working Capital Requirements, Management of Cash Receivables and Inventory.	12
5	Corporate Restructuring Merger and Acquisitions -Types, Sources of Takeover Gains, Valuation and Financing of Acquisitions, Analysis of some Case Studies and Project Assignment.	10
Total		48

Text Books:

TB1. Van Horne James C.: Financial Management and Policy, Prentice Hall of India, 12th Ed, 2008.

TB2. Brearly, R.A. and Myers S.C.: Principles of Corporate finance, McGraw Hill, 6th Edition.

TB3. Prassana Chandra: Financial Management, McGraw Hill.

Reference Books:

RB1. Pandey, L.M: Financial Management, 9th Ed. Vikas Publishing.

RB2. Khun and Jain: Financial Management, McGraw Hill,

RB3. Financial Decision Making: Concepts and Cases, John J Hampton ISBN-13: 978-0133152500

Course Outcomes (COs)

CO 1	Outlining the basics of financial management in business particularly the time value of money and the risk return framework.
CO 2	Displaying the concept of cost of capital for the various sources of capital.
CO 3	Appraising the theories of capital structure and leverage and learning techniques to optimize them.
CO 4	Examining the theories defining dividend policies in a firm and understand the importance of working capital management in managing the current assets.
CO 5	Highlighting the strategies of corporate restructuring available to a firm.
CO 6	Developing an optimal capital structure for a hypothetical company

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	2				2							2	2	
CO2	3					1					1		1	2	1
CO3	3		2		1	1		1		2		2	1	2	
CO4	2			2		2					2		1	2	
CO5	3				1	1	2		2					2	2
CO6		2		1							2	3	2	1	

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

MBA

Course Code	: MKMG-204			
Course Name	: MARKETING MANAGEMENT			
Semester	: 2			
	L	T	P	C
	3	-	2	4

L - Lecture T — Tutorial P — Practical C — Credit

Course Objectives

1. To help the students to understand the conceptual framework of marketing management.
2. To expose the participants to the various decisions the marketing managers in India are required to take under various environmental conditions.

Couse Contents

UNIT	DETAILS	LECTURES
1	Introduction Marketing era, Marketing Concepts, Marketing Mix and Marketing Environment, Meaning and Dimensions of Market, STP, Portfolio analysis, importance of marketing in developing nations, extended marketing mix.	10
2	Consumer Behaviour Meaning and its Importance, Consumer Buying Behaviour, Determinants of Consumer Behaviour, Models of consumer behaviour, Product, Meaning, Role, Product Planning and Process, Product Life Cycle, Branding.	10
3	Pricing Meaning, Role, Theory and Practice of Pricing, types of pricing and its objectives, channel of distribution, role and objectives, levels of channels, unconventional channels.	10
4	Promotion mix Advertising, role and objectives, publicity, sales promotion, personal selling, IMC, specialty media, non- conventional marketing techniques.	10
5	Services Marketing Characteristics, importance in Indian economy, types of services, role of people component.	9
Total		48

Text Books:

TB1. Rajan Saxena, Marketing Management, 3rd ed, Tata McGraw Hill, New Delhi, 2009.

TB2. Kotler, Philip - Marketing Management: Analysis Planning and Control,

Reference Books:

RB1. Stanton W J - Fundamentals of Marketing.

RB2. Cundiff Still - Fundamentals of Marketing and Goiani Cundiff Rusenberg, L J – Marketing.

RB3. Ramaswami and Nama Kumari - Marketing Management.

Course Outcomes (COs)

CO 1	Commenting on the concepts of marketing.
CO 2	Determining the concepts of consumer behavior and product.
CO 3	Integrating the concepts of pricing and channels.
CO 4	Understanding the role of advertising in the process of branding
CO 5	Analyzing the basics of services marketing and its scope.
CO 6	Developing an effective marketing plan using the appropriate Marketing Strategies

CO-PO Mapping

Courses	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3													2	
CO2	3	2		1							2	1	1	2	
CO3	3		2		2	2							2	2	
CO4	3						2		1		2	1	1	2	1
CO5			2									1	1	2	2
CO6		2		1		1			2		2	3	2	1	3

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

MBA

Course Code : POMG-205				
Course Name : PRODUCTION AND OPERATIONS MANAGEMENT				
Semester /Year : 2				
	L	T	P	C
	3	-	2	4

L - Lecture T - Tutorial P - Practical C - Credit

Course Objectives

1. To understand the various operational problems in the area of Production.
2. To learn the various techniques available for discharging the responsibilities as operations manager.

Course Contents

UNIT	DETAILS	LECTURES
1	Introduction Meaning, definition & function of Production & Operations, Objectives of Production Manager, Production flow types, Manufacturing Systems, Challenges offered by various Systems, JIT & Lean Manufacturing, Production, Planning & Control, Forecasting.	10
2	Plant Location & Layout Line Balancing, EBQ, Scheduling techniques for Job Shop system, Johnson's Technique, Plant Location - Factors affecting plant location & location analysis, Plant layout, its features & types of layout, Material Handling, Capacity and Capacity Design, Aggregate Planning.	10
3	Product Design & Development The various techniques-Work Study, Flow Process charts, SIMO chart, Calculation of Standard time.	8
4	Materials Management Scope and significance, Inventory Control Techniques, EOQ Models, e-procurement, Material Requirement Planning, Maintenance, its objectives and types, Total Productive Maintenance (TPM), Plant Safety.	10
5	Quality Control & Inspection Control Charts, Quality Assurance, Quality Circle, Concept of TQM, Acceptance Sampling, ISO-9000 & 14000, ERP, Six Sigma & Kaizen.	10
Total		48

Text Books:

TB1. Chary SN, Production and Operation Management-Concepts Methods and Strategy, PHI New Delhi 2005.

TB2. Balf. ES, Modern Production Management; John Willey, New York 1993.

TB3. Garg, Ajay-Production and Operations Management, TMH, Delhi.

Reference Books:

RB1. Chase, B Richard, Shankar, R., Jacobs, F.R., Aquilano, N.J.-Operations and Supply Management TMH, Delhi.

RB2. Pannarselvam, R., Production and Operations Management, PHI, Delhi.

RB3. Aswathappa, K, Production and Operations Management, TMH, Delhi.

RB4. Madan, Pankaj; Production and Operation Management; New Delhi; Global Vision Publishing 2010.

Course Outcomes (COs)

CO 1	Examining application of fundamental concepts of operations management and apply decision-support tools to business decision making.
CO 2	Determining application of knowledge of business concepts and functions in an integrated manner as well as develop awareness about material handling techniques.
CO 3	Expressing awareness about Product design and work study.
CO 4	Implementing the concepts in Operations Management to solve business processes and material management.
CO 5	Associating approaches to operational performance improvement, quality control and inspection.
CO 6	Developing an effective production and operations plan for a hypothetical company

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3												1	2	1
CO2	3	3		2		1			1		2			2	
CO3	2							1				2	1	3	
CO4	3		2	2	1		2			1				2	2
CO5	3	2		1					1		1		1	3	
CO6			1			1		1		2		3	2		1

3; Highest Correlated, 2; Medium Correlated, 1; Lowest Correlated

MBA

Course Code	: BSRM-206			
Course Name	: BUSINESS RESEARCH METHODS			
Semester	: 2			
	L	T	P	C
	3	-	2	4

L - Lecture T — Tutorial P — Practical C — Credit

Course Objectives

1. To equip the students with the basic understanding of the research methodology.
2. To provide an insight into the application of modern analytical tools and techniques for the purpose of management decision – making.

Course Contents

UNIT	DETAILS	LECTURES
1	Introduction Meaning and significance of research in management, Concept, Nature, Scope, Need and Role of Business Research, Characteristic of Research, managerial value of business research.	8
2	Research Process Types of research, the research process, Research Design Process and types of Research Designs Features of a good research design, Formulation of a Research Problem: Defining a Research Problem, Techniques involved in defining a problem. Methods of data collection, Selection of Appropriate method of Data Collection, Pitfalls in the use of Secondary data.	10
3	Measurement and Scaling Concepts and importance in business research, Types of scales, attitude measurement, rating scales, Qualitative research, Questionnaire designing, Principles of Designing a Questionnaire and Schedule, Characteristics of a good questionnaire, Limitations of Questionnaire, Reliability, Validity of Questionnaire.	10
4	Sampling Design and Sampling Procedures Concept of sampling, Importance of Sampling, Types of Sampling Methods, Sampling and Non-Sampling Errors, Sample Design, Determinants of Sample Size, Steps in Designing the Sample.	10
5	Data Analysis and Presentation Editing, Coding, Tabulation and Processing of Data, Hypothesis Testing, Type I and Type II Errors, Applications of T- Test, Z Test, F-Test, Chi-square Test and Analysis of Variance (ANOVA), Report Writing: Types of Research Reports, Guidelines for Writing a Report, Report Format, Guidelines for evaluating a report.	10
Total:		48

Text Books:

TB1. Zikmund: Business Research Methods, Cengage Learning 2011-12.

TB2. Cooper and Schindler: Business Research Methods, Tata Mc Graw Hill, 2011.

TB3. Malhotra and Dash: Marketing Research – An applied orientation, Pearson education, 2010.

TB4. Kothari: Research Methodology – Methods and Techniques, New Age International.

Reference Books:

RB1. Saunders: Research Methods for Business: Pearson Education, 2010.

RB2. Bryman and Bell: Business Research Methods, Oxford.

RB3R. Pannierselvam - Research Methodology - Prentice Hall of India, New Delhi, -2004.

Course Outcomes (COs)

CO 1	Highlighting the basic concepts of research, meaning and its significance.
CO 2	Determining different data collection methods and processing of data.
CO 3	Gathering how to develop questionnaire.
CO 4	Executing the sampling techniques and sampling design.
CO 5	Implementing data interpretation and writing various types of report.
CO 6	Creating a questionnaire and deriving effective results for a hypothetical research objective

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3			1				1					1		1
CO2	3					2					1			2	
CO3		2	2		1				2				2	2	2
CO4		2		2		2					2			2	1
CO5		2			2		1					2	1	2	
CO6	1			2				1		2		3	2		1

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

MBA

Course Code	: HRMG-207			
Course Name	: HUMAN RESOURCE MANAGEMENT			
Semester	: 2			
	L	T	P	C
	3	-	-	3

L- Lecture T — Tutorial P — Practical C — Credit

Course Objectives

1. To help the students to develop an understanding of the concept & techniques of essential functions of human resource management.
2. The course will use and focus on Indian experiences, approaches and cases.

Course Contents

UNIT	DETAILS	LECTURES
1	Fundamentals of Human Resource Management (a) Evolution of HRM (b) Objectives and Function of HRM (c) Structure of HR Department (d) Role and Responsibilities of HR Manager (e) Relevance of HRM (f) HRM in Global environment (g) Strategic HRM.	8
2	Staffing the Organization (a) Job Analysis: Job Description and Job Specification. (b) Human Resource Planning (c) Recruitment and Selection: Source of Recruitment, Stages in Selection Process (d) Employee Orientation and Placement (e) Role of HR department in Orientation. Developing the Employees (a) Training concept, Needs, Training Methods, (b) Developing Effective Training Programmes (c) Executive Development methods (d) Evaluating training and Development effectiveness (e) Cross-cultural Training & development.	12
3	Establishing Reward and Pay Plans (a) Job evaluation; (b) Intrinsic vs. extrinsic rewards, (c) Compensation administration – Concept & components, Factors affecting Compensation (d) Concept of Wages, Wage Boards, Wage policy (e) Incentives and Benefits. Maintaining High Performance (a) Performance Management Systems (b) The Appraisal Process (c) Criteria for Performance Appraisal (d) Benefits of Performance Appraisal (e) Appraisal Methods (f) Distortions in performance appraisal.	10

4	Labour Relations and Collective Bargaining (a) Concept and Significance of Industrial Relations; (b) Collective Bargaining-Concept, Types and Procedure (c) Grievance reasons and redressal Process.	8
5	Inter Mobility and Separation (a) Promotion- Purpose, Principles and Types; (b) Transfer: Reasons, Principles and Types; (c) Employee Discipline – Separation, Lay-Off, Resignation, Dismissal, Retrenchment.	10
Total		48

Text Books:

TB1. Dessler, Gray, and Biju Varkkey, Human Resource Management, 11th ed., Pearson Education, New Delhi, 2009 Human Resource and Personnel Management, Aswathappa K. Tata McGraw Hill.

TB2. Human Resource Management, Text and Cases, Rao VSP, Excel Books.

Reference Books:

RB1. Human Resource Management, Gary Dessler, Pearson Education.

RB2. Human Resource Management, David A. DeCenzo, Stephen P. Robbins, Wiley

Course Outcomes (COs)

CO 1	Relating the concepts of managing Human Resources in an organisation & identify effective Human Resource practices in organization.
CO 2	Examining the importance and different methods of human resource planning, staffing, training and developing the employees.
CO 3	Deconstructing performance appraisal and its various stages.
CO 4	Appraising the concepts of labour relations and collective bargaining.
CO 5	Implementing methods of inter mobility and separation.
CO 6	Devising an efficient human resource plan for a hypothetical company

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3				1			2					1	2	
CO2	3	2							2		2	2	1	2	1
CO3	3	2	2	2		2								2	1
CO4	3							1	2	2	1		2	2	2
CO5	3			2			2					2		2	1
CO6			1		2		1				2	3	2	2	

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

MBA**Course Code : SOPJ-208****Course Name : SOCIAL PROJECT****Semester : 2**

	LT	P	C
	-	-	4
			2

Each student shall undertake a Social Project at the end of second semester. Marks shall be awarded by internal examiner and will be added for the determination of grades.

Course Outcomes (COs)

CO 1	Understanding all the basic concepts of management in society.
CO 2	Developing an understanding of the way social organisations work.
CO 3	Developing an ability to implement learnings to problems in social organisation.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	3										1		
CO2	3	2										2	
CO3	3										1	2	

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

THIRD SEMESTER- MBA

Course Code : PRMG-301				
Course Name : PROJECT MANAGEMENT				
Semester : 3				
	L	T	P	C
	3		2	4

L - Lecture T — Tutorial P — Practical C — Credit

Course Objectives

1. To help students to acquire conceptual knowledge of the project management tools and techniques and
2. To impart practical skills for decision making.

Course Contents

UNIT	DETAILS	LECTURES
1	Introduction Definitions, Classification, Project risk, Scope, Concepts and Characteristics of Project, Importance of Project Management, Project management-definitions, overview, Project plan, Project management life cycles and uncertainty, Project Planning.	9
2	Project Organization Project Organization: Various Forms of Project Organizations, Project Organization Charting, Organization Human Resources, The Project Manager, The Project Team, Project Team Pitfalls.	8
3	Project Financing Project Financing, Project Cost Estimation, Sources of Finance Contract Management, Types of Contracts.	6
4	Project Implementation and Monitoring Project Resource Requirements, Type of Resources, Men, Materials, Finance, Multi project Resources scheduling, Resources Allocation method, Project Monitoring and control. Project network Technique- (PERT and CPM), Planning for Monitoring and evaluation, Project Management Information System, Project Scheduling- Time Constrained and Resource Constrained Scheduling, Project Audits.	15
5	Project Direction and Control Project Direction, Types of Project Termination, Project in Trouble, Termination Strategies, Evaluation of Termination Possibilities, Termination Procedures.	10
Total		48

Text Books:

- TB1. Project Management-for 21st century-BeenetP.Lientz, Kathryn-Pearson Academic Press: 1995.
 TB2. Project Management-Denislok.

Reference Books:

- RB1. Project Management-David I Cleland-McGraw Hill International Edition. 1999.
 RB2. Project Management-Gopalakrishnan- McMillian India Ltd.
 RB3. Project Management-Harry-Maylor-Pearson Publication.

Course Outcomes (COs)

CO 1	Examining the basics of project management, project planning and importance.
CO 2	Outlining the organization of human resources in a project.
CO 3	Summarizing the concepts of project financing and sources of finance.
CO 4	Implementing the various project network techniques (PERT, CPM & Scheduling).
CO 5	Assessing the project controlling and different problems in projects
CO 6	Developing best practices to be followed for project management in the company

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3		1							1			1		
CO2	2		2		2			2	1			2		2	
CO3	2	1		2		3					2			2	1
CO4	2				2	1			2	2		1	2	2	
CO5	2		1		3	2		2						2	1
CO6		1		2			2			1	2	3	1		

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

MBA

Course Code	: INBS-302			
Course Name	: INTERNATIONAL BUSINESS			
Semester	: 3			
	L	T	P	C
	3	1	-	4

L - Lecture T — Tutorial P — Practical C — Credit

Course Objectives

1. To enable the students to learn nature, scope and structure of International Business.
2. To understand the influence of various environmental factors on international business operations.

Course Contents

UNIT	DETAILS	LECTURES
1	Introduction An Overview, Types of International Business- The External Environment, The Economic Environment, The Political Environment, Legal Environment, Human Culture Environment, Influence on Trade Investment and Trade Patterns.	8
2	International Trade Concepts Recent World Trade and Foreign Investment Trends, Balance of Payments Accounts and the Dollar Deficit, Concept and significance of balance of payments account; Current and capital account components and accounting system; Balance of payment deficits and correction policies, Macroeconomic Management Theories and Institutions, Approaches to International Business.	10
3	World Financial Environment Cross-National Cooperation and Agreements, Tariff and Non-Tariff Barriers, WTO, Regional Blocks, International Marketing Decisions- Mode of Entry, Marketing Mix Decision for International Business, WTO and Developing Countries, IMF, World Bank, UNCTAD, International commodity trading and agreements.	10
4	Global Competitiveness Export Management, Licensing Joint Venture Technology and Global Competition, Quality Control and Pre-Shipment Inspection, Role of Clearing and Forwarding Agents, Shipment of Export Cargo, Excise and Customer Clearance, Shipping System and Freight Structure.	10
5	Export and Import Documentation Export Incentives, Export Promotion Schemes with Special Reference to India, Challenges in International Business, Export	10

	Trading Companies- Topology of ETC's, Structure, Process, Foreign Exchange Regulations and Formalities, Bank Documents, Letter of Credit, Role and Schemes of ECGC and Commercial Banks.	
Total		48

Text Books:

TB1. Justin, Paul and Ramnack Kapoor, International Business, 2nd ed., Prentice-Hall of India Ltd., 2012.

TB2. International Business, Rakesh Mohan Joshi, Oxford University Press.

TB3. International Business, Ehud Menipaz Amit Menipaz, Sage publication.

Reference Books:

RB1. International Business by Dr. Vimal Jaiswal –Himalaya Publishing House.

RB2. International Business Environment, Bhalla V.K. -(Anmol).

Course Outcomes (COs)

CO 1	Summarizing the concepts and factors affecting internationalization process.
CO 2	Highlighting the trends in overseas markets, international agreements, international trade and investment.
CO 3	Integrating economics, geo-politics, legal and cultural dimensions necessary for multi-national operations.
CO 4	Associating the local and global perspective towards international business and international operations of domestic business.
CO 5	Categorizing the different documents required in international business.
CO 6	Developing a plan for effective internationalization of the business.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2		1				2			1				1	1
CO2	3	1	1		2	2			2		2		2	1	
CO3	1			2				1				2	3	2	2
CO4	2		1			2				2	1		2	2	
CO5	1						2		1					2	
CO6		2		2	1					1	2	3	2	1	1

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

MBA

Course Code	: IRL-303 (H1)			
Course Name	: INDUSTRIAL RELATIONS AND LABOUR LAWS			
Semester	: 3			
	L	T	P	C
	3	1	-	4

L - Lecture T - Tutorial P - Practical C - Credit

Course Objectives

1. To help the students to develop an understanding of the concepts of industrial relations.
2. To give a deep insight about the various provisions of industrial laws.
3. The course will use and focus on Indian experiences, approaches and cases.

Course Contents

UNIT	DETAILS	LECTURES
1	Introduction Concept and Determinants of Industrial Relations, Industrial Relations in India, Managing IR Changes, IR: Welfare and Productivity, Technology and IR, Effective Communication Systems and IR Management, Indian Culture and IR, Three parties to IR and role of govt.	8
2	Labour Administration and Trade Unions ILC and Indian Constitutional Provisions in Relation to Labor Administration - Central Machinery of Labor Administration - Labor Administration at the State, District and Local Levels. Impact of Royal Commission on IR. Trade Unions- Origin and growth of unions after independence, unions in the era of Liberalization, Purpose, Functions and Structure of Trade Unions, functions and role of Trade Unions in collective bargaining; Problems of Trade Unions, Trade Union, Legislation, Trade Union Act 1926, Social Responsibility of Trade Unions, Trade Union Movement in India.	12
3	Grievance Redressal Machinery Consultative Bodies (Bipartite, Tripartite) and IR Strategies, Worker Development and Worker participation in management (WPM), Attrition- issues and Challenges, Disciplinary Action: Purposes and Procedures, Conciliation, Arbitration, Adjudication, Collective Bargaining (Perspective, Bargaining Structure, Procedure and Machinery for Collective Bargaining), The Bargaining Process - Strengths and Skills, Industrial Disputes : Factors, Forms, Trends, Prevention and Settlement, Role of State and Central Labour Administration, Strikes and Lockouts, The Industrial Employment	10

	(Standing Orders) Act, 1946, The Industrial Disputes Act, 1947, Contemporary Trends and Future of Industrial Relations in India.	
4	Labour Laws Introduction and Development of Labour Law in India, Need for Labour Legislation, Indian Constitution and labour regulations- ILO and Labour Legislations.	6
5	Welfare Measures and Social Security Measures Factories Act 1948, Minimum Wages Act, 1948 and recent amendments, Payment of Wages Act 1936 Payment of Bonus Act 1965, . The Equal Remuneration Act, 1976, Child Labour (Prohibition and Regulation Act, 1986, The Contract Labour (Regulation and Abolition Act, 1970, (Only Important Provisions of the Act), Employment Standing Orders (Principles of Natural Justice), 1946, Social Security Measures- The Employees Provident Funds and Miscellaneous Provisions Act, 1952, The Employees' State Insurance Act, 1948, Payment of Gratuity Act, 1972, Maternity Benefit Act, 1961, Workmen's Compensation Act, 1923, (Only Important Provisions of the Act), Apprentices Act-Law relating to Apprentices Act of 1961 (Only Important Provisions of the Act).	12
Total		48

Text Books:

TB1. Industrial Relations: Theory and Practice, Paul Edwards, Wiley, 2003.

TB2. Specification of Industrial Relation & Labour Laws (6th Edition), S.C. Srivastava, Vikas Publication House.

Reference Books:

RB1. Industrial Relation & Labour Laws, Arun Manappa, Tata McGraw-Hill.

RB2. C.S.Venkata Ratnam- Industrial Relations (Oxford Pub., 2008).

Course Outcomes (COs)

CO 1	Highlighting the concept of Industrial Relations and their role in avoiding industrial unrest and maintaining industrial peace.
CO 2	Deconstructing the concept of Trade Unions, their origin and growth pre and post-independence, and the related tools and functions.
CO 3	Assessing the concept of Grievance Redressal Machinery in India.
CO 4	Appraising the Labour Legislation and Labour Laws in India.
CO 5	Illustrating the different welfare measures and Acts supporting it.
CO 6	Devising an effective industrial relations policy of a company.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3					1			2				3	1	1
CO2		2	2		1		1				2		3	2	
CO3		2		2				2		2		2	3	2	1
CO4	2					2			2		2		3	2	1
CO5	2		1		3			3					3	2	1
CO6		1		1		2			3		2	3	1		

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

MBA

Course Code	: IDYP-303 (H2)			
Course Name	: INDUSTRIAL PSYCHOLOGY			
Semester	: 3			
	L	T	P	C
	3	1	-	4

L - Lecture T — Tutorial P — Practical C — Credit

Course Objectives

1. To help the students get deep insights into concepts of Industrial Psychology.
2. The course will use and focus on Indian experiences, approaches and cases.

Course Contents

UNIT	DETAILS	LECTURES
1	Introduction Nature, Scope and Problems of Industrial Psychology, Development and Importance of Industrial and Organizational Psychology, Industrialization in India, Individual Difference and their Evaluation, Role of Heredity and Environment, Organizational Attitude Psychological Testing: Utility, Reliability and Validity.	8
2	The Role of the Psychologist in Industry Occupational Psychology: Study of Behavior in work situation and application of Psychological principles to problems of selection, Placement, Counseling and Training, Design of work environments: Human engineering and physical environment techniques of job analysis, Social Environment-Group Dynamic in Industry, Personal Psychology: selection, Training, Placement, Promotion, Counseling, Job Motivations, Motivation & work behavior, (Theory X and Y, McClelland's, Need Theory, Herzberg's Two Factor Theory, Cultural Differences in Motivation Job Satisfaction.	10
3	Industrial Behaviour Introduction and Implications of Motivation, Perception, Learning, Leadership, Personality and Attitude in Organisations, Consumer Behaviour; Study of Consumer Preference, Effect of Advertising, Leadership, Industrial Morale, The Nature and Scope of Engineering Psychology, its Application to Industry.	8
4	Industrial Efficiency Efficiency at Work, the concept of efficiency, The Work Curve, its Characteristics, Work Methods; Hours of Work, Nature of Work, Fatigue and Boredom, Rest Pauses, Stress Management and Well-Being at Work, Personal Factors; Age Abilities, Interest, job Satisfaction.	12

5	Grievances and Grievance handling Procedure: Industrial Disputes: Courses, Strikes and Lockouts, Industrial Relations Machinery Bi-Partite and Tri-Partite Agreement, Labour Courts and Industrial Tribunals, Code of Discipline, Standing Order, Union/Management Relations.	10
Total		48

Text Books:

TB1. Industrial Psychology, Asha Rani, Centrum Press.

TB2. Industrial Psychology, R. Jayprakash Reddy, APH Publishing Corp.

Reference Books:

RB1. Industrial Psychology, Alison Thomas Cottingham, Random House Publishers.

RB2. Tiffin, J and McCormic E.J.: Industrial Psychology, (Prentice Hall), 6th Edn., 1975.

RB3. McCormic E.J.: Human Factors Engineering and Design (McGraw Hill), 4th Edn., 1976.

Course Outcomes (COs)

CO 1	Examining fundamental theory and development of industrial psychology.
CO 2	Appreciating the role of psychologist in industry and develop ability for solving problems involving employee - industry relationship.
CO 3	Assessing the industrial behaviour and its implications for the industry.
CO 4	Summarizing the concept of industrial efficiency and related factors.
CO 5	Determining the concept of working environment in industry and the factors affecting it.
CO 6	Creating a master plan for effective psychological management of employees in the company.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3												1	2	
CO2	1		3	2		1	1		1		2			2	1
CO3			2	2	2							2	1	2	
CO4	2								2	2			1	1	2
CO5	2		1			1		2					2	1	
CO6			1		2				1		2	3		2	

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

MBA

Course Code : OSHR-303 (H3)				
Course Name : ORGANISATION STRUCTURE AND HUMAN RESOURCE DEVELOPMENT				
Semester : 3				
	L	T	P	C
	3	1	-	4

L - Lecture T — Tutorial P — Practical C — Credit

Course Objectives

1. To help the students to develop an understanding of the concept of organizational structure.
2. To develop an understanding of the concept & techniques of essential functions of human resource management.
3. The course will use and focus on Indian experiences, approaches and cases.

Course Contents

UNIT	DETAILS	LECTURES
1	Organisation Structure Meaning, Types and Designing, Kinds of Organizational Structure, Organizational Design and Strategy in Changing Global Framework, Human Resource Planning Approaches to Human Resource Dimensions of Human Resource Planning, Benefits of Human Resource Planning, Problems/Barriers to Human Resource Planning, Method of HRP and manpower forecasting.	10
2	Concept of Organizational Structure Organizational Culture, Efficiency and Effectiveness, Approaches of Organizational Effectiveness, Organizational Effectiveness and Technology, Organizational Change Targets of Change, Planned and Unplanned Change, Stimulating Factors for Organizational Change, Resistance to Organizational Change, Lewin's Force Field Theory of Change, Evolutionary and Revolutionary Change in Organization Managing Changes: Action Research- Diagnosing the Organization, Concept of Total Quality Management, Developments in Revolutionary Change Re-Engineering, Restructuring.	10
3	Concept of Organisational Development History of Organisation Development, Values, Assumptions and Beliefs in O.D, Organizational Transformation Birth, Growth, Decline and Death, Institutional Theory of Organizational Growth, Greiner's model of Organizational Growth, O.D Techniques to deal with Resistance to Change, O.D Techniques to promote Change, O.D. intervention: Human Process Interventions, Structure and Technological Interventions and Strategy Interventions – Sensitivity Training – Survey Feedback, Process	10

	Consultation – Team Building – Inter- Group Development Innovations – Learning Organisations	
4	Career planning & Career Development Concept, Succession planning, Career pathing and dual career path. Evolution and Concept of HRD, HRD climate, Evaluation frame work: collecting, data for evaluation and its element, HRD Matrix, HRD Function, HRD Process and HRD practices, Role of line Managers and supervisors in HRD.	10
5	Organizational Culture and HRD Work force diversity and HRD, Labor Market changes, Equal Employment Opportunity, adapting demographic changes and gender issues	8
Total		48

Text Books:

TB1. Organization Development, Veena Vohra, Dorling & Kindersley.

TB2. Managing Change in Organization, Nilanjana Sengupta.

TB3. Planning and Managing Human Resources (2nd Edition), William J. Rothwell & H. C. Kazanas, Human Resource Development Press Inc.

Reference Books:

RB1. Wendell L. French Cecil H. Bell, Jr.: Organisational Development, McGraw-Hill, 6/e, 2005.

RB2. Human Resource Planning, James W. Walker, McGraw-Hill, 1980

Course Outcomes (COs):

CO 1	Outlining the basic concepts of organisation structure and the related elements.
CO 2	Summarizing the concepts related to changes in organisation structure.
CO 3	Deconstructing the concept of organisational development and the techniques to manage changes
CO 4	Determining the process of career planning and human resource development.
CO 5	Executing the process to adapt to changes in the organisation.
CO 6	Hypothesizing an efficient plan for human resource development in the company

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3												1		1
CO2	2		1		1		2			2		2		2	
CO3						2			2		2			2	1
CO4	2		1					2						2	
CO5		2		2			1						1	2	
CO6	1				2						2	2	2		2

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

MBA

Course Code	: PRMG-303 (H4)			
Course Name	: PEFORMANCE MANAGEMENT			
Semester	: 3			
	L	T	P	C
	3	1		4

L - Lecture T — Tutorial P — Practical C — Credit

Course Objectives

1. To familiarize students about concepts of performance and compensation management.
2. To use these concepts to face the challenges of attracting, retaining and motivating employees to high performance.

Course Contents

UNIT	DETAILS	LECTURES
1	Introduction Performance Management: Scope and Significance, Performance management process – Performance Planning – Performance Appraisal -Performance Mentoring – Performance Management Strategic Planning, Counselors- Client Relationship, Understanding Client's Behavior, Developing and termination a Counseling Relationship and Follow Up, Assessing Client's Problem, Special Problems in Counseling, Counselor's Attitudes, Skills of Counseling, Counseling Strategies, Counseling Strategies, Counseling Therapies- Insight Oriented Therapy.	8
2	Behavior Therapy and Group Theory Communication and Persuasion, Communication Strategies and Reference Group and their Role in Understanding Client's Problem, Motivation and Incentive Requirement of Productivity, Role of Counseling in Understanding of Low Productivity of Indian Workers, Need of Counseling Cell in the Organization, Application of Counseling to Organizational Situations with a focus on Performance Counseling.	10
3	Developing a Performance Management Culture Objectives of a Performance Management System (PMS), Role of the Line Manager in successful PMSs, Motivational benefits of a PMS, The Ten 'Performance Commandments', Dialogue between each Manager and his/her employee, Expectations about the requirements of the job Feedback on performance, Timely treatment of the first three components of the D E F T model, Employee	12

	development.	
4	Linking performance and Pay Across an Organization Reward Systems, Complexity of pay for performance, Rewarding behaviors and achievement, Decisions on 'weighting' of reward criteria, Consistency and fairness of reward, Critical Success Factors, Role of top management, Integration of PMS with Organization systems, Participative dialogue, Quality Feedback skills, Best practice coaching and training, Regular recognition of good performance- significance & methods, Personal development strategies.	10
5	Current Developments and Emerging Issues in Performance Management Application of value-based management approaches to performance management. Modern performance measurement frameworks: Six Sigma; Performance Prism, Forced ranking Balanced Score Card. Contemporary issues in performance management. Studying the impact of change in organization's structure, culture and strategy on the adoption of new performance measurement methods and techniques. Methods of PMS- Appraisal, Communication and Interview, Performance feedback and counseling, Talent Management.	8
Total		48

Text Books:

TB1. Counseling Skills for Managers, KavitaSingh, PHI Learning Pvt. Ltd. 2007.

TB2. Basic Counseling Skills, Richard Nelson Jones, SAGE 2002.

TB3. Performance Management, Robert L. Cardy, M. E. Sharpe, 2003.

Reference Books:

RB1. Performance Management and Appraisal Systems, T V Rao, SAGE, 2004.

RB2. Lance A. Berger and Dorothy (2007). The Talent Management Hand Book. Tata Mc-Graw Hill.

Course Outcomes (COs)

CO 1	Highlighting why being an HR specialist it is important to understand the concept of counselling and its application.
CO 2	Outlining what is group behaviour and how does it relate to productivity.
CO 3	Determining the concept of Performance Management System and its application.
CO 4	Analysing how increase in performance leads to increase in compensation.
CO 5	Assessing the current issues in and tools of Performance management.
CO 6	Creating an innovative performance management plan for the company.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3												1	1	
CO2				1			2		3		1			2	1
CO3	3				2								2	2	
CO4			2				1				2			2	1
CO5	3	2			1								1	2	
CO6				1		2			1	2	2	3	2	1	

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

MBA

Course Code	: BRMG-304 (MI)			
Course Name	: BRAND AND RETAIL MANAGEMENT			
Semester	: 3			
	L	T	P	C
	3	1	-	4

L - Lecture T — Tutorial P — Practical C — Credit

Course Objectives

1. To understand the concept of brand and brand management and the strategies relate to it.
2. To have students develop marketing competencies in retailing and retail consulting.
3. To prepare students for positions in the retail sector or positions in the retail divisions of consulting companies.

Course Contents

UNIT	DETAILS	LECTURES
1	Brand and Brand Management Concept, elements and Importance, concept and management of brand equity, brand loyalty, brand awareness, perceived quality of brands.	10
2	Brand associations Positioning decisions of brands, measurements of brand associations, selecting, creating and maintaining associations.	8
3	Brand Strategy Overview, elements of brand strategy, types of branding strategies, brand extensions.	8
4	Retail Management Introduction to Retailing, Definition, Characteristics, Evolution of Retailing in India, Retailing in India, Emerging Trends in Retailing, Factors Behind the change of Indian Retail Industry.	12
5	Retail Formats: Retail Sales by ownership, On the basis of Merchandise offered, non-store Based retail mix & Nontraditional selling. Store Planning: Design & Layout, Location Planning and its importance, retailing image mix, Effective Retail Space Management, Floor Space Management.	10
Total		48

Text Books:

- TB1. Strategic Brand Management: Building, Measuring and Managing Brand Equity, Kevin Keller, Pearson, 3rd edition.
 TB2. Product and Brand Management, Tapan K. Panda, Oxford Publishing.
 TB3. Cullen & Newman: Retailing – Environment & Operations, Cengage Learning EMEA
 TB4. Berman & Evary: Retail Management, Prentice Hall.

Reference Books:

- RB1. God-The Mantra of Branding, Vipul Jain, Notion Press.
 RB2. Gibson G Vedamani: Retail Management: Functional principles & practices, Jaico Publishing
 RB3. Bajaj, Tuli & Srivastava: Retail Management- Oxford University Publications.

Course Outcomes (COs)

CO 1	Outlining the concept of brand and its various elements.
CO 2	Determining the concept of brand associations and the process of executing them
CO 3	Annotating how brand strategies are made and utilized effectively.
CO 4	Appreciating the concept of retailing in India and the opportunities and challenges inherent in it.
CO 5	Assessing the different retail formats and the planning of retail stores.
CO 6	Creating a suitable plan after examining insights into all functional areas of retailing

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3					2							1		
CO2	3			1			1					1	1	2	
CO3		1			2			2				1		2	1
CO4	2								2		1			2	2
CO5			2	2		2		1					2	1	
CO6	1			2			2		2		2	3	2		2

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

MBA

Course Code	: CMBH-304 (M2)			
Course Name	: CONSUMER BEHAVIOUR			
Semester	: 3			
	L	T	P	C
	3	1	-	4

L - Lecture T - Tutorial P - Practical C - Credit

Course Objectives

1. To equip students with the basic knowledge about the issues and dimensions of consumer behaviour.
2. To develop skill and ability to analyse consumer information.
3. To learn to develop consumer behaviour oriented marketing strategies.

Course Contents

UNIT	DETAILS	LECTURES
1	An Overview, Concept and importance of Consumer Behaviour Types of Buying Behaviour, Buying Motives, Measures to fulfill changing demands of consumers.	8
2	Individual Determinants of Consumer Behavior Consumer Needs and Motivation- Personality and Self Concept- Consumer Perception, Consumer Attitudes- Attitude and Intention, Attitude Formation and Attitude Change, Consumer as a Learner, impact of media and globalization on consumer behavior.	10
3	Consumer Psychographics Psychographics Vs. Demographics, Concept of VALS, Sociological Influences on Consumer Decision Making - Consumer groups - Consumer reference groups - Family - The changing structure of family - family decision making -Family Life cycle - Social class and Mobility, Lifestyle Analysis - Culture; Sub-Culture-Cross Culture-Interpersonal Communication and influence -Opinion Leadership.	10
4	Consumer Decision Process Purchase Process, Rationality in Buying- Models of Consumer Behaviour -The Economic model- Learning model-Psychoanalytic model-The sociological model- The Howard Sheth model of Buying Behaviour-The Nicosia model-The Engel - Kollat - Blackwell Model-Engel, Blackwell and Miniard (EBM) model.	10

5	Pre and Post Purchase behaviour of consumers and its importance Consumer delight and Dissatisfaction, Brand and brand Loyalty, consumer dissatisfaction causes and measures to handle consumer dissatisfaction.	10
		48

Text Books:

TB1. Schiffman and Kanuk: Consumer Behaviour, PHI Learning.

TB2. Engle, Blackwell and Miniard: Consumer Behaviour, Thomson/South-Western, 2006.

Reference Books:

RB1. Loudon and Della Bitta: Consumer Behaviour, TMH.

RB2. Wright Ray: Consumer Behaviour, Thompson.

RB3. Zaltman and Wallendorf: Consumer Behaviour, John Wiley & Sons Inc.

Course Outcomes (COs)

CO 1	To develop an understanding of the concepts of consumer behaviour.
CO 2	Appraising the role of attitude & perception in determining consumer behaviour.
CO 3	Determining the impact of sociological influences on consumer decision making.
CO 4	Examining the models of consumer behaviour.
CO 5	Appraising the effects of pre and post purchase behaviour in consumer behaviour.
CO 6	Developing the positioning strategy according to consumer characteristics and behaviour.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3				2		2					2	1	1	
CO2	2	1				2			2					2	1
CO3			3					1			2		1	2	1
CO4			1		2							1		2	2
CO5	2						2			2				2	1
CO6		1		2					1		2	2	2	2	

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

MBA

Course Code	: MKSR-304 (M3)				
Course Name	: MARKETING OF SERVICES				
Semester	: 3				
		L	T	P	C
		3	1	-	4

L - Lecture T — Tutorial P — Practical C — Credit

Course Objectives

1. This course aims to familiarize students with the services in marketing.
2. It will equip the students with understanding of the components of marketing.
3. The course will use and focus on Indian experiences, approaches and cases.

Course Contents

UNIT	DETAILS	LECTURES
1	The Nature of Services Marketing Introduction, Definition and Characteristics of Services, Classification of Services, Evolution of Services Marketing, Importance of Services Marketing in Indian Economy, The Services Marketing Mix-Importance of 7 Ps in Services Marketing.	12
2	The Services Marketing The People Component, Services and the Importance of the People Component, Using People to Differentiate Services, Internal Marketing, Employee Motivation and Implication for Service Delivery.	10
3	Market Segmentation Selection of Market and Positioning of Services, Quantity and Quality of Services, GAP model, RATER, SERVQUAL	10
4	Application of the Components of Marketing of Services in Financial Services with special reference to Banking, Mutual Fund, Portfolio Management Services, Hospitals, Consultancy Services, Education and Training Services.	10
5	Application of the Components of Marketing of Services in Different Sectors Marketing of Tourism, Travel and Transport Services.	6
Total		48

Text Books:

TB1. Services Marketing, A Pearce Richard, B Robinson Junior, Amita Mittal, Tata MC hill.

TB2. Services Marketing, CH Lovelock John Wirtz, Tata MC hill.

TB3. Services Marketing, R Srinivasan, PHI learning.

Reference Books:

RB1. Marketing of Services, Chaudhary, MacMillan.

RB2. Christopher Lovelock, Services Marketing: People, Technology and Strategy.
Pearson Education, 5th ed., 2011.**Course Outcomes (COs)**

CO 1	Outlining the concept of services marketing, its evolution and importance.
CO 2	Determining the importance of people component in marketing of services.
CO 3	Summarizing how market segmentation is done in services marketing.
CO 4	Examining the concepts of marketing of services in financial services.
CO 5	Implementing concepts of marketing of services in different sectors.
CO 6	Developing a suitable marketing mix or plan according to the challenges and opportunities in the field of marketing of services

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3						1			1			1	2	
CO2	2			2				1				2	1	2	
CO3	2								1		2			2	1
CO4					2		2			1				2	1
CO5		2		2				2					1	2	
CO6			1		1		1				2	3	1	2	1

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

MBA

Course Code	: ADMG-304 (M4)			
Course Name	: ADVERTISING MANAGEMENT			
Semester	: 3			
	L	T	P	C
	3	1	-	4

L - Lecture T — Tutorial P — Practical C — Credit

Course Objectives

1. To acquaint the students with concepts and techniques of advertising management.
2. To give experience in the application of concepts for developing and effective advertising programme.

Course Contents

UNIT	DETAILS	LECTURES
1	Introduction Advertising role and importance, Setting advertising objectives, advertisement campaign, Scope of advertising from local to global.	8
2	Role of Advertising in Product Life Cycle (PLC) Low involvement and high involvement products – In brand building – Consumer behavior – Target audience and market segmentation- Advertising message decisions- Message content-message structure-message format and source.	10
3	Setting Communication Objectives for the ad campaign DAGMAR- factors affecting determination of Advertising budget – Methods of setting ad budget - Media planning - Media buying - Media objectives - Factors to be considered while selecting media, Developing a media strategy with media-mix, Role of Media in Advertising, types of media, Comparative Study of different Advertising Media.	10
4	Role of creativity in advertising Determining the message theme- Unique Selling Proposition (USP) - Positioning strategies - Types of advertising appeals – Role of source in ads and celebrities as source in Indian ads - Copywriting for print - Out-of-home, television, radio and web, Objectives and methods of pre-testing and post-testing Advertising campaign, Copywriting - its elements, Developing Effective Advertising copy, types of advertising copies, Creativity and Visualization in Advertising.	12
5	Economic impact of advertising Advertising and Society - Ethical and social issues in advertising-	8

	Advertising and Indian values / culture - Regulatory system for control on advertising in India - Advertising Standard Council of India (ASCI) - Various laws and enactments concerning advertising in India.	
Total		48

Text Books:

TB1. Wright, Winters and Zeiglas -Advertising Management.

TB2. Belch & Belch - Advertising and Promotions - Tata McGraw Hill.

TB3. Foundations of Advertising Theory & Practice- S.A. Chumawalla& K.C. Sethia- HPH.

Reference Books:

RB1. Gupta and Ratna- Advertising and Sales Promotion Management-An Indian Perspective (Text and Cases)- Sultan Chund & Sons.

RB2. Aaker, Myers and Batra -Advertising Management - Prentice Hall.

Course Outcomes (COs)

CO 1	Highlighting the trends in advertising and advertising industry in India.
CO 2	Determining the concepts and techniques of advertising message decisions.
CO 3	Assessing the media mix and role of media in advertising.
CO 4	Formulating effective advertising message and copy with creativity and visualization
CO 5	Judging the ethical, social and legal issues in advertising and assess productivity of advertising.
CO 6	Developing a plan using the various facets of advertising, public relation and promotion management

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2						2				2		2	1	
CO2	3	1						2				1	1	2	
CO3			2	2	1				1	3		2	2	2	
CO4	2						1					2		2	
CO5			1			2		2						2	3
CO6		2								1	2	3	2	1	

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

MBA

Course Code	:FMIT-305 (F1)			
Course Name	: FINANCIAL MARKETS AND INSTITUTIONS			
Semester	:3			
	L	T	P	C
	3	1	-	4

L - Lecture T — Tutorial P — Practical C — Credit

Course Objectives

1. The objective of this paper is to introduce students to the different aspects and components of financial Institutions and financial markets.
2. To enable them to take the rational decision in financial environment.

Course Contents

UNIT	DETAILS	LECTURES
1	Financial System Nature and Role of Financial System; Structure/organization of financial system; Functions of financial sector; Indian Financial System-an overview; Globalisation of Financial Markets; Regulatory Framework for Non-banking Financial Institutions; Primary markets; Secondary markets; Money Markets.	10
2	Management of Commercial Banks An overview, Management of Banking Institutions; Negotiable Instruments, Banker-Customer Relations – Know your Customer [KYC] guidelines, Working Capital Management; Project Financing, including Infrastructure Projects; Prudential Norms Prescribed by Regulators; Non-Performing Assets; Capital Adequacy Norms; Basel II Framework and Basel-III; Risk-Rating Agencies; Regulatory framework for Banks.	10
3	Banking Technology & Recent trends in banking sector Electronic Banking- Core Banking – Electronic products Teller Machines at the Bank Counters – Cash dispensers – ATMs – Anywhere Anytime Banking – Home banking (Corporate and personal) Electronic Payment systems On line Banking, Electronic funds transfer systems – plain messages (Telex or data communication) – structured messages (SWIFT, etc.) – RTGS Information Technology- Role and uses of technology up gradation – Global developments in Banking Technology.	10
4	Risk of Financial Inter-Mediation Introduction; Interest Rate Risk; Re-financing Risk; Re- investment Risk; Market Risk; Credit Risk; Operational Risk; Liquidity Risk.	8

5	Management of Non-Banking Financial Institutions and Depositories Securitisation: Concept, nature, scope, and their implications; DFIs in India: NABARD, State Level Institutions- IDFC, REC, IFCI, IDBI, SIDBI, Functions and objectives of Depository.	10
Total		48

Text Books:

TB1. K Sasidharan, Financial Services and System (2008), McGraw-Hill Publishing Company New Delhi.

TB2. Clifford Gomez, Financial Markets Institutions and Financial Services, Prentice-Hall of India, 2008.

TB3. M.Y. Khan, Financial Services, 4th ed., McGraw-Hill Publishing Company, New Delhi 2008.

Reference Books:

RB1. M.Y. Khan, Indian Financial System, 6th ed., McGraw-Hill Publishing Company, New Delhi, 2008.

RB2. L.M. Bhole, Financial Institutions and Markets, 4th ed., McGraw-Hill Co., New Delhi, 2008.

RB3. Economic-Surveys, Govt. of India.

Course Outcomes (COs)

CO 1	Outlining the Indian financial system, its structure, functioning and regulatory framework.
CO 2	Assessing the operational management practices of banking institutions with related legal environment and enable them to take appropriate decisions as per the requirements within the legal boundaries of banking institutions.
CO 3	Assessing the Recent Trends in Banking Technology.
CO 4	Examining the dynamics of risks for financial intermediaries and enable them to take appropriate decisions for minimizing risks.
CO 5	Illustrating the managerial practices of non-banking financial institutions and enable them to learn the environment.
CO 6	Creating a Standard Operating Procedure for a bank to avoid NPAs.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3					1		2	1			1	3		
CO2		3	3				2			2			3		1
CO3	1				2	3					1		2	2	
CO4					2				2			1	1	2	
CO5	3		2				1			1			2	1	
CO6		1		2				2			2	3	2	2	

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

MBA

Course Code	: SAPM-305 (F2)			
Course Name	: SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT			
Semester /Year	: 3			
	L	T	P	C
	3	1	-	4

L - Lecture T — Tutorial P — Practical C — Credit

Course Objectives

- I. The aim of this course is to provide a conceptual framework for analysis from an investor's perspective of maximizing return on investment – a sound theoretical base with examples and references related to the Indian financial system

Course Contents

UNIT	DETAILS	LECTURES
1	Introduction of Investment Investment Alternatives and Objectives; Investment Decision Process, Categories of Investment, Steps of Security Analysis, Investment Avenues, Speculation and Gambling.	10
2	Introduction to Capital Market Organization and Functioning Securities Markets, Primary and Secondary Markets, Types of Markets, Types of Orders, Introduction to Indian Stock Markets, Stock Market Indices, Indices Calculations, Trading of Securities, (Including BOLT), SEBI guidelines IPO, Book Building and Qualified Institutional Placement.	8
3	Analysis of Securities Fundamental Analysis: (i) Economic Analysis – Macroeconomic activities and security markets, The Cyclical Indicator Approach, Monetary Variables (ii) Industry Analysis – Business Cycles and industry sectors, Evaluating Industry life cycle, analysis of industry competition and industry rate of returns (iii) Company Analysis, SWOT Analysis, Analysis of Financial Statements and Stock Valuation. Technical Analysis – Assumption, Advantages, Challenges, Types of Charts, Technical Trading Rules and Indicators. Introduction to Efficient Market Hypothesis, Random Walk Model, Forms of EMH, Empirical Evidences.	8

4	Portfolio Analysis Introduction to Portfolio Management – Systematic Risk and Unsystematic Risk, Beta, Measurement of Expected Risk and Returns of Portfolio, Alternative measures of Risk Markowitz Portfolio Theory, Capital Assets Pricing Model, Overview and Assumptions, Capital Market Theory, Security Market Line and Capital Market Line, Zero Beta Model Multifactor Models and risk Estimation – Arbitrage Pricing Theory, Sharpe's Single Index Model	10
5	Portfolio Revision and Evaluations Equity Portfolio Management Overview and Strategies, Passive and Active Management, Index Portfolio Construction techniques, Value versus Growth Investing Evaluation of Portfolio Performance – Treynor, Sharpe, Jensen and Fama Net Selectivity, Application of Portfolio Performance Measures, Benchmarking portfolio to NIFTY or BSE100 or BSE30 index.	12
Total		48

Text Books:

TB1. Fischer, Donald, E. and Ronald J. Jordan, Security Analysis and Portfolio Management, Prentice Hall India, New Delhi, 6th ed.

TB2. Chandra, Prasanna, Investment Management, Tata McGraw Hill, New Delhi

TB3. Sharpe, William, F. Alexander, and Bailey, Investment, Prentice Hall of India, 5th

Reference Books:

RB1. Kevin, S. Portfolio Management, Prentice Hall India, New Delhi, Edition.

RB2. Avadhani, V.A. Investment and Security Market in India, Himalaya Publishing House, 3rd ed.

RB3. Pandey, I.M. Financial Management, Vikas Publications, New Delhi ed., 2012.

Course Outcomes (COs)

CO 1	Outlining the investment procedure in India.
CO 2	Deconstructing the capital market of India and the trading procedure.
CO 3	Appraising the technical charts and market conditions for interpreting capital markets.
CO 4	Assessing the tools to design an optimum portfolio.
CO 5	Implementing the various tools to create, evaluate and revise a diversified portfolio in India.
CO 6	Creating a portfolio as per client's expectations of high return and moderate risk

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3			1			1			2			3		1
CO2			2			2		1				3	2		
CO3	2				2				2		2		2	1	
CO4			2		2					1				2	
CO5			2		2			1					1	2	1
CO6				1			2			2	2	3		2	

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

MBA

Course Code	: CPTP-305 (F3)			
Course Name	: CORPORATE TAX PLANNING			
Semester /Year	: 3			
	L	T	P	C
	3	1	-	4

L - Lecture T — Tutorial P — Practical C — Credit

Course Objectives

1. This course is designed to provide an understanding of the various tax and corporate laws.
2. It helps the students to get an insight of the various provisions of the corporate taxes and their effects on future decision making.

Course Contents

UNIT	DETAILS	LECTURES
1	Basic Concepts Concept and Definition of Income, Receipts which are not income, Exemption from Charge of Income Tax, Tax Planning, Tax Evasion, and Avoidance; Money Laundering; An overview of Taxation in India; Direct and Indirect Taxes; Customs Act; Central Excise Act; Service Tax; Sales Tax; VAT and Goods and Services Tax (GST); Income Tax; Wealth Tax; Gift Tax; and Central Gain Tax.	10
2	Corporate Tax in India Residential status of companies and tax incidence; Tax liability; Taxation of Not-for-profit organisations; Tax on distributed profits.	8
3	Tax Planning Tax Planning with Reference to Setting Up of a New Business; Location Aspect, Nature of Business, Form of organization; Tax Planning with Reference to Financial Management Decision-Capital Structure, Dividend Including Deemed Dividend and Bonus Shares; Tax Planning with Reference to Specific Management Decisions-Make or Buy, Own or Lease, Repair or Replace; Tax Planning with Reference to Employees' Remunerations; Tax Planning with Reference to Sale of Scientific Research Assets; Tax Planning with Reference to Receipt of Insurance Compensation.	12
4	Special Provisions Relating to Non-Residents Double Taxation Relief; Provisions Regulating Transfer Pricing; Advance Ruling Direct Tax Code 2009 and Tax Planning.	10
5	Tax Planning with Reference to Business Restructuring Merger, Amalgamation, Acquisition, Demerger, Slump sale,	8

	Conversion of sole proprietary concern/partnership firm into company, Transfer of assets between holding and subsidiary companies.	
Total		48

Text Books:

TB1. Ahuja, Girish, and Ravi Gupta, Corporate Tax Planning and Management, Bharat Law House, 2017, Delhi.

TB2. Singhania, Vinod K., Kapil Singhania, and Monica Singhania, Direct Taxes Planning and Management, Taxmann Publications Pvt. Ltd., New Delhi.

TB3. Pagare, Dinkar, Direct Tax Planning and Management, Sultan Chand and Sons, New Delhi.

Reference Books:

RB1. SP Goyal, Direct Tax Planning, SahityaBhawan, Agra.

RB2. Prasad Bhagwati – Income Tax Law & Practice (VishwaPrakashan) 1997, 23rd ed

RB3. Bare Acts of relevant enactments.

Course Outcomes (COs)

CO 1	Outlining the Indian Taxation system, basic concepts, definitions and terms related to direct and indirect Taxes.
CO 2	Assessing the corporate tax structure of India and enable them to determine the residential status of a company, Scope of total income and Tax liability of a company.
CO 3	Examining the different aspects of tax planning of a company and enable them to take decisions of tax planning as per the requirements of a company
CO 4	Implementing the special tax provisions related to the Non-Resident Company and enable them to take decisions regarding tax planning and management for the Non-Resident Company.
CO 5	Appraising the different aspects of business restructuring of a company and enable them to take decisions of tax planning as per the nature of restructuring of a company.
CO 6	Developing a plan of tax provisions to increase the tax collection in the country

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO2	PSO1	PSO2	PSO3
CO1	3						1		2			2	3	1	
CO2			2		2	2					2		3		1
CO3			2	2			2		1	2		2	2	2	1
CO4		3		2		1					2		2	1	
CO5	2				3	1		2		1			2	3	2
CO6			2						1			2			2

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

MBA

Course Code	: IFMG-305 (F4)			
Course Name	: INTERNATIONAL FINANCIAL MANAGEMENT			
Semester	: 3			
	L	T	P	C
	3	1	-	4

L - Lecture T — Tutorial P — Practical C — Credit

Course Objectives

1. The objective of this paper is to equip the students with the techniques that can help them in managing the financial issues in international environment.
2. This course will help them to manage MNCs in more effective manner.

Course Contents

UNIT	DETAILS	LECTURES
1	Financial Management in Global Perspective Development in the International Monetary System, Gold Standard, Bretton Woods System of Exchange Rate, Exchange Rate Regime, IMF and International Liquidity, System of Exchanging Currencies, Exchange Rate Determination; Determination of Exchange Rate in Spot and Forward Market, PPP Theory, IRP Theory, Monetary Theories of Exchange Rate determination, Overshooting Models Fisher's Effect.	10
2	Foreign Exchange Market Structure; Types of Transactions, exchange rate quotation, Spot and Forward, transaction and settlement dates, exchange rate quotations and arbitrage, forward quotations, pricing of Short date and broken date contracts, exchange rate regimes, Participants in Foreign Exchange Market- Arbitraging with and without transaction costs, cross-rates, Hedging and Speculation.	8
3	Risk Exposures and their Management Translation, Transaction and Operating Exposures; Their Measurement and Management, Political Risk.	8
4	International Long-term Financial Management International Equity Investment, Risk and return, International Capital Pricing Model, Equity Financing in International Markets, FII, International Project Appraisal, Adjusted Present Value, Exchange rate risk and cost of capital, FDI and International joint ventures.	10
5	International Financial Markets International Equity Issues and Long-Term Borrowings, GDRs,	12

	ADRs and Euro Bonds, International Development Banks, Foreign Currency Financing by Indian Financial Institutions, Euromarkets, Multinational Working Capital Management, Management of Cash, Inventory and Accounts Receivable in Global Context, Inter-Company Fund Flow Mechanism, Short Term Financing, Financing of International Trade.	
Total		48

Text Books:

TB1 :P.G.Apte & Sanjeevan Kapshe: International Financial Management, Mc Graw Hill.

TB2:V.Sharan: International Financial Management, Prentice Hall of India.

Reference Books:

RB1:Dr. MadhuVij: International Financial Management: Text and Cases, Taxmann.

Course Outcomes (COs)

CO 1	Highlighting the International financial system, its financing practices with the process of determining exchange rates.
CO 2	Assessing the structure and operational practices of foreign exchange market to enable them to experience a practical working environment of foreign exchange market.
CO 3	Appraising the dynamics of risks in the foreign exchange market to enable them to forecast, measure and manage the impact of risks.
CO 4	Appreciating the emerging trends of international financial management to enable them to utilize financial resources availing in the international financial market optimally.
CO 5	Determining the available financing sources in the international financial market with the multinational working capital management practices to enable them to procure financial resources available in the international financial market optimally and to manage multinational working capital efficiently.
CO 6	Creating a strategy for effective financial management for an international firm

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	1					2					1	2	2	
CO2			2	2				1	2	2			2		1
CO3	3				1		2				2		2	1	
CO4	3			1		2		1		2		2		1	
CO5	3	2	1						3		2			2	2
CO 6					2			2	2			3	1		

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

MBA

Course Code	:ECDM-306 (DI)			
Course Name	: E-COMMERCE AND DIGITAL MARKETS			
Semester	:3			
	L	T	P	C
	3	1	-	4

L - Lecture T — Tutorial P — Practical C — Credit

Course Objectives

1. The objective of this paper is to equip the students with the know how about emerging e-commerce trends and opportunities
2. This course will help them to manage digital markets in more effective manner.

Course Contents

UNIT	DETAILS	LECTURES
1	Introduction to E-Commerce Intranet, Extranet and Internet, Difference between Internet & web, Understanding E-Commerce, Technology and growth of E Commerce, Types of E-Commerce, Forces Effecting E-Commerce, Information Technology Act 2000, types of attacks on networks.	10
2	Search Engine Marketing: Concepts of Search Engine Marketing (SEM), Definition of SEM, Search Engine Optimization (SEO); advantages and disadvantages of SEO; best practice in SEO.	8
3	Introduction to Digital Marketing Fundamentals of Digital marketing & Its Significance, Benefits of Digital Marketing, Traditional marketing Vs Digital Marketing, Evolution of Digital Marketing, Digital Consumer & Communities.	8
4	Digital Advertising The Digital users in India, Digital marketing Strategy- Consumer Decision journey, POEM Framework, Segmenting & Customizing messages, Digital advertising Market in India, Skills in Digital Marketing, Digital marketing Plan.	10
5	Models of Digital Marketing Display adverting, Buying Models, different type of ad tools, Display advertising terminology, types of display ads, different ad formats, Ad placement techniques, Important ad terminology, Programmatic Digital Advertising.	12
Total		48

Text Books:

TB1: Kamat & Kamat, Digital Marketing, Himalaya Publishers Limited.

TB2: D.Ryan & Kelvin Jones, Marketing Strategies for Engaging the Digital Generation, Kogan Page.

TB3: V. Ahuja, Digital Marketing, OUP.

Reference Books:

RB1: S. Gupta, Digital Marketing, McGraw Hill.

RB2: H. Annmarie, A. Joanna, Quick Win Digital Marketing, Oak Tree Press.

Course Outcomes (COs)

CO 1	Understanding the basics of digital marketing and E-commerce concepts.
CO 2	Assessing the various options put forward by the digital marketing theories.
CO 3	Appraising the methodologies employed in digital marketing.
CO 4	Appreciating the scope and limitations of e-commerce.
CO 5	Determining the new areas of expansion for digital marketing & e-commerce.
CO 6	Creating the plan for e-commerce and digital marketing initiatives of a small company.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	2					2					1	2	2	
CO2			1	2				1	2	2			2		1
CO3	3				1		1				2		2	1	
CO4	3			1		2		1		2		2		1	
CO5	3	2	1						3		2			2	2
CO 6					2			2	2			3	1		

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

MBA

Course Code	:SOMM-306 (D2)			
Course Name	: SOCIAL MEDIA MARKETING			
Semester	:3			
	L	T	P	C
	3	1	-	4

L - Lecture T— Tutorial P — Practical C — Credit

Course Objectives

1. The objective of this paper is to equip the students with the latest knowledge about social media trends and how to use them for benefit of organizations.
2. This course will help them to manage social media in more effective manner.

Course Contents

UNIT	DETAILS	LECTURES
1	Fundamentals of Social Media Marketing & its significance, Objectives of Social Media, Trends in Social Media Marketing, Necessity of Social mediaMarketing, Building a Successful strategy: Goal Setting, Implementation,	10
2	Digital Public Relations - Influencer Marketing, Blogger relations, Social Media Landscape and Platforms - An Overview , Facebook Marketing: Facebook for Business, Facebook Insight, Different types of Ad formats, Setting up Facebook Advertising Account, Facebook audience & types, Designing Facebook Advertising campaigns, Facebook Avatar, Apps, Live, Hashtags,	8
3	Linked In Marketing: Importance of Linked In presence, Linked In Strategy, Content Strategy, Linked In analysis, Targeting, Ad Campaign,	8
4	Twitter Marketing:-Basics, Building a content strategy, Twitter usage, Twitter Ads, Twitter ad campaigns, Twitter Analytics, Twitter Tools and tips for managers, Instagram, Whats app & Snapchat basics,	10
5	Mobile Marketing, Trends in Digital Advertising-- Introduction and need for SEO, How to use internet & search engines; search engine and its working pattern. On-page and off-page optimization, SEO Tactics - Introduction to SEM Web Analytics:- Google Analytics & Google Ad Words; data collection for web analytics, multichannel attribution,	12

	Universal analytics, Tracking code, Google Pages for YouTube Channels, Video Flow, Verify Channel, Content Creation.	
Total		48

Text Books:

TB1: Kamat & Kamat, Digital Marketing, Himalaya Publishers Limited.

TB2: D.Ryan & Kelvin Jones, Marketing Strategies for Engaging the Digital Generation, Kogan Page.

TB3: V. Ahuja, Digital Marketing, OUP.

Reference Books:

RB1: S. Gupta, Digital Marketing, McGraw Hill.

RB2: H. Annmarie, A. Joanna, Quick Win Digital Marketing, Oak Tree Press.

Course Outcomes (COs)

CO 1	Understanding the basic concepts of social media marketing.
CO 2	Assessing the structure and operational practices of social media market.
CO 3	Appraising the dynamics of risks and rewards in social media marketing.
CO 4	Appreciating the emerging trends of social to enable customers to utilize them for their benefit.
CO 5	Determining the available sources of competitive advantage in social media.
CO 6	Creating a strategy for effective social media marketing for a small firm

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	1					2					1	2	2	
CO2			2	2				1	2	2			2		1
CO3	3				1		2				2		2	1	
CO4	3			1		2		1		2		2		1	
CO5	3	2	1						3		2			2	2
CO 6					2			2	2			3	1		

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

MBA

Course Code	:SEOP-306 (D3)			
Course Name	: SEARCH ENGINE OPTIMIZATION			
Semester	:3			
	L	T	P	C
	3	1	-	4

L - Lecture T — Tutorial P — Practical C — Credit

Course Objectives

1. The objective of this paper is to make the students aware of search engine environment .
2. This course will help them to manage web in more effective manner.

Course Contents

UNIT	DETAILS	LECTURES
1	Introduction to SEO, How Search engine works, SEO Phases, History Of SEO, How SEO Works, What is Google bot (Google Crawler), Types Of SEO technique, Keywords, Keyword Planner tools, Installing a plugin for SEO on the WordPress website	10
2	Creating posts and Basics of On Page Optimization (SEO), On page Optimization, Technical Elements, HTML tags, Schema.org, RSS Feeds, Microsites, Yoast SEO Plug-in, Local SEO, Mobile SEO, e-Commerce SEO	8
3	Off page Optimization-About Off page optimization, Authority & hubs, Backlink, Blog Posts, Press Release, Forums, Unnatural links: User Interface, planning and control of keywords, designing image ads, creating animated ads, YouTube video promotion,	8
4	Social media Reach-Video Creation & Submission, Maintenance-SEO tactics, Google Search Engine, Introduction to Google Ad words, Ad TYPES, Pricing models, PPC cost Formula, Ad Page Rank, Billing and payments	10
5	Postings in forums, Blogs, Guest Books, Classifieds for seo, Identification of unique visitors and return visits to websites.	12
Total		48

Text Books:

TB1: Kamat & Kamat, Digital Marketing, Himalaya Publishers Limited.

TB2: D.Ryan & Kelvin Jones, Marketing Strategies for Engaging the Digital Generation, Kogan Page.

TB3:V. Ahuja, Digital Marketing, OUP.

Reference Books:

RB1: S. Gupta, Digital Marketing, MegGraw Hill.

RB2: IL Annmarie, A. Joanna, Quick Win Digital Marketing, Oak Tree Press.

Course Outcomes (COs)

CO 1	Understanding the basic concepts of SEO
CO 2	Assessing the structure of web and the search engines.
CO 3	Appraising the SEO features and limitations.
CO 4	Appreciating the trends of SEO.
CO 5	Determining the available sources of SEO competitive advantage .
CO 6	Creating a strategy for effective SEO for a small firm.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	1					2					1	2	2	
CO2			2	2				1	2	2			2		1
CO3	3				1		2				2		2	1	
CO4	3			1		2		1		2		2		1	
CO5	3	2	1						3		2			2	2
CO 6					2			2	2			3	1		

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

MBA

Course Code	:ATOP -306 (D4)			
Course Name	: ADVERTISING TOOLS & ITS OPTIMIZATION			
Semester	: 3			
	L	T	P	C
	3	1	-	4

L - Lecture T — Tutorial P — Practical C — Credit

Course Objectives

1. The objective of this paper is to equip the students with the tools that can help them in managing the web environment.
2. This course will help them to optimize and use these tools in more effective manner.

Course Contents

UNIT	DETAILS	LECTURES
1	Advertising & its importance, Digital Advertising, Different Digital Advertisement, Performance of Digital Advertising-Process & players, Display Advertising Media, Digital metrics.	10
2	Buying Models- CPC, CPM, CPL, CPA, Fixed Cost/Sponsorship, Targeting:-Contextual targeting, remarking, Demographics, Geographic & Language Targeting.	8
3	Display advertising, different type of ad tools, Display advertising terminology, types of display ads, different ad formats, Ad placement techniques, Important ad terminology, ROI measurement techniques, AdWords & AdSense.	8
4	You Tube Advertising:-YouTube Channels, You Tube Ads.	10
5	Type of Videos, Buying Models, Targeting & optimization, Designing & monitoring Video Campaigns, Display campaigns	12
Total		48

Text Books:

TB1: Kamat & Kamat, Digital Marketing, Himalaya Publishers Limited.

TB2: D.Ryan & Kelvin Jones, Marketing Strategies for Engaging the Digital Generation, Kogan Page,

TB3: V. Ahuja, Digital Marketing, OUP.

Reference Books:

RB1: S. Gupta, Digital Marketing, McGraw Hill.

RB2: H. Annmarie, A. Jounna, Quick Win Digital Marketing, Oak Tree Press.

Course Outcomes (COs)

CO 1	Understanding the basics of advertising in web environment.
CO 2	Assessing the various options available for advertising on web.
CO 3	Appraising the various strategies employed in advertising on web.
CO 4	Appreciating the various aspects of advertising in web environment
CO 5	Determining the key success factors in advertising on web.
CO 6	Creating advertising plan for a small firm.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	1					2					1	2	2	
CO2			2	2				1	2	2			2		1
CO3	3				1		2				2		2	1	
CO4	3			1		2		1		2		2		1	
CO5	3	2	1						3		2			2	2
CO 6					2			2	2			3	1		

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

MBA

Course Code	:IABM-307 (A1)			
Course Name	: INTRODUCTION TO AGRI-BUSINESS MANAGEMENT			
Semester	: 3			
	L	T	P	C
	3	1	-	4

L - Lecture T — Tutorial P — Practical C — Credit

Course Objectives

1. The objective of this paper is to enable students to understand and apply the concepts of agri-business.
2. This course will help them to manage value chains in agri business in more effective manner.

Course Contents

UNIT	DETAILS	LECTURES
1	Nature of Agri-Business, Evolution of Changing Dimensions of Agri-Business in India. Application of management principles in Agri-Business. Type, pattern and scope of Agri-Business.	10
2	Characteristics of Production, consumption and Marketable surplus of Agri-Business in India. Rural Marketing, Distribution system, Marketing of Agriculture inputs, Marketing by the Govt., functioning of selected procurement agencies.	8
3	Management of Agro industries. Location factors and other problems in processing of Agricultural products, farm power and machinery management, food technology management, environmental management.	8
4	Nature, Scope and functions of farm business management, working out existing and alternative farm plans. Farm labour, farm capital and farm machinery. Decision making process in farm management.	10
5	Advanced concepts in Agricultural production: Technology Management for Livestock products, Quality Management in food industry.	12
Total		48

Text books:TB1: Koontz, H. and Wechrich, Horticulture Management, 10th edition, New York, McGraw Hill.TB2: Stoner, J. etc., Horticulture Management, 6th ed., N. Delhi, Prentice Hall Of India.**Reference Books:**

RB1: Kenneth D. Dull, Principles of Management in Agri-Business, Western Publication.

Course Outcomes (COs)

CO 1	Understanding the basic concepts of agri-business management.
CO 2	Assessing the structure and operational practices of agri-business markets to enable them to devise the operational plans of small as well as big agri-business.
CO 3	Appraising the dynamics of risks in the agri-business market to enable forecasting and risk mitigation.
CO 4	Appreciating the emerging trends of agri-business management to enable them to utilize financial resources availing in the market optimally.
CO 5	Determining the available financing sources in the agri-business market with the best management practices to enable them to procure financial resources available in the market optimally and to manage working capital efficiently.
CO 6	Creating a strategy for effective management for an agri-business firm

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	1					2					1	2	2	
CO2			2	2				1	2	2			2		1
CO3	3				1		2				2		2	1	
CO4	3			1		2		1		2		2		1	
CO5	3	2	1						3		2			2	2
CO 6					2			2	2			3	1		

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

MBA

Course Code	:AMSM-307 (A2)			
Course Name	: AGRICULTURE MARKETING SYSTEMS AND MODELS			
Semester	: 3			
	L	T	P	C
	3	1	-	4

L - Lecture T — Tutorial P — Practical C — Credit

Course Objectives

1. The objective of this paper is to equip the students with the techniques that can help them in managing the agricultural marketing.
2. This course will help them to manage agricultural systems in more effective manner.

Course Contents

UNIT	DETAILS	LECTURES
1	Concept of Agricultural Marketing, Study of organization and function of agricultural marketing in India. Methods of Grading farm products, Magnitude and dimensions of marketing & marketable surplus in agricultural communities.	10
2	Efficiency of marketing storage, Transportation and Financial Management in Agriculture, Channels used for marketing the agricultural products.	8
3	Marketing: Perishability, Seasonality and Processing of agricultural products, Cold Chain system and its implications.	8
4	Various models and theories of agricultural marketing with their critical evaluation, Product mix and PLC of agricultural products, complexity in brand creation.	10
5	Marketing of agricultural inputs, fertilizers, seeds, tractors, dividing the market, rural consumer base and requirement.	12
Total		48

Text Books:

TB1: John,N.David and Ray, Concept of Agribusiness Management, Horward University Press.

Reference Books:

RBI: Kenneth D. Dull, Principles of Management in Agri-Business, Western Publication.

Course Outcomes (COs)

CO 1	Highlighting and aligning the agricultural marketing practices with the process of agri-business cycles.
CO 2	Assessing the structure and operational practices of agricultural markets.
CO 3	Appraising the dynamics of agricultural marketing and its goals.
CO 4	Appreciating the emerging trends of agricultural marketing management to enable them to utilize resources available optimally.
CO 5	Determining the critical success factors and sources of competitive advantage in agricultural marketing.
CO 6	Creating a strategy for effective agricultural marketing for a mid-sized farm.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	1					2					1	2	2	
CO2			2	2				1	2	2			2		1
CO3	3				1		2				2		2	1	
CO4	3			1		2		1		2		2		1	
CO5	3	2	1						3		2			2	2
CO 6					2			2	2			3	1		

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

MBA

Course Code	:FAMG-307 (A3)				
Course Name	: FARM MANAGEMENT				
Semester	: 3				
		L	T	P	C
		3	1	-	4

L - Lecture T — Tutorial P — Practical C — Credit

Course Objectives

1. The objective of this paper is to equip the students with the Understanding of the role of farm management in the productivity of agriculture.
2. This course will help them to identify the budgeting procedure and understand Indian conditions and attitudes towards farming.

Course Contents

UNIT	DETAILS	LECTURES
1	Introduction, Definitions, Objectives of farm Management, Scope of Farm Management, Economic theory and farm management science, Farm management problems under Indian conditions.	10
2	Economic Principles applied to Farm management: Principle of Variable proportion, principle of factor substitution, law of equi-marginal returns, Opportunity cost principle, principle of combining enterprises, Principle of comparative advantage, Time Comparison principle, Limitations of principles of farm management.	8
3	Farm Planning, Budgeting and Programming: Farm planning, Farm budgeting, Steps of Complete budgeting, Programming Techniques.	8
4	Systems of Farm Organization: Different systems of farming, Peasant farming, Corporate farming, State farming, Co-operative farming, Collective farming, Criteria for choice in India, Suitability of alternative systems.	10
5	Farm Size and Practices: Measurement of size of farm, Pattern of farm holdings in India, Factors determining economic holdings, Farm size practices— Large scale and small scale farming, Specialized and diversified farming, Mixed farming, Extensive and intensive farming.	12
Total		48

Text books:

TB1: Dhondyal, S.P. Farm Management: An Economic Analysis, Aman Publishers.

TB2: Broadway and Broadway, Agri-Business Management: Kalyani Publishers.

Reference books:

RB1: Johland Kapur, Farm Business Management, Kalyani Publishers.

Course Outcomes (COs)

CO 1	Highlighting and understanding the practices and concepts of farm management.
CO 2	Assessing the structure and operational practices of Farm in Indian context.
CO 3	Appraising the dynamics of farm management and devise appropriate strategies in this context.
CO 4	Appreciating the emerging trends of farm management globally and deploy the best practices in a given farm environment.
CO 5	Determining the available resources and creating the best plans to utilize them effectively.
CO 6	Creating a strategic plan for managing a mid sized farm.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	1					2					1	2	2	
CO2			2	2				1	2	2			2		1
CO3	3				1		2				2		2	1	
CO4	3			1		2		1		2		2		1	
CO5	3	2	1						3		2			2	2
CO 6					2			2	2			3	1		

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

MBA

Course Code	:RUMG-307 (A4)			
Course Name	: RURAL MARKETING			
Semester	: 3			
	L	T	P	C
	3	1	-	4

L - Lecture T — Tutorial P — Practical C — Credit

Course Objectives

1. This course would help students develop an understanding about the role of rural marketing channels in the distribution of goods.
2. It also exposes the students to the rural market environment and the emerging challenges in the globalization of the economies.

Course Contents

UNIT	DETAILS	LECTURES
1	Introduction to Rural Markets Definition, Concept, Nature, Size and Scope of Indian Rural markets, Rural Demand, Buying Characteristics, Rural Market Structure: Demographic, Physical, Economic Environment.	8
2	Understanding the Rural Consumer Rural Community in India Profile of Rural markets: Segmenting the Rural Market, Target and Positioning, Pricing Strategies, Rural Consumer Behavior, Rural Buyer Characteristics, Rural ethics and social structure of Indian rural consumers.	10
3	Marketing Mix in Rural Markets Product Significance, Concept and Product Mix Decisions, Pricing Strategy; Objectives, Policies and Strategies, Promotion: Advertising, Sales Promotions, Communication in Rural marketing: language and cultural factors, Managing supply chain in rural markets, Role of Co-operative Societies.	10
4	Innovation in Rural Markets Significance of innovation in rural markets, Intervention of IT in Rural Markets: Importance and Initiatives, role of MSMEs for rural markets, Emergence of Organized retailing in Rural India.	10
5	Future of Rural Marketing Changing Role of Rural Sector in India; Rural Income and Demand, Problems in Marketing of agricultural inputs in Rural India; Emerging trends in Rural economy of India.	10
Total		48

Text Books:

TB1. R V Badi, N V Badi, Rural Marketing, 2008, Himalaya Publishing House.

TB2. Arora, R.C.: Integrated Rural Development, S.Chand & Company.

Reference Books:

RB1. Rajgopal: Understanding Rural Marketing, Vikas Publishers.

RB2. Gopalaswamy, T.P.: Rural Marketing Environment: Problems and Strategies, Vikas Publishers.

Course Outcomes (COs)

CO 1	Highlighting the role of rural marketing in Indian economy.
CO 2	Examining the rural buying behaviour.
CO 3	Deconstructing the rural product mix.
CO 4	Appreciating the role of IT in rural marketing.
CO 5	Appraising the role of marketing of agricultural inputs.
CO 6	Developing a marketing plan utilizing the appropriate concepts and techniques in the area of rural marketing.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	1							1		2		3		
CO2	2			1		1		1					2	1	1
CO3	2	2	1	1					2			1		2	
CO4	2		2		2					2			1	2	
CO5		2			2		1		1				1	2	2
CO6			1			2				1	2	3		2	

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

MBA

Course Code	: IEMG-308 (IB1)			
Course Name	: IMPORT EXPORT MANAGEMENT			
Semester	: 3			
	L	T	P	C
	3	1	-	4

L - Lecture T — Tutorial P — Practical C — Credit

Course Objectives

1. The objective of this paper is to introduce students to the impact of import and export policies on the business.
2. It also highlights the impact of these policies on trade and business.

Course Contents

UNIT	DETAILS	LECTURES
1	Import Management in a Developing Economy Objectives of Import Policy, Types of Import Licenses, Foreign Exchange Budgeting, Global Procurement, Conceptual Framework, Methods of Import Procurement, and Import Procurement planning at corporate level, identifying sources of supply, supplier identification, selection and evaluation.	12
2	Import Financing Purchase price analysis Canalisation of import, and import under counter trade, market research for import procurement monitoring and follow-up of contracts.	8
3	Buying of Technology Import procedure in India, custom clearance of imported cargo, custom valuation of imported cargo, import documentation, material management for projects, and procurement under World Bank Project.	10
4	Export Management Concept and Scope, Form of Organisation, Export Marketing Environment, Export Planning, Organizing for Export, Organisation chart, Building a team, Executive Action, and Management Control.	12
5	Barriers and Bottlenecks in export with specific reference to India.	6
Total		48

Text Books:

TB1. T.A.S. Balagopal, Export Management, Himalaya Publishing House.

TB2. B.S. Rathor & J.S. Rathor, Export Marketing, Himalaya Publishing House.

Approved as per (Agenda No.-) of th Academic Council Meeting, Dated

Reference Books:

RB1. P. Kumar and A K Ghosh, Export Management, Anmol Publisher.

RB2. Alan Branch, International Purchasing and Management, Cengage Learning

Course Outcomes (COs)

CO 1	Outlining the process of import management and its process.
CO 2	Determining the import financing purchase price analysis.
CO 3	Assessing the import procedure in India and procedures related to imported cargo.
CO 4	Examining the export management and the entire procedure related to that.
CO 5	Deconstructing the barriers and bottlenecks in export with specific reference to India.
CO 6	Creating a suitable export import plan for the country.

CO-PO Mapping

Cours e	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3		1			2							2		
CO2	2						2		2		2		1	2	
CO3			2	2						2		2	3	1	2
CO4		2			2		2				1		2		
CO5		2	2	1		1			2	1			1	3	1
CO6							1		2		2	3		2	1

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

MBA

Course Code	: MGMC-308 (IB2)			
Course Name	: MANAGEMENT OF MULTINATIONAL CORPORATIONS			
Semester	: 3			
	L	T	P	C
	3	1	-	4

L - Lecture T — Tutorial P — Practical C — Credit

Course Objectives

1. The objective of this paper is to give an insight to students regarding the management of multinational corporations and their impact on Indian business.
2. The course also provides an understanding of the essential elements of Joint Ventures, Mergers and Acquisitions.

Course Contents

UNIT	DETAILS	LECTURES
1	International Management Internationalization; Trends, Challenges and Opportunities; Different Schools of Thought of International Management; Regional Trade Blocs,	10
2	Growth and Development of MNCs Role and Significance of MNCs; Pattern of Growth; Concept of Country of Origin; Different Management Styles.	8
3	Organizational Design and Structure of International Corporations Global Organization Structure; Locus of Decision Making and Control; Headquarter and Subsidiary Relations in International Firms; Managing the Portfolio Composition.	10
4	International Business Strategy Strategic Alliances; Acquisitions and mergers. Management of Joint-Ventures and other International Strategic Alliances; Assessing the Global Environment: Economical, Political, Legal and Technological Environment; Strategy Formulation and Implementation International Business; Political Risk Assessment and Management.	12
5	Indian Perspectives and Policy Case Studies for Internationalization of Indian Business Firms and their operations abroad; changing government policy on entry of FIs and FII.	8
Total		48

Text Books:

TB1. Hodgetts, Richard M. and Luthans, Fred: International Management, Tata McGraw Hill, New Delhi.

TB2. Koontz and Wheirich: Management: The Global Perspective, Tata McGraw Hill, New Delhi.

TB3. Nagandhi, Anant.R: International Management, Prentice Hall of India Ltd., New Delhi.

Reference Books:

RB1. Thakur, Manab, Gene E. Burton, and B.N. Srivastava: International Management: Concepts and Cases, Tata McGraw Hill, New Delhi.

RB2. Christopher Bartlett and Sumantra Ghoshal, Transnational Management: Text and Cases, Tata McGraw Hill, New Delhi.

RB3. Deresky, Helen: International Management: Managing

Course Outcomes (COs)

CO 1	Outlining the concept of internationalization and the related concepts.
CO 2	Appreciating the role of MNC's and their management.
CO 3	Examining the elements of global organization structures and designs.
CO 4	Appraising factors for creative, innovative and entrepreneurial mind-set to take managerial decisions and better understanding of strategies at international level of business.
CO 5	Extending the conceptual understanding of government policies and internationalization of Indian Business to operate in multi-cultural environment.
CO 6	Developing an effective strategy for the business to face internationalization.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3					1						2		2	
CO2	2	1		1							1			2	
CO3	2				2		2	2					2	1	
CO4	2	2		2						2			3	1	1
CO5	1			1				2					1	2	
CO6						2	2				2	3	2	3	

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

MBA

Course Code	: INBL-308(IB3)			
Course Name	: INTERNATIONAL BUSINESS LOGISTICS			
Semester	: 3			
	L	T	P	C
	3	1	-	4

L - Lecture T — Tutorial P — Practical C — Credit

Course Objectives

1. The objective of this paper is to give an insight to students regarding the management of international logistics multinational corporations and their impact on Indian business.
2. It also gives an insight of the Supply Chain Management and logistics network configuration.

Course Contents

UNIT	DETAILS	LECTURES
1	Global Logistics Concept, Objectives, Functions and Scope; Relevance of Logistics in International Marketing; Evolution of Logistics; Integrated Logistics.	6
2	Components of Logistics Customer Service; Warehousing: Types, Importance, Factors affecting choice of a warehouse facility; Inventory: Types, Functions, Control; Transportation: Modes, Routing and Scheduling. Multi-Modal Transportation; Packaging and Material Handling	12
3	Ocean Transportation Characteristics; Liner and Tramp operations; Code of conduct for Liner Conferences; Freight structure and practices; UN convention on shipping; Maritime Frauds; Containerization; CFS and Inland Container Depots; Port Trusts; Role of Intermediaries; CONCOR; Indian Shipping Industry: Problems and Prospects.	12
4	Air Transportation Characteristics; Advantages; Total cost concept; Freight Structure and Operations; Carrier Consignee Liabilities; Indian Air Industry: Problems and Prospects.	10
5	Supply Chain Management Meaning, Objectives, Importance; Value Chain Analysis; 3PL and 4PL; Push and Pull Strategies, Bullwhip Effect; Supplier Selection and Evaluation; Demand Forecasting; Use of IT: Logistics Information System, MRP, DRP, ERP, PDM, and CPFR.	8
Total		48

Text Books:

TB1. Asopa, V.N: Shipping Management: Cases and Concepts, Macmillan, New Delhi.

TB2. Desai, H.P: Indian Shipping Perspectives, Anupam Publications, Delhi.

TB3. Khanna, K.K.: Physical Distribution, Himalaya Publishing, Delhi.

Reference Books:

RB1. Sople, V V: Logistics Management, Pearson, New Delhi.

RB2. Agarwal, D K: Text Book of Logistics and Supply Chain Management, MacMillan, New Delhi.

RB3. Muthiah, Krishnaveni: Logistics and World Sea Borne Trade, Himalaya Publishing House, Mumbai.

RB4. Chopra, Sunil, Meindl, Peter and Kalra, D V: Supply Chain Management, Pearson, New Delhi.

Course Outcomes (COs)

CO 1	Appreciating the relevance of logistics in international marketing environment.
CO 2	Examining the various parts of logistic and their interactions.
CO 3	Understanding the intricacies of ocean transportation
CO 4	Appraising the air transportation in the country, its problems and prospects.
CO 5	Deconstructing the best practices in the supply chain management.
CO 6	Creating a suitable logistics plan for a hypothetical MNC

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2												2		
CO2	2				2	2					1	2		1	
CO3	2			1	1		1		2					1	
CO4	2	1								2		2		2	
CO5		1			3			1					2	2	
CO6			1			2			2		1		1	2	

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

MBA

Course Code : CFMG- 309 AI I				
Course Name : COMPUTER FUNDAMENTAL FOR MANAGERS				
Semester /Year : 3				
	L	T	P	C
	3	-	2	4

L - Lecture T — Tutorial P — Practical C — Credit

Course Objectives

1. The main aim is to introduce the students with the computer, its applications, and logic development for programming and application software used in the different offices.

Course Contents

UNIT	DETAILS	LECTURES
1	Computer Fundamentals Brief History of Computers, Generation and Its Evolution. Characteristics of Computers, Hardware, Software with types (Application, System and Programming), Block diagram of Computer, Organizations and Functions of different Units of Computer, Advantages and Disadvantages of Computers.	10
2	Types of Computers Analog, Digital, Hybrid, General Purpose and Special Purpose Computers, Micro Computers, Mini – Computers, Main-frame Computer, and Super Computers.	8
3	Input- Output Devices Storage Units (Disks, CD-ROM, DVD – ROM and tapes), Memory Types (Cache, RAM, ROM). Data and Information Concepts: Definition, Meaning and concept of data and information, data processing, data mining and warehousing, Fundamental of Data Communication, Introduction to internet and its applications.	12
4	MS Office MS Windows, MS Office (MS Word, PowerPoint, Excel, Access and Outlook).	6
5	Information Systems in Global Business Today The Role of Information Systems in Business Today, Concepts of MIS; Components of MIS, Role of Managers, Foundation of information Technology: Information Systems as a Competitive Advantage, Managerial Challenges of information Technology, overview of DBMS. Business Application of MIS: e-commerce, Electronic Payments	12

Systems, Enterprise Resource Planning (ERP), Advantages of ERP, Challenges of ERP, ERP and Related Technologies, Data Warehousing, Data Mining, Business Information System, Business Expert Systems, Role of Expert Systems in Complex Decision, Introduction to SPSS.	
Total	48

Text Books:

TB1. Lucas Jr. H C, Information Technology for Management, Mc GrawHill, New York, 1997.

TB2. Kenneth C. Laudon and Jane P. Laudon (2004), Management Information Systems, 8/E, Pearson Education.

TB3. Saxena S, First Course in Computers, Vikas Publication, New Delhi, 2003.

Reference Books:

RB1. James A.O. Brien (200), Management Information Systems, 5/E, TataMcgraw-Hill.

RB2. Leon, Alexis & Mathews- Information Technology, Vikas Publications, 2006.

RB3. Sinha, P K- Fundamentals of Computers, BPB Publications, New Delhi, 2011.

Course outcomes (COs)

CO 1	Familiarising with the history of computers and the fundamental concepts relating to that.
CO 2	Determining the various types of computers.
CO 3	Comparing the concepts of Data, Information, Data Mining and Warehousing.
CO 4	Annotating the basics of MS Word, MS Excel and MS Power point.
CO 5	Assessing how to solve common business problems using appropriate information technology applications and systems.
CO 6	Developing a business model that uses information technology effectively

CO-PO Mapping

Cour se	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2	PSO 1	PSO 2	PSO 3
CO1	3						1					2	3	2	
CO2	3							2				1	3	2	
CO3	3	2			2				1		2		3	2	1
CO4	3				2								3	2	
CO5	3	2	2	2	2			2					2	2	3
CO6				1		1					2	2		2	2

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

MBA

Course Code	: BPPG-309 (AI 2)			
Course Name	: BASICS OF PYTHON PROGRAMMING			
Semester	: 3			
	L	T	P	C
	3	-	2	4

L - Lecture T — Tutorial P — Practical C — Credit

Course Objectives

1. Python is a general-purpose, versatile and popular programming language. It's great as a first language because it is concise and easy to read, and it is also a good language to have in any programmer's stack as it can be used for everything from web development to software development and scientific applications.

Course Contents

UNIT	DETAILS	LECTURES
1	Basics of Python Programming: History of python, installation of python, execution of python program, python character set, token, data type, inbuilt functions in python, operators and expressions, translating mathematical formulae into equivalent python expressions.	8
2	Python Program Flow Control : Conditional blocks using if, else and elif, simple for loops in python For loop using ranges, use of while loops in python Loop, nested loops, break and continue	10
3	Functions: syntax and basics of a function, parameters and arguments in a function, local and global scope of a variable, return statement, recursive function and lambda function	12
4	Strings and Lists: Basic inbuilt python functions for string, immutable strings, strings operators and operations, creating and accessing the elements of the list, python inbuilt functions for lists.	10
5	Tuples, sets and dictionary: creating tuples, inbuilt functions for tuples, operations on tuples, creating sets and set operations, creating dictionary, simple program on dictionary	8
Total		48

Text Books:

Text Books: TB1. Budd T.A, "Exploring Python", McGraw-Hill Education, 1-st Edition, 2011.
 TB2. Mark Lutz, "Learning Python", O'Reilly, 4th Edition, 2013.
 TB3. Y. Daniel Liang, "Introduction to Programming Using Python", Pearson, 1st Edition, 2013.

Reference Books:

RB1. Kenneth A. Lambert, "The Fundamentals of Python: First Programs", Cengage Learning, 1st Edition, 2011.

- RB2. Allen Downey, "Think Python: How to Think Like a Computer Scientist", O'Reilly, 2nd Edition, 2015.
 RB3. Reema Thareja, "Python Programming using Problem Solving Approach", Oxford University Press, 1st Edition, 2017.
 RB4. Joel Grus, "Data Science from Scratch", O'Reilly, 2nd Edition, 2019.
 RB5. Tony Gaddis, "Starting out with Python", Pearson, 3rd Edition, 2014.

Course Outcomes (COs)

CO 1	Basic representation and reasoning paradigms used in AI in both theory and practice.
CO 2	Have an understanding of the limitations of current symbolic AI paradigm.
CO 3	Understanding Python in AI.
CO 4	Understanding the facts behind the sequences, functions, modules, files, database and object oriented etc. used in Python.
CO 5	Evaluate the programming constructs of Python to provide verdict on findings.
CO 6	Create python programs using various programming constructs of Python.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2												2		
CO2	2				2	2					1	2		1	
CO3	2			1	1		1		2					1	
CO4	2	1								2		2		2	
CO5		1			3			1					2	2	
CO6			1			2			2		1		1	2	

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

MBA

Course Code	: AISS - 309 (AI 3)			
Course Name	: ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING			
Semester	: 3			
	L	T	P	C
	3	-	2	4

L - Lecture T — Tutorial P — Practical C — Credit

Course Objectives

1. The objective of this paper is to create overview on Artificial Intelligence,
2. The objective of this course is to learn the approaches and rules to knowledge representation.

Course Contents

UNIT	DETAILS	LECTURES
1	AI problems, foundation of AI and history of AI intelligent agents; Agents and Environments, the concept of rationality, the nature of environments, structure of agents, problem solving agents, problem formulation.	6
2	Searching- Searching for solutions, uniformed search strategies – Breadth first search, depth first Search. Search with partial information (Heuristic search) Hill climbing, A* ,AO* Algorithms, Problem reduction, Game Playing, mini-max algorithm, optimal decisions in multiplayer games, Alpha-Beta pruning	12
3	Knowledge representation issues, Predicate Logic- semantic nets- frames and inheritance, constraint propagation, representing knowledge using rules, rules based deduction systems, Reasoning under uncertainty.	14
4	First Order Logic, Inference in first order logic, propositional vs. first order inference, well formed formul,forward chaining and Backward chaining, Resolution and unification	8
5	Machine Learning: Components of learning, supervised learning, unsupervised learning, reinforcement learning, perceptron learning, support vector machines, KNN, learning decision trees.	8
Total		48

Text Books:Ritch and Knight

- TB 1. Stuart Russell and Peter Norvig, Artificial Intelligence: A Modern Approach, Pearson, 3rd Edition, 2020.
- TB 2. Ethem Mining, Artificial Intelligence for Business Applications: Use Artificial Intelligence for Scaling Up Your Business Using AI Marketing, Everooks Ltd, 2020.
- TB 3. Ela Kumar ,Artificial Intelligence, , Dreamtech Press, 2020.

Reference Books:

- RB 1. Ritch & Knight, Artificial Intelligence, Tata McGrawHill, 3rd Edition, 2019.
- RB 2. Patterson, Introduction to Artificial Intelligence & Expert Systems, PHI, 2015.

RB 3: J. Nilsson, "Artificial Intelligence: A new Synthesis", Elsevier Publishers.

Course Outcomes (COs)

CO 1	Remember the overview on Artificial Intelligence.
CO 2	Analyze the Search strategies and types of searches.
CO 3	Analyze the Constraints of Satisfaction Problems.
CO 4	Understand the approaches and rules to knowledge representation.
CO 5	Evaluate the components of the planning system and expert systems.
CO 6	Apply the concepts of AI in practical life.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2												2		
CO2	2				2	2					1	2		1	
CO3	2			1	1		1		2					1	
CO4	2	1								2		2		2	
CO5		1			3			1					2	2	
CO6			1			2			2		1		1	2	

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

MBA

Course Code	: BSIN - 309 (AI 4)			
Course Name	: BUSINESS INTELLIGENCE			
Semester	: 3			
	L	T	P	C
	3	1	-	4

L - Lecture T — Tutorial P — Practical C — Credit

Course Objectives

1. The objective of this paper is to create overview on Artificial Neural Networks.
2. The objective of this course is to learn the applications of Artificial Neural Networks.

Course Contents

UNIT	DETAILS	LECTURES
1	Basics of Artificial Neural Networks: Characteristics of Neural Networks, Historical Development of Neural Network Principles, Artificial Neural Networks: Terminology, Models of Neuron, Topology, Basic Learning Law.	10
2	Linear Networks:-Adaline - the adaptive linear element, Linear regression, The Wiener-Hopf equation, The Least-Mean-Square (Widrow-Hoff) learning algorithm, Method of steepest descent, Adaline as a linear adaptive filter.	8
3	Self-Organising Systems:-Unsupervised Learning, Pattern clustering, Topological mapping, Kohonen's self-organizing map - Local learning laws-Generalised Hebbian Algorithm.	12
4	Feedback neural networks:- Pattern storage and retrieval, Hopfield model, Boltzmann machine, Recurrent neural networks.	10
5	Radial basis function networks:- Regularization theory, RBF networks for function approximation, RBF networks for pattern classification, Kernel methods for pattern analysis:- Statistical learning theory.	8
		48

Text Books:

TB 1. B.Yegnanarayana, Artificial Neural Networks, Prentice Hall of India.

TB 2 Satish Kumar, Neural Networks – A Classroom Approach, Tata McGraw-Hill.

Reference Books:

RB 1.S.Haykin, Neural Networks – A Comprehensive Foundation, Prentice Hall.

Course Outcomes (COs)

CO 1	Remember the concepts of Artificial Neural Networks.
CO 2	Analyze the processing devices.
CO 3	Analyze the Linear Networks.
CO 4	Understand the Self-Organising Systems.
CO 5	Evaluate the Feedback neural networks.
CO 6	Apply the concepts of Radial basis function networks.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2												2		
CO2	2				2	2					1	2		1	
CO3	2			1	1		1		2					1	
CO4	2	1								2		2		2	
CO5		1			3			1					2	2	
CO6			1			2			2		1		1	2	

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

MBA

Course Code : SUTR-310				
Course Name : SUMMER TRAINING REPORT AND PRESENTATION				
Semester : 3				
	L	T	P	C
Summer Training Report and Presentation	-	-	8	4

L - Lecture T — Tutorial P — Practical C — Credit

Each student shall prepare report on the Summer Internship they have done. A detailed report will be prepared for the same under the guidance of an assigned faculty. Along with that a power point presentation has to be prepared and presented in front of the audience of teachers and students before the end of third semester.

Marks shall be awarded by internal faculty on the basis of student's performance judged on the following criteria:

- 1) Summer Training Report (50 Marks)
- 2) Communication (10 Marks)
- 3) Confidence (10 Marks)
- 4) Content (10 Marks)
- 5) Body language (10 Marks)
- 6) Power Point Presentation (10 Marks)
- 7) External Viva-Voice (100 Marks)

Students evaluation will be done on the internal and external viva-voice and finally the marks obtained will be converted into grades.

Course Outcomes (COs)

CO 1	Developing an understanding of the way business works in the real world.
CO 2	Analysing their role and responsibilities in the organisation.
CO 3	Appreciating the intricacies of business and application of management concepts there.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	2									2	2	1	
CO2	2			1					2			1	1
CO3						1					2		

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

FOURTH SEMESTER - MBA

Course Code	: ECSR-401			
Course Name	: ETHICS AND CORPORATE SOCIAL RESPONSIBILITY			
Semester	: 4			
	L	T	P	C
	3	1	-	4

L - Lecture T — Tutorial P — Practical C — Credit

Course Objectives

- To familiarize the students with the understanding of issues and practices of corporate governance in the global and Indian context.

Course Contents

UNIT	DETAILS	LECTURES
1	Conceptual Framework of Corporate Governance: Meaning; theories and models of corporate governance; various approaches to business ethics; ethical theories; ethical governance; code of ethics; key managerial personnel (KMP); secretarial audit; class action; NCLT; insider trading; rating agencies; green governance/e-governance; shareholder activism.	8
2	Corporate Governance Framework in India: Corporate boards and its powers, responsibilities and disqualifications; board committees and their functions- remuneration committee, nomination committee, compliance committee, shareholders grievance committee, investors relation committee, investment committee, risk management committee, and audit committee; regulatory framework of corporate governance in India; SEBI guidelines and clause 49; reforms in the Companies Act, 2013; corporate governance in PSUs and banks.	8
3	An International Perspective on Corporate Governance: Legislative framework of corporate governance in United Kingdom, USA, Australia, China, Russia, South Africa; Sir Adrian Cadbury Committee (UK), 1992, OECD Principles of Corporate Governance, 1999.	7
4	Major Corporate Governance Failures: Bank of credit and commerce international (UK), Maxwell communication corporation and Mirror group newspapers (UK); Enron (USA); World.com(USA), Andersen worldwide (USA); Vivendi (France); News of the world (UK); Satyam computer services ltd (India); Sahara (India); Kingfisher ltd (India); common governance problems noticed in various corporate failures.	10
5	Whistle-blowing and Corporate Governance: The Concept of whistle-blowing; types of whistle-blowers; whistle-blower policy; the whistle-blower legislation across countries; developments in India. Corporate Social Responsibility (CSR): Meaning; corporate philanthropy; CSR-an overlapping concept; corporate sustainability	18

	reporting; CSR through triple bottom line; relation between CSR and corporate governance; environmental aspect of CSR; CSR models; drivers of CSR; major codes on CSR; initiatives in India.	
Total		48

Text Books:

TB1. Mallin, Christine A., Corporate Governance (Indian Edition), Oxford University Press, New Delhi.

TB2. Blowfield, Michael, and Alan Murray, Corporate Responsibility, Oxford University Press, Department of Commerce, University of Delhi

TB3. Francesco Perrini, Stefano, and Antonio Tencati, Developing Corporate Social Responsibility- A European Perspective, Edward Elgar.

Reference Books:

RB1. Sharma, J.P., Corporate Governance, Business Ethics and CSR, Ane Books Pvt Ltd, New Delhi.

RB2. Sharma, J.P., Corporate Governance and Social Responsibility of Business, Ane Books Pvt. Ltd, New Delhi.

Course Outcomes (COs)

CO 1	Imbibing the ethical issues in corporate governance and to adhere to the ethical code.
CO 2	Examining business ethics of India and corporate governance framework in India.
CO 3	Appraising the basic and broad knowledge in international corporate governance.
CO 4	Highlighting the awareness of corporate governance and reasons of its failures and problems across the globe.
CO 5	Categorizing various corporate social responsibility activities and practices particularly whistle-blowing and CSR.
CO6	Creating a standard operating procedure for implementing ethical practices in the company.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3		1		1			1		2			2		2
CO2	2			1			2	1		2			2		
CO3	2		1	2				1			2	3	3	2	1
CO4	2	2				1		1		2			2		
CO5	2					1		2			2	1	2	2	1
CO6		1		2			2			2			3	2	

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

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MBA

Course Code	: EPDP-402			
Course Name	: ENTREPRENEURSHIP DEVELOPMENT			
Semester	: 4			
	L	T	P	C
	3	1	-	4

L - Lecture T — Tutorial P — Practical C — Credit

Course Objectives

1. The purpose of this paper is to enable the students learn the importance of Entrepreneurship and understand the role of Entrepreneurship on environmental factors.

Course Contents

UNIT	DETAILS	LECTURES
1	Foundation of Entrepreneurship Development Concept and need of entrepreneurship; Characteristics and Types of Entrepreneurship; Entrepreneurship as a career; The changing role of the entrepreneur; Entrepreneurial traits, factors affecting entrepreneur. Entrepreneurial motivation.	8
2	Theories of Entrepreneurship Schumpeter's view on entrepreneurship. Walker's view on entrepreneurship Drucker's view on entrepreneurship. Influences on entrepreneurship development; External influences on entrepreneurship development; socio-cultural, political, economical, personal, entrepreneurial success and failure; reasons and remedies; Women entrepreneurs; meaning, definition, function, qualities, challenges and achievements of women entrepreneurs.	16
3	Business Planning Process The business plan as an entrepreneurial tool; Elements of business planning; Objectives; Market analysis; development of Product/idea; Marketing, Finance, Organisation and management; Ownership; Critical risk contingencies of the proposal; Scheduling and milestones.	10
4	Project Planning for Entrepreneurs Technical, Financial, Marketing, Personnel, and management feasibility reports; Financial schemes offered by various financial institution like Commercial Banks, IDBI, ICICI, SIDBI, SFCs, Foreign currency Financing; Estimation of Financial requirements.	8
5	Entrepreneurship Development and Government Role of Central Government and State Government in promoting entrepreneurship with various incentives, subsidies, grants, programmed, schemes and challenges. Government initiatives and inclusive entrepreneurial growth.	6
Total		48

Text Books:

TB1. Khanna, S.S., Entrepreneurial Development, S. Chand, New Delhi.

TB2. Zimmerer W. Thomas, Norman M. Scarborough, Essentials of Entrepreneurship and Small Business Management, PHI, 4th ed.

Reference Books:

RB1 Holt H. David, Entrepreneurship: New Venture Creation, Prentice- Hall of India, New Delhi. Latest edition.

RB2. Kuratko, F. Donald, Richard M. Hodgetts, Entrepreneurship: Theory, Process, Practice, Thomson, 7th ed.

RB3, Desai, Vasant, Dynamics of Entrepreneurship: New Venture Creation, Prentice-Hall of India, New Delhi, Latest edition.

Course outcomes (COs):

CO 1	Outlining the basic concepts of entrepreneurship and its changing role in society.
CO 2	Examining the various theories of entrepreneurship and influences affecting entrepreneurship.
CO 3	Appraising the process of preparing a business plan.
CO 4	Critically examining project plan on various parameters and understanding financial support available for entrepreneurship.
CO 5	Learning the role of central and state governments in supporting entrepreneurship.
CO 6	Developing a business plan for a hypothetical company.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3			1		2							2		
CO2		2						2	1		2		2		2
CO3		2	2		1		1			2				2	
CO4		2	2	2								1	2		1
CO5	1						1		2		1		3		1
					2			1			2	2		2	

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

MBA

Course Code	: HRAL-403 (HI)			
Course Name	: HR ANALYTICS			
Semester	: 4			
	L	T	P	C
	3	1	-	4

L - Lecture T — Tutorial P — Practical C — Credit

Course Objectives

1. To equip students to use analytics in the field of human resources for forecasting HR needs in an organisation.
2. To effectively utilize HR analytics for solving problems relating to human resources in an organisation.

Course Contents

UNIT	DETAILS	LECTURES
1	Introduction to HR Analytics Basics of HR Analytics; Concept and Evolution of HR Analytics & data sources - HCM; 21Model. Use of workforce analytics to improve decision making. Analytics and Prediction. Introduction to HR Metrics and predictive analytics. Importance of HR Analytics. Data Analytic techniques using software packages. Future of Human Resource Analytics.HR Metrics and HR Analytics; Intuition versus analytical thinking.	10
2	Creating Business Understanding for HR Initiatives: Workforce segmentation and search for critical job roles; Statistical driver analysis – association and causation; Linking HR measures to business results; choosing the right measures for scorecards; Identifying and using key HR Metrics.	10
3	Forecasting Budget Numbers for HR Costs Workforce planning including internal mobility and career pathing; training and development requirement forecasting and measuring the value and results of improvement initiatives; optimizing selection and promotion decisions	8
4	Predictive Modelling in HR Employee retention and turnover; workforce productivity and performance; scenario planning.Communicating with data and visuals; Data requirements; identifying data needs and gathering data; HR data quality, validity and consistency; Using historical data; Data exploration; Data visualization; Association between	10

	variables; Insights from reports; Root cause analysis of HR issues.	
5	Communicating with Data and Visuals Data requirements; identifying data needs and gathering data; HR data quality, validity and consistency; Using historical data; Data exploration; Data visualization; Association between variables; Insights from reports; Root cause analysis of HR issues	10
Total		48

Text Books:

TB1. The Practical Guide to HR Analytics: Using Data to Inform, Transform, and Empower HR Decisions by Shonna D. Waters PhD, Valerie Streets, Lindsay McFarlane, and Rachael Johnson-Murray

TB2. Predictive HR Analytics: Mastering the HR Metric by Dr. Martin Edwards and Kirsten Edwards

Reference Books:

RB1. HR Analytics: Understanding Theories and Applications by Dipak Kumar Bhattacharyya

RB2. Human Resource Information Systems: Basics, Applications, and Future Directions by Michael J. Kavanagh and Richard D. Johnson

Course Outcomes (COs)

CO 1	Highlighting the concept of HR Analytics and its significance in modern times.
CO 2	Examining how to use HR Analytics in business
CO 3	Implementing forecasts in business using HR Analytics
CO 4	Hypothesizing predictive modelling for human resource needs using HR Analytics.
CO 5	Appreciating the usage and communication of data in HR Analytics in business.
CO 6	Hypothesizing predictive modelling for human resource needs using HR Analytics.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	1		2	2				1				2		
CO2	2	1			2					2	2	1		3	2
CO3			2	2			2	1						2	
CO4		2		1	3	2			2	1				2	2
CO5			1		2							2	1	2	
CO6	2			1				2		2	2	3		2	

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

MBA

Course Code	: COMG-403 (H2)			
Course Name	: COMPENSATION MANAGEMENT			
Semester	: 4			
	L	T	P	C
	3	1	-	4

L - Lecture T — Tutorial P — Practical C — Credit

Course Objectives

1. The objective of this course is to help the students to develop an understanding of the concept & techniques of compensation management.
2. The course will use and focus on Indian experiences, approaches and cases.

Course Contents

UNIT	DETAILS	LECTURES
1	Introduction Conceptual aspects of compensation and reward management Monetary and non-monetary components of compensation and rewards; Perspectives and trends in compensation and reward management. Compensation Philosophies, Compensation Approaches, Decision about Compensation. Employee's acceptance of wage level; wage and motivators. Concept of total rewards.	10
2	Job Evaluation Job Analysis – Job Description, Job specification Processes and Schemes Salient features of Job Evaluation, Concept of Job enrichment and Job Enlargement – Analytical and non-analytical techniques – Point factor rating; factor comparison; job classification; ranking; Urwick Orr Profile Method; Hay Plan method; Decision Band method; job or role matching; market pricing; Computer assisted job evaluation.	8
3	Wages and Salary Administration Concepts of minimum wage, living wage and fair wage; Wage Boards; Pay Commissions; Pay surveys; Economic and behavioural theories related to wages; Determinants for formulating wage structures; Pricing Jobs: pay levels; designing pay ranges and bands; Salary structures: graded salary structures; salary progression curves; Pay structure in practice: Basic salary, DA, Allowances, Bonus; Fringe benefits and Incentives; Incentive schemes and types of incentive plans; Short term and long term incentives Spot awards. Team incentives; Design of a pay roll system (using Accounting software). Legal Constraints on Pay System.	12

4	Compensation Strategies Concept of Competency Mapping with pay scale. Rewarding excellence: Creating the strategic reward system. Best practices in 'pay for performance'. Compensation as a retention strategy. Compensation for Expatriates and Repatriates	8
5	Rewarding Performance and Executive Compensation Individual based compensation; team-based compensation; Commission system; Gain sharing plans: Scanlon Plan, Rucker Plan, Impro share, Value added; Profit sharing plans and Cafeteria plan. Employee benefits and pensions. Policies and practice of benefits; Strategic Perspectives on Benefits, goals for Benefits, Benefits Need Analysis, principal types of benefits; Stock option and purchase plans using ESOP compensation. Pension-understanding kinds of pension. Agency Theory and Executive Compensation; Principles of Executive Compensation; Factors affecting Executive compensation; Models of Executive Compensation: Optimal Contracting Model; Managerial Power Model; Trends of Executive compensation in India and abroad. International Compensation, Executive Compensation Packages – Compensating Executives – Compensating the Flexible Workforce – Contingent Employees and flexible work Schedules	10
Total		48

Text Books:

TB1. Compensation Management, P.Jyoti Venkatesh, Oxford Publication.

TB2. Compensation Management, Dipak Kumar Bhattacharya, OOP Industrial.

Reference Books:

RB1. Richard.L Henderson (2005). Compensation Management in Knowledge- based World. Prentice-Hall.

RB2. Thomas, P. Plannery, David, A.Hofrichter & Paul, E. Platten (2002). People, Performance & Pay:

Dynamic Compensation for Changing Organizations. Free Press.

Course Outcomes (COs)

CO 1	Outlining the different aspects of compensation and reward system
CO 2	Determining the process and methods of evaluation of compensation: job evaluation, job enrichment and job enlargement
CO 3	Implementing the wages and salary administration
CO 4	Assessing the various compensation strategies with respect to competency mapping and linked reward system
CO 5	Reviewing the various reward and compensation tools used in organizations
CO 6	Creating a master plan with the best compensation strategies implemented in India

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3			2						2			2		2
CO2	3	2			1		2		2			2		1	
CO3	2	2	2			1		2		2	1			2	
CO4	2	1	1			1								2	1
CO5	2			1	2		2		1	1			2	2	
CO6		2				2					2	3	1	2	

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

MBA

Course Code	: IHRM-403 (H3)			
Course Name	: INTERNATIONAL HUMAN RESOURCE MANAGEMENT			
Semester	: 4			
	L	T	P	C
	3	1	-	4

L - Lecture T — Tutorial P — Practical C — Credit

Course Objectives

1. The objective of this course is to help the students to develop an understanding of the concept & techniques of international human resource management.
2. The course will use and focus on Indian experiences, approaches and cases.

Course Contents

UNIT	DETAILS	LECTURES
1	Global Business Environment and Human Component Global Business Environment, Introduction, Human and Cultural variables, Cross cultural differences and Managerial Implication: The scope of IHRM, Variables that Moderate Differences between domestic and International HRM, International Human Resource Management Approaches – The Path to Global Status – Mode of Operation	8
2	Cross Cultural Management Role of culture in International HRM, Country and Regional Cultures, Country Culture versus MNE Culture, Culture and employee management issues/ impact of Country culture on IHRM, Cross Cultural Leadership and Decision making, Cross Cultural Communication and Negotiation, Developing International Staff and Multinational Terms.	8
3	International Human Resource Management Approaches IHRM Strategies, Barriers in effective global HRM International Recruitment and Selection, Executive Nationality Issues- Staffing Policies – Issues in Staff Selection, Performance Management Multinational Performance Management – Factors associated with Individual Performance and Appraisal – Criteria Used for Performance Appraisal of International Employees, Training and Development and Strategic HRM, Managing global, Diverse Workforce, Human Resources in a Comparative Perspective.	12
4	International HRM roles in Multinational Organizations Expatriate problem, International Compensation, Repatriation.	8
5	Key issues in International Labour Relations International compensation and international assignees, Forms of compensation, key components of international compensation.	12

	Approaches to international compensation, compensation practices across the countries, emerging issues in compensation management, International Labour Standards, Labour Unions and International Labour Relations, HRM practices in other countries, International Labour Standards, HR/IR issues in MNCs, Corporate Social Responsibility.	
Total		48

Text Books:

TB1. International Human Resource Management, Chris Rees, Tony Edwards, PEARSONS.

TB2. International Human Resource Management, Monir Tayeb, Oxford University Press.

TB3. International Human Resource Management, P. L. Rao, Excel Books India.

Reference Books:

RB1. Doweing, P.J. – International Dimensions of Human Resource Management End Edition Words Worth.

RB2. G. Hofstede – Cultures Consequence: International Differences in Work related Values, Sage.

Course Outcomes (COs)

CO 1	Outlining the Global business environment, growing presence of multinationals with expatriate managers, cross cultural differences.
CO 2	Examining the cross-cultural issues and understanding of international approaches to dealing with people in organizations.
CO 3	Appraising the broader, comparative and international perspective to deal with complex issues and manifold risks through training and development.
CO 4	Deducing the role of international HRM and methods to deal with people in organizations.
CO 5	Determining the key issues in international labour relations.
CO 6	Creating a human resource plan to source the best talent across the globe.

CO-PO Mapping

Cours e	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2	PSO 1	PSO 2	PSO 3
CO1	2				1				1				3	1	
CO2	2			1			2				1	1	2		2
CO3	2	2	1		1			2		1			1	2	
CO4	2			2		1					2		3	2	1
CO5	2	1				2		1	1				2		
CO6				2			1			2	2	3	1	2	

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

MBA

Course Code	: SGMG-404 (M1)			
Course Name	: SALES AND DISTRIBUTION MANAGEMENT			
Semester	: 4			
	L	T	P	C
	3	1	-	4

L - Lecture T — Tutorial P — Practical C — Credit

Course Objectives

1. This course would help students develop an understanding about the role of sales management, marketing channels and distribution.
2. The course would acquaint the students with various concepts.

Course Contents

UNIT	DETAILS	LECTURES
1	Basic Concepts -Selling Functions, Types of Selling - Direct Selling, Institutional Selling, Tele Marketing and other concepts. Nature of Sales Management Situation where Personal Selling is more effective than Advertising.	10
2	Theories of Selling AIDA Model, Right Set of Circumstances Theory, Buying Formula Theories, Behavioural Equation Theory.	8
3	Process of Effecting Selling Prospecting, Pre-approach, Presentation and Demonstration, Handling Objections, Closing the sale, Post sale Activities, Quality of Successful Sales Person.	10
4	Sales Management An overview, Sales planning and control, Sales Forecasting, Territory Allocation, Sales Quota, Sales cost analysis	12
5	Ethical and Legal aspects of Selling: An overview, Corporate Social Responsibility and its impact on selling Measures for Making Selling an attractive Career. Recent Trends in Selling.	8
Total		48

Text Books:

TB1. Richard R. Still, Edward W. Cundiff, Norman A.P Govani 3th ed., Sales Management: Decision, Strategies and Cases, Pearson Education, New Delhi, 2009.

TB2. Russel, BeachandBrunkirk -Selling.

TB3. K.Patel- Sales.

Reference Books:

RB1.Still, Cundiff, and Govoni- Sales Management.

RB2. Johnson, Kirtz and Schueing - Sales Management.

Course Outcomes (COs)

CO 1	Determining the features and concepts of selling.
CO 2	Examining the theories of selling
CO 3	Evaluating the process of effective selling
CO 4	Implementing concepts related to improving performance of sales management
CO 5	Appraising the economic social and ethical aspects of selling.
CO 6	Creating a plan for the sales team focusing on all the decision making aspects and implementation of these decisions in sales and distribution management.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3					2		1				1	2	1	
CO2	2		1	1	1						2		1		
CO3	2					2		2	1			2	1	1	
CO4	2	1		2					2	1			1	2	
CO5	1			1				2	1				2	2	
CO6			2			2					2	3			

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

MBA

Course Code : RUMG-404 (M2)				
Course Name : RURAL MARKETING				
Semester : 4				
	L	T	P	C
	3	1	-	4

L - Lecture T — Tutorial P — Practical C — Credit

Course Objectives

1. This course would help students develop an understanding about the role of rural marketing channels in the distribution of goods.
2. It also exposes the students to the rural market environment and the emerging challenges in the globalization of the economies.

Course Contents

UNIT	DETAILS	LECTURES
1	Introduction to Rural Markets Definition, Concept, Nature, Size and Scope of Indian Rural markets, Rural Demand, Buying Characteristics, Rural Market Structure: Demographic, Physical, Economic Environment.	8
2	Understanding the Rural Consumer Rural Community in India Profile of Rural markets: Segmenting the Rural Market, Target and Positioning, Rural Consumer Behavior, Rural Buyer Characteristics, Rural ethics and social structure of Indian rural consumers.	10
3	Marketing Mix in Rural Markets Product Significance, Concept and Product Mix Decisions, Pricing Strategy: Objectives, Policies and Strategies, Promotion: Advertising, Sales Promotions Communication in Rural marketing, language and Culture Distribution Strategies, Channels of Distribution, Role of Co-operatives.	10
4	Innovation in Rural Markets Significance of innovation in rural markets, Intervention of IT in Rural Markets: Importance and Initiatives, e-business for rural enterprises Emergence of Organised retailing in Rural India.	10
5	Future of Rural Marketing Changing Role of Rural Sector in India; Rural Income and Demand, Problems in Marketing of agricultural inputs in Rural India – Chemical fertilizers, Certified seeds and Agricultural Equipments.	10
Total		48

Text Books:

TB1. R V Badi, N V Badi, Rural Marketing, 2008, Himalaya Publishing House.

TB2. Arora, R.C.: Integrated Rural Development, S.Chand & Company.

Reference Books:

RB1. Rajgopal: Understanding Rural Marketing, Vikas Publishers.

RB2. Gopalaswamy, T.P.: Rural Marketing Environment: Problems and Strategies, Vikas Publishers.

Course Outcomes (COs)

CO 1	Highlighting the role of rural marketing in Indian economy.
CO 2	Examining the rural buying behaviour.
CO 3	Deconstructing the rural product mix.
CO 4	Appreciating the role of IT in rural marketing.
CO 5	Appraising the role of marketing of agricultural inputs.
CO 6	Developing a marketing plan utilizing the appropriate concepts and techniques in the area of rural marketing.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	1							1		2		3		
CO2	2			1		1		1					2	1	1
CO3	2	2	1	1					2			1		2	
CO4	2		2		2					2			1	2	
CO5		2			2		1		1				1	2	2
CO6			1			2				1	2	3		2	

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

MBA

Course Code	: IMM-404 (M3)			
Course Name	: INTERNATIONAL MARKETING MANAGEMENT			
Semester	: 4			
	L	T	P	C
	3	1	-	4

L - Lecture T — Tutorial P — Practical C — Credit

Course Objectives

1. This course would help students develop an understanding about the role of international marketing concepts, strategies and pricing decisions.
2. This course would make students think about and analyze decisions taken in marketing domain by multinational corporations.

Course Contents

UNIT	DETAILS	LECTURES
1	Introduction The Marketing Concept and Its Extension to International Marketing, International Marketing Tasks, Nature of International Marketing.	6
2	Selection of Foreign Markets The Concept of International Marketing Mix, Implementation of Marketing Strategies and Seven Ps, Organization and Control for International Marketing. Identifying Foreign Markets- Political Considerations and Governmental Influences, Cultural and Social Dynamics, Economic Development and Geographical Conditions, Dynamics of Competitive Environment, Legal, Regulatory and Financial Influences.	12
3	International Market Segmentation Market Entry and Operation Strategies- Export, Joint Ventures, Direct Investment, Strategic Alliances, Multinational Operations, International Product Policies, Strategic Considerations in Making Product Decisions, Alternative Strategies in Multi-National Product Planning, Methodology in Making Product Decision for International Markets.	12
4	International Pricing Decisions Price Escalation, International Transfer Pricing, Factors Influencing the Pricing decisions for International Markets, Export pricing and Differential pricing.	8
5	International Distribution System and Logistics International Marketing Channel Decisions, Importance and Scope of Channel decisions; Nature of International Distribution Channels, Factors Influencing Channel Decisions.	10
Total		48

Text Books:

TB1: RC Varshney and B. Bhattacharya, International Marketing- Indian Perspective,

Sultan Chand & Sons New Delhi, 2006.

TB2: Francis Cherunilam - International Marketing (Texts and Cases), Himalaya Publishing House.

Reference Books:

RB1: Kotler, Armstrong - Principles of Marketing, Pearson.

RB2: Ilkka Ronkainen & Michael Czinkota - International Marketing, South Western College Publishing.

Course Outcomes (COs)

CO 1	Outlining the concept of international marketing and its extension to international market
CO 2	Analysing the marketing strategies and identifying political, social and government considerations and financial influences on foreign markets.
CO 3	Examining the modes of market entry and operation strategies as well as methodology in making product decisions.
CO 4	Appreciating the pricing strategies adopted by firm and factors influencing pricing decisions for international market
CO 5	Implementing the framework of international distribution channel and factor influencing channel decisions.
CO 6	Developing a market research plan for a hypothetical product using the knowledge of the concepts of market research.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3			2				1			1	1	2		
CO2	3			2		1	1	1		2			3		2
CO3	2			2		1			1			1	2	2	
CO4	2	2	2		1			2		1				2	
CO5	2	2		2	1		2						2	2	
CO6			1						1		2	3	1		1

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

MBA

Course Code	: MGFS-405 (F1)			
Course Name	: MANAGEMENT OF FINANCIAL SERVICES			
Semester	: 4			
	L	T	P	C
	3	1	-	4

L - Lecture T — Tutorial P — Practical C — Credit

Course Objectives

- The objective of this paper is to know the different aspects of Investment banking, mergers and acquisition and the detailed SEBI guidelines on issue management.

Course Contents

UNIT	DETAILS	LECTURES
1	Financial Services Meaning and Concepts, Need for Financial Services, Regulatory framework for financial services, Various Types of Financial Services, Fund Based and Non-Fund based, Characteristics and Role of Financial Intermediaries.	10
2	Depositories and Financial Services Commercial Banks and their changing role, Functioning of Banks, Financial Services and Banking System. Non-Depository Institutions: Finance Companies and Mutual Funds and Pension Funds, Housing finance and Pricing financial services.	10
3	Merchant Banking and Venture Capital The Concept of Merchant banking Services of Merchant bankers, Merchant Banking in India- Rules Regulation Management of Capital Issues, Fixed Deposits and Debenture Issues, Venture Capital- The Concept and Characteristics, Growth of Venture Capital Services in India.	10
4	Leasing, Factoring and Forfaiting Concept, Types, Legal and Tax Aspects, Factoring in India, Hire-Purchase, Lease Structuring. Factoring: Concept and Characteristics, Types of Factoring in India, factoring and Bill Rediscounting. Forfaiting: Meaning and Mechanism of Forfaiting.	10
5	Credit Rating Services Concept, Types and significance, Function of Credit Rating Agencies, Credit Rating Agencies in India, Process of Credit-Rating.	8
Total		48

Text Books:

TB1. Bhole L.M.: Financial Institutions and Markets, 4th ed., McGraw Hill Co. New Delhi, 2008.

TB2. Khan M.Y: Financial Services and System (2008), McGraw Hill Publishing Company, New Delhi.

TB3. Clifford Gomez. Financial Markets, Institutions management-A Risk management Approach. 6th ed., McGraw Hill Publishing Company New Delhi.

Reference Books:

RB1. M.Y. Khan Indian Financial System, 6th ed., McGraw Hill Publishing Company, New Delhi, 2008.

RB2. Bhalla, V.K Indian Financial System, Anmol, New Delhi.

Course Outcomes (COs)

CO 1	Highlighting the concept and types of financial services.
CO 2	Examining commercial banks and their changing role and various non-depository institutions.
CO 3	Analysing Merchant Banking and Venture capital services in India.
CO 4	Evaluating the concept of Leasing, Hire Purchase, Factoring and forfeiting.
CO 5	Assessing the credit rating services in India.
CO 6	Developing an innovative financial service required in the modern times

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3			1			2				2		2		
CO2	2	2				2			2				2		2
CO3	2		1	2		2						1	2	2	
CO4	2		1			1		1		1	1		2		1
CO5	2		1	2		1			2			2	2		
CO 6		1					2				1		1	1	

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

MBA

Course Code : MRAC-405 (F2)				
Course Name : MERGERS AND ACQUISITIONS				
Semester : 4				
	L	T	P	C
	3	1	-	4

L - Lecture T — Tutorial P — Practical C — Credit

Course Objectives

1. This course is designed to provide an understanding of the essential elements of Mergers and Acquisitions with the basic methods of valuation, post-merger valuation, methods of payment and financing options available.

Course Contents

UNIT	DETAILS	LECTURES
1	Introduction Introduction to mergers, Motives Behind Mergers; Theories of Mergers-operating, Financial and Managerial Synergy of Mergers; Role of Industry Life Cycle-Development Stages; Value Creation through Mergers; Agents Contributing to Mergers and Acquisition Activities, Difference between Merger, Amalgamation, Absorption Reconstruction and Takeover, Demerger, types of demerger, reverse merger.	10
2	Corporate Restructuring Method of Restructuring- Joint Ventures, Sell-Off And Spin Off- Equity Carve-Outs, Leveraged Buy Outs (LBO)- Management Buy Outs- Master Limited Partnerships- Employees Stock Option Plans(ESOP).	8
3	Mergers and Acquisition Process Process of Merger Integration- Process of Merger Integration- Organisational and Human aspects; Managerial challenges of Mergers and Acquisition. Strategic fit and the M & A decision.	10
4	Valuation-Benchmarks of Value; Valuation approaches- Discounted Cash Flow Valuation- Valuing relative Contribution – Valuing Comparables- Valuation of the Target's Equity- Precedent Acquisition; Valuing Operating and Financial Synergy- Valuing Corporate Control- Valuing of Leveraged Buy Outs (LBO)-Methods of Financing Mergers- Cash Offer, Share Exchange Ratio- Merger as Capital Budgeting Decision.	10
5	Defensive Strategies in Restructuring Accounting for Amalgamation- Polling Interest Method- Purchase Method; Regulatory frame work for Mergers and Acquisitions: Indian Companies Act 2013, Competition Act 2002, Procedure Laid down	10

	under Indian Companies Act of 1956, Accounting Standard and SEBI Guidelines, Takeover Defenses- Types and Techniques of Raid: Advance Preventive Measures: Strategies of Takeover bid White Knights-White Square- Crown Jewel-Pacman's Strategy-Golden Parachute- Poison Pills Strategy – Coercive Offers and Defense-Financial Defensive Measures- Anti takeover Amendments.	
Total		48

Text Books:

TB1. Weston, F, Chung, K, and Hoag, S. (2008). Mergers, Restructuring, and Corporate Control, Prentice-Hall of Indian Pvt. Ltd., New Delhi.

TB2. Patrick A. Gaughan (2007). Mergers, Acquisitions and Corporate Restructurings, 4/e Wiley India, New Delhi.

TB3. Narayanan, P. and Vikram, Nanda (2003). Finance for Strategic Decision Making- What non-Financial managers Need to Know, Jossey- Bass, Wiley India.

Reference Books:

RB1. Robert Brown (2007). Applied Mergers and Acquisitions, John Willey and Sons.

RB2. Gupta, Manju (2010). Contemporary Issues in Mergers and Acquisitions, Himalaya Publishing.

Course Outcomes (COs)

CO-1	Outlining the nature and types of mergers and learn the nomenclature for the same
CO-2	Examining the various types of restructuring strategies, open for large firms.
CO-3	Deconstructing the process of mergers and acquisitions and the challenges inherent
CO-4	Appraising the concepts of valuation significant for mergers and analyse the best out of the available options
CO-5	Assessing the various defensive strategies in takeover and analyse how to use them in different situations effectively
CO-6	Creating a plan for the successful merger of two hypothetically famous brands

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3				1		2				1	2	2		
CO2	2	2		1					1				1	1	
CO3	2			1						1			2	1	2
CO4	3	1	1		2			2			2		2		
CO5	3		2	2		1				2			2	2	2
CO6		1				2					2	3		2	

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

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MBA

Course Code	: FIDV-405 (F3)			
Course Name	: FINANCIAL DERIVATIVES			
Semester	: 4			
	L	T	P	C
	3	1	-	4

L - Lecture T - Tutorial P - Practical C - Credit

Course Objectives

1. The objective of this paper is to know the different aspects of security markets and their functioning.
2. It also highlights the working of different agencies in the currency market.

Course Contents

UNIT	DETAILS	LECTURES
1	Introduction Concept, Features, Uses, Types, Critiques of Derivatives, Traders in Derivative Markets, Factors contributing to the growth of Derivatives, Financial Derivatives Market in India, Derivative centrals and Market Liquidity.	8
2	Future Introduction, Financial Futures Contracts, Types of Financial Futures, Contracts, Evolution of Futures Market in India, Operators/ Traders in Future Market, Functions Market Growth in Future Market, Future Margin, Market to Market, Cleaning House, Theories of Future Prices, Hedging Concepts - Long, Short, Cross, Forward Contract, Feature of Forward Contract, Classification of Forward Contracts, Forward Prices vs Future Prices, Stode Index Futures.	12
3	Financial SWAPS Introduction, Concept, types, Nature, Evolution, Features, and Types of Swaps.	8
4	Financial Options Introduction, Concept, Types, Distinction between option and futures contracts, Option valuation, Determinants of option pricing, option premium, Greeks of option Contracts, Option Models-Black-Scholes option pricing model, Binomial Option pricing model, Trading and Hedging with options.	10
5	Carry Trades and Speculative Derivatives Economic Derivatives, Market Expectations, Carry trade as a speculative Investment Strategy, Uncovered Interest Parity, Measurement of Risk and Returns in carry Trades, Rupee Interest Derivatives, Convertible Securities and Warrants, Hedging-objectives and Process.	10
Total		48

Text Books:

TB1. David A. Dubofsky and Thomas W. Miller, J.R. Derivatives: Valuation and Risk Management, Oxford.

TB2. Vohra, N.D. and Bagri, B.R., Future and Options, TMH

TB3. Kumar, Financial Derivatives, PHI.

Reference Books:

RB1. Marshall & Bansal: Financial Engineering, a complete guide to Financial Innovation, PHI.

RB2. Mishra, Bishnupriya, Debasis, S, Derivatives and Risk management, Excel Books.

RB3. Bhalla V.K, Investment Management Security Analysis and Portfolio Management – S.Chand.

RB4. Anthony Saunders, Financial Markets and Institutions, 4th ed., McGraw Hill Publishing Company, New Delhi.

Course Outcomes (COs)

CO 1	Outlining the concept & features of Financial Derivatives and to get the insight about the market of Financial Derivatives.
CO 2	Deconstructing the working of the Future Market and will analyze the theories of Future Prices will also analyze the various hedging concepts.
CO 3	Evaluating the concept of SWAPS, its features & types
CO 4	Examining the concept of Financial Options, its determination & the application of Option Models
CO 5	Assessing the Economic Derivatives, Carry Trades & its investment strategy.
CO 6	Developing a high return portfolio comprising of the derivatives only

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3						1				2		3		
CO2	3			1	2		2			1			3	2	1
CO3	2	1		1	1			2						2	
CO4	2	1	1	1	1					2		2	3	1	1
CO5	3	1	2	1	2			1						2	1
CO6						2					2	3	2		1

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

MBA

Course Code	: WHWP - 406 (D1)			
Course Name	: WEBSITE HOSTING USING WORDPRESS			
Semester	: 4			
	L	T	P	C
	3	1	-	4

L - Lecture T — Tutorial P — Practical C — Credit

Course Objectives

1. The objective of this paper is to enable students to create and run the Website using Word press tools.
2. It also enables them to understand various aspects of functioning of the website and its hosting.

Course Contents

UNIT	DETAILS	LECTURES
1	Website Planning & Development-Website, Types of Websites, Phases of website development, Keywords: Selection process	8
2	Domain & Web Hosting:-Domain, Types of Domain, Where to Buy Domain, Web hosting, How to buy Web hosting.	12
3	Building Website using Word press-What is Word press, CMS, Post and Page.	8
4	Word press Plug-ins-Different Plug-ins, social media Plug-ins, page builder plug-ins: The elementor, how to insert a section, how to insert logo, Google Micro sites.	10
5	Planning For Engagement Options Creating Blueprint of Every Webpage :Relevant examples	10
Total		48

Text Books:

TB1. Choosing Your Hosting and Website: 2019 (WP Web Genie Book 2) [Print Replica] Kindle Edition.

TB2. Alannah Moore, Create your own website using word press in a weekend, O'Reilly.

Reference Books:

RB1. Brian Patrick, How to Create A website using Word press, Create space Independent Publishers.

Course Outcomes (COs)

CO 1	Outlining the concept & features of website hosting and to get the insight about the target groups
CO 2	Deconstructing the working of the Website markets and will analyze the theories of customer behaviour on web.
CO 3	Evaluating the concept of loyalty and retention, their features & types
CO 4	Examining the concept of competitive advantage and its application in website space.
CO 5	Assessing the web strategy and its implications.
CO 6	Developing a website for yourself or your organization.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3						1				2		3		
CO2	3			1	2		2			1			3	2	1
CO3	2	1		1	1			2						2	
CO4	2	1	1	1	1					2		2	3	1	1
CO5	3	1	2	1	2			1						2	1
CO6						2					2	3	2		1

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

MBA

Course Code	: WEBA - 406 (D2)			
Course Name	: WEB ANALYTICS			
Semester	: 4			
	L	T	P	C
	3	1	-	4

L - Lecture T — Tutorial P — Practical C — Credit

Course Objectives

1. The objective of this paper is to know the different aspects of web analytics and their functioning.
2. It also highlights the working of different forces in website market.

Course Contents

UNIT	DETAILS	LECTURES
1	Introduction -What's analytics? Is analytics worth the effort?, Small businesses, Medium and Large scale businesses, Analysis vs. intuition, Introduction to web analytics.	8
2	Google Analytics -Getting Started With Google Analytics, How Google Analytics works?, Accounts, profiles, and users navigating Google Analytics, Basic metrics, The main sections of Google Analytics reports Traffic Sources Direct, referring, and search traffic Campaigns, Ad Words, Ad sense.	12
3	Content Performance Analysis - Pages and Landing Pages, Event Tracking and AdSense, Site Search, Visitor Analysis - Unique visitors, Geographic and language information, Technical reports, Benchmarking.	8
4	Social Media Analytics -Facebook insights, Twitter analytics, YouTube analytics, Social Ad analytics /ROI measurement. Goals and E-Commerce Tracking - Setting up goals, Goal reports, Ecommerce Tracking.	10
5	Actionable Insights & The Big Picture - Recap of Google Analytics reports and tools, Finding actionable insights, Getting the organization involved, Creating a data-driven culture.	10

	Resources Common mistakes analysts make Additional Web analytics tools.	
Total		48

Text Books:

TB1: Practical Web Analytics for User Experience: How Analytics Can Help You Understand Your Users, Michael Beasley- 2013.

Reference Books:

RB1: Web Analytics 2.0, (SF), By: A Kaushik , Avinash Kaushik Publisher: Sybex, 2009.

Course Outcomes (COs)

CO 1	Outlining the concept & features of Web analytics.
CO 2	Deconstructing the working of the web analytics.
CO 3	Evaluating the processes employed in web analytics
CO 4	Examining the concept of Critical Success Drivers and their application.
CO 5	Assessing the risks and advantages of the web analytics approach.
CO 6	Developing a web analytics model for a given problem.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3						1				2		3		
CO2	3			1	2		2			1			3	2	1
CO3	2	1		1	1			2						2	
CO4	2	1	1	1	1					2		2	3	1	1
CO5	3	1	2	1	2			1						2	1
CO6						2					2	3	2		1

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

MBA

Course Code	: CMKT - 406 (D3)			
Course Name	: CONTENT MARKETING			
Semester	: 4			
	L	T	P	C
	3	1	-	4

L - Lecture T — Tutorial P — Practical C — Credit

Course Objectives

1. The objective of this paper is to acquaint the students of various concepts and working of content marketing.
2. It will also enable the students to optimize the content marketing according to given context.

Course Contents

UNIT	DETAILS	LECTURES
1	Introduction to Content Marketing - Applying the Behavioral Framework within a content marketing context. A content marketing business model.	8
2	Defining Your Content Niche and Strategy - Content Maturity Model, Six principles of content marketing. Treating content as an asset, Building audience personas, Defining the engagement cycle, Developing on-brand content, Creating brand ambassadors, Enhanced branding through content marketing.	12
3	Developing and Distributing Content-Analyzing current content assets, Developing different types of content, Finding good content within your organization, Creating content your audience wants, Developing an effective editorial calendar.	8
4	Marketing Content and Evaluating Impact - Content Marketing Pyramid, Brief overview analytics and tracking.	10
5	Putting it All Together-Best practices in content marketing, Applying principles in real world case studies.	10
Total		48

Text Books:

- TB1. Sameer Deshpande, Philip Kotler, Nancy R. Lee: Social Marketing in India, Pearsons, 2013.
 TB2. Linda Coles: Marketing with Social Media: 10 easy steps to success for business, Adams Media.
 TB3. Dan Zarrella: The Social Media Marketing Book, Shroff/O'Reilly.

Reference Books:

- RB1. Michael R. Solomon, Tracy Tuttle: Social Media Marketing, SAGE Publishers, 2017.

RB2. Guy Kawasaki, Peg Fitzpatrick: The Art of Social Media: Power Tips for Power users, Portfolio Publishers.

Course Outcomes (COs)

CO 1	Outlining the concept & features of content marketing.
CO 2	Deconstructing the working of the content markets.
CO 3	Evaluating the concept of content driven competitive advantage.
CO 4	Examining the various types of content philosophies.
CO 5	Assessing the various strategic options in content marketing.
CO 6	Developing a strategic plan for content marketing.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3						1				2		3	3	
CO2	3			1	2		2			1			3	2	1
CO3	2	1		1	1			2						2	
CO4	2	1	1	1	1			2		2		2	3	1	1
CO5	3	1	2	1	2			1						2	1
CO6			3			2					2	3	2		1

3; Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

MBA

Course Code	: AMPA - 407 (A1)			
Course Name	: AGRICULTURAL MARKETING AND PRICE ANALYSIS			
Semester	: 4			
	L	T	P	C
	3	1	-	4

L - Lecture T — Tutorial P — Practical C — Credit

Course Objectives

1. The objective of this paper is to know the different aspects of input and output marketing and their functioning.
2. It also highlights the working of costs and prices of agricultural inputs and outputs.

Course Contents

UNIT	DETAILS	LECTURES
1	Concepts and definition of Agricultural Marketing- its new role. Market and market structure, Problems in Agricultural Marketing. Characteristic of agricultural product and production- factors affecting demand for and supply of farm products. Market intermediaries and their role- Need for regulation in the present context. Marketing Integration- efficiency, costs, margins and price spread.	8
2	Marketing Co-operatives-APMC Regulated Markets-Direct marketing. Contract farming, contract marketing and retailing - Supply Chain Management. State trading, Warehousing and other Government agencies -Performance and Strategies -	12
3	Spatial and temporal price relationship - price forecasting - time series analysis - time series models-spectral analysis, Market segmentation, measurement and forecasting.	8
4	Introduction to commodities markets and future trading-Basics of commodity futures- Operation Mechanism of Commodity markets- Price discovery-Hedging and Basis- Fundamental analysis - Technical Analysis.	10
5	Market infrastructure needs, performance and Government role- Value Chain Finance. Market information. Trade policy for agriculture-International trade agreements, Marketing research.	10
Total		48

Text Books:

TB1: F. Bailey Norwood & Jayson L. Lusk: Agricultural Marketing and Price Analysis, Pearson/Prentice Hall.

1. TB2: Agricultural Marketing In India, by NL. Agarwal SS. Acharya (Author), Publisher science technology, 2021.

Reference Books:

RB1: Agricultural Marketing Trade Price Analysis and Rural Marketing in India by Sharma. Amod. D C Kalita & K K Jha, Today & Tomorrows Printers and Publishers, 2021.

Course Outcomes (COs)

CO 1	Outlining the concept & features of costing and pricing in agricultural markets
CO 2	Deconstructing the working of the bargaining and balancing mechanisms of customers and producers.
CO 3	Evaluating the concept of Price risk mitigation.
CO 4	Examining the concept of agricultural cooperatives.
CO 5	Assessing the strategic alternatives before the producers and consumers.
CO 6	Developing a roadmap showing next 10 years working of pricing and costing of one particular crop.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3						1				2		3		
CO2	3			1	2		2			1			3	2	1
CO3	2	1		1	1	2		2						2	
CO4	2	1	1	1	1					2		2	3	1	1
CO5	3	1	2	1	2			1						2	1
CO6			3			2					2	3	2		1

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

MBA

Course Code	: AFPM - 407 (A2)			
Course Name	: AGRICULTURAL FINANCE AND PROJECT MANAGEMENT			
Semester	: 4			
	L	T	P	C
	3	1	-	4

L - Lecture T — Tutorial P — Practical C — Credit

Course Objectives

1. The objective of this paper is to know the different aspects of agricultural finance markets.
2. It also highlights the working of different factors in project management.

Course Contents

UNIT	DETAILS	LECTURES
1	Role and Importance of Agricultural Finance. Basic economic principles involved in finance. Financial Institutions and credit flow to rural/priority sector. Agricultural lending – Financing through Co-operatives, NABARD and Commercial Banks and RRBs. Micro-Financing and Role of MFI's - NGO's, and SHG's.	8
2	The concept of 3 C's, 7 P's and 3 R's of credit. Estimation of Technical feasibility. Economic viability and repaying capacity of borrowers and appraisal of credit proposals. Credit inclusions – credit widening and credit deepening.	12
3	Financial Decisions – Investment, Financing, Liquidity and Solvency. Preparation of financial statements - Balance Sheet, Cash Flow Statement and Profit and Loss Account. Ratio Analysis.	8
4	Project Approach in financing agriculture. Financial, economic and environmental appraisal of investment projects. Identification, preparation, appraisal, financing and implementation of projects. Project Appraisal techniques – Undiscounted measures. Time value of money – Use of discounted measures - B-C ratio, NPV and IRR.	10
5	Risks in financing agriculture. Crop Insurance programmes—review of different crop insurance schemes - yield loss and weather based insurance and their applications.	10
Total		48

Text Books:

TB1: K.Selvinayagam, Financial Analysis in Agricultural Project Preparation, Food & Agricultural Organization.

TB2: Agricultural Finance and Management, by S. Subba Reddy P. Raghu Ram, Oxford & IBH Publishing Co Pvt.Ltd, 2018,

Reference Books:

RB1: Agricultural Finance and Management, by Vikram Sharma, Publisher Random, 2014.

Course Outcomes (COs)

CO 1	Outlining the concept & features of financial management and project management in agricultural context.
CO 2	Deconstructing the working of risk and returns in agricultural projects.
CO 3	Evaluating the concept of financial needs in an agricultural setting.
CO 4	Examining the concept of solvency and repayment ability of the projects undertaken.
CO 5	Assessing the viability or otherwise of the agricultural projects.
CO 6	Developing a risk mitigation plan for a mid-sized agricultural project.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3						1		1		2		3		
CO2	3			1	2		2			1			3		1
CO3	2	1		1	1			2						2	
CO4	2	1	1	1	1					2		2	3	1	1
CO5	3		2	1	2			1						2	1
CO6			3			2					2	3	2		1

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

MBA

Course Code	: GBAP- 407 (A3)			
Course Name	: GLOBALIZATION AND AGRICULTURAL POLICY			
Semester	: 4			
	L	T	P	C
	3	1	-	4

L - Lecture T — Tutorial P — Practical C — Credit

Course Objectives

1. The objective of this paper is to acquaint the students about globalization and its impact on the functioning of agriculture all around the world.
2. It also introduces students to the world of agricultural policy making and the response to it on ground level.

Course Contents

UNIT	DETAILS	LECTURES
1	Concept of globalization and the relevance of agricultural policies in India. Role of agriculture in economic development. Development Issues – Population, Food Security, Rural Poverty, Inequality and Environmental Concerns.	8
2	International Trade- The role of trade. Free trade versus Protectionism. Tariff, Producer Subsidy, Export Subsidy, Import Quota, Exchange Rate, Terms of Trade and Trade Blocks. Trade Models- Ricardian Model of Trade- Comparative Advantage and Absolute Advantage.	12
3	International Trade agreements – Uruguay Round – GATT – WTO – Agreement on Agriculture and Lessons for developing countries. International co-operation in agriculture-IMF, World Bank, IDA, IFC, ADB, CGIAR.	8
4	Agricultural Policies- National Agriculture Policy, National Water Policy, National Seed Policy, National Fertilizer Policy, Credit Policy, Price Policy, Crop Insurance Policy, etc.	10
5	Estimation of Trade Gains-Estimation of competitive and comparative measures, Estimation of Effect of Tariff, Export Subsidy, Producer Subsidy, Import Quota and Export Voluntary Restraints on National Welfare. Estimation of Ricardian Model, Terms of Trade and Exchange rate, Gini-coefficient and Lorenz Curve.	10
Total		48

Text Books:

- TB1. Nguyen Cong Thanh, Baldeo Singh & G.S. Saini: Globalization of Agriculture and Its implications, Jain Publishers.
- TB2. Joseph Stiglitz: Globalization and Its Discontents, W.W.Norton & Company.
- TB3: Globalization Of Agriculture And Its Implications, by Nguyen Cong Thanh (Author), Baldeo Singh (Author), G S Saini (Author), Jain Publication, 2006.

Reference Books:

- RB1. Md. Iqbal Ali: WTO, Globalization and Indian Agriculture, New Century Publications, 2011.

Course Outcomes (COs)

CO 1	Outlining the concept & features of globalization.
CO 2	Deconstructing the working of the agriculture in India and effects of globalization on it.
CO 3	Evaluating the concept of Global integration.
CO 4	Examining the differential impact of globalization on Indian population.
CO 5	Assessing the basic needs of Indian agricultural community in a globalized world.
CO 6	Developing a vision plan 2030 for Indian response to challenges of Globalization in agricultural sector.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1						3	1				2		3		
CO2				1	2	3	2			1			1	2	1
CO3	2	1		1	1			2						2	
CO4	2	1		1	1					2	1	2	3	1	1
CO5	3	1		1	2			1			2			2	1
CO6	1					2					2	3	2	2	1

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

MBA

Course Code	: ILTB - 408 (IB1)			
Course Name	: INTERNATIONAL LAWS AND TREATIES IN TRADE AND BUSINESS			
Semester	: 4			
	L	T	P	C
	3	1	-	4

L - Lecture T - Tutorial P - Practical C - Credit

Course Objectives

1. The paper aims to provide a thorough understanding of the basis for international laws and treaties.
2. The role of the global institutional structure and trade strategies of developing countries and trade partners of India will be studied.

Course Contents

UNIT	DETAILS	LECTURES
1	Legal Framework of International Business Nature and Complexities; Code and Common Laws and their Implications to Business; International Business Contract - Legal Provisions; Payments Terms; International Sales Agreements; Rights and Duties of Agents and Distributors.	12
2	Regulatory Framework of WTO Basic Principles and Charter of GATT/WTO; GATT/WTO provisions relating to Preferential Treatment of Developing Countries; Regional Groupings, Subsidies, Technical Standards, Antidumping Duties and other Non-Tariff Barriers, Custom Valuation and Dispute Settlement.	10
3	Implications of WTO to Important Sectors GATS, TRIPs and TRIMS. Regulations and Treaties Relating to Licensing; Franchising; Joint Ventures; Patents and Trade Marks; Technology Transfer, Telecommunications, Frame work relating to Electronic Commerce.	10
4	Regulatory Framework and Taxation Electronic Commerce - Cross Border Transactions - On-Line Financial Transfers - Legal Safeguards - International Business Taxation - Tax Laws - Multilateral and Bi-lateral treaties - Sharing of Tax Revenues.	8

5	Indian Laws and Regulations Governing International Transactions FEMA; Taxation of Foreign Income; Foreign investments; Setting up Offices and Branches Abroad; Restrictions on Trade in Endangered Species and other Commodities.	8
Total		48

Text Books:

- TB1. Lew, Julton D.M and Clive Stand brook (ed.), International Trade Law and Practice, Euro money Publications, London.
- TB2. Daniels, John, Ernest W. Ogram and Lee H. Redehungh: International Business, Environments and operations.
- TB3. Schmoth off C.R: Export Trade – The Law and Practice of International Trade.

Reference Books:

- RB1. Motiwal OP, Awasthi HIC: International Trade – The law and Practice; Bhowmik and company, New Delhi.
- RB2. The Oxford Handbook of International Trade Law (2e), Daniel Bethlehem (ed.), Donald McRae (ed.), Rodney Neufeld (ed.), Isabelle Van Damme (ed.) Oxford University Press, 2022.
- RB3. Subbarao: "International Business" Himalaya Publishing House, New Delhi.

Course Outcomes (COs)

CO 1	Outlining the legal framework of international laws in business.
CO 2	Appreciating the regulatory framework of WTO and related rules.
CO 3	Evaluating the implications of WTO on the different ways business can be expanded globally.
CO 4	Assessing the regulatory framework for financial transactions and taxation in international business.
CO 5	Examining the Indian laws and regulations governing international transactions
CO 6	Hypothesizing a legal framework for safeguarding the interests of the country

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3			1						2			3	1	1
CO2	2					2	1	1				2	3	2	1
CO3	2		1								2		3	1	1
CO4	3			1	1				2				3	2	
CO5	3			1			2			2			2	1	
CO6		1			2				1		2	1	1	2	

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

MBA

Course Code : FRMG-408 (IB2)				
Course Name : FOREX MANAGEMENT				
Semester : 4				
	L	T	P	C
	3	1	-	4

L - Lecture T — Tutorial P — Practical C — Credit

Course Objectives

1. It gives an insight of the functioning of the Foreign Exchange Markets and exchange rate determination for multinational firm will be the essential component of this course.

Course Contents

UNIT	DETAILS	LECTURES
1	The Foreign Exchange Market Organisation Spot Vs Forward Markets- Bid and Ask Rates- Interbank Quotations- International Market Quotations- Cross Rates- Merchant Rates- FEDAI Regulations – Roles of RBI.	10
2	Exchange Rate System Exchange Rate System- Gold Standard- Bretton Woods- Fixed Vs Floating Exchange Rate Systems-Determinants of Exchange Rates- Exchange Controls.	10
3	Foreign Exchange Transactions Purchase and sales transactions – Spot vs Forward transactions- Forward Margines- Interbank Deals – Cover deals – trading- swap deals- Arbitrage operations – Factors Determining Forward margins.	10
4	Exchange Rates Principal types of Ready Merchant Rates- ready rates based on cross rates. Forward exchange contracts Execution of Forward contracts – Cancellation and Extensions – Dealing position- Exchange Position – Cash position.	8
5	Currency Derivatives as Hedging Mechanism Currency Forwards- Currency Futures – Currency Option – Exchange traded transactions – Financial Swaps – Forward Rate agreements – Interest Rate Options.	10
Total		48

Text Books:

- TB1. Alan C Shapiro: Multinational Financial Management, Prentice Hall, New Delhi.
 TB2. Francis Cherunilam: International Economics, Tata McGraw Hill Pub Ltd, New Delhi.
 TB3. Foreign Exchange & Risk Management, Jeevanandam (Author), Publisher: Sultan Chand & Sons, 2016.

Reference Books:

- RB1. C Jeevanandam, Foreign Exchange: Practice, Concepts, Sultan Chand & Sons, New Delhi.s
 RB2. Vijayabhaskar P and Mahapatra B., Derivatives Simplified, Respose Books, Sage Publications, New Delhi.
 RB3. Apte P.G – Global Financial System, TMH.

Course Outcomes (COs)

CO 1	Highlighting the framework of market organization.
CO 2	Examining the exchange rate mechanisms and transactions.
CO 3	Appreciating the evolution of contracts in Forex market.
CO 4	Deconstructing the economic implications of forex trade on country's economy.
CO 5	Evaluating the hedging mechanisms in forex markets.
CO 6	Developing a strategic plan to effectively manage changes in the forex market

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3										2		3		
CO2	3	2		1		1			1				3	2	
CO3	3		2	1			1			2		2	2	2	1
CO4	2	2	2			1		2			1		3	1	1
CO5	3		2	2		1					2		3	1	
CO6			1					2			2	3	1	2	2

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

MBA

Course Code	: CCBM - 408 (IB3)			
Course Name	: CROSS CULTURAL BUSINESS MANAGEMENT			
Semester	: 4			
	L	T	P	C
	3	1	-	4

L - Lecture T — Tutorial P — Practical C — Credit

Course Objectives

1. The purpose of this paper is to provide an understanding of the impact the cultural differences have on global marketing.
2. The cross-cultural communication and management styles shall also be taught.

Course Contents

UNIT	DETAILS	LECTURES
1	Globalization and Culture Globalization in Cross Cultural Context, Factors that promoted Globalization.	6
2	Introduction to Culture Meaning; Levels of culture; Variables of cultures; Culture and Behavior; Dimensions of culture; Hofstede's, Attitudinal, Trompenaars, GLOBE Project; Managing Multiculturalism; Problems and its Management.	10
3	Cross Culture Communication Cross Cultural Communication; Dimension of Cross-Cultural Communication; Cross Cultural Negotiation Process and Style; Variables of Cross-Cultural Negotiations.	10
4	International HRM and Cross-Cultural Issues International HRM: Selection, Training and Development for Global Assignments, Compensation, Reward Practices; Motivation and Leadership; Managing Multi-cultural Teams.	10
5	Comparative Management Methods of Comparative Management; Management Styles and Practices in US, Japan, China, Korea, India, Saudi Arabia. Other contexts like Work Timings, Style of Dressing, National Festivals and Food Habits.	12
Total		48

Text Books:

- TB1. Deresky Helen. International Management: Managing Across Borders and Cultures. 4th Ed. Prentice Hall India.
- TB2. Esenn Drlarry, Rehildress John: The Secret of a Winning Culture - Building High-Performance Teams. Prentice Hall India, New Delhi.
- TB3. Cross Cultural Management : Concepts and Cases, 2nd Edn. Shobhana Madhavan, Oxford University Press, 2016.

Reference Books:

- RB1. Cross-Cultural Management: Essential Concepts, by David C. Thomas (Author), Mark F. Peterson (Author), SAGE Publications, 2017.
- RB2. Hodgetts, Richard M. and Luthans, Fred: International Management. Tata McGraw Hill, New Delhi.
- RB3. Cullen, John B: International Management a Strategic Perspective, Cengage Learning, Delhi.

Course Outcomes (COs)

CO 1	Outlining the globalization and deglobalization phenomenon.
CO 2	Appreciating the cultural process and their levels.
CO 3	Evaluating the various methods to deal with multiculturalism.
CO 4	Assessing the cross-cultural communications and their impact.
CO 5	Examining the comparative management via processes and techniques.
CO 6	Creating a standard operating procedure for effective adaption of cross cultural differences.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3			2		1			1				3		1
CO2	2					1							2		
CO3	2	1		1		2	1			2		3	2	2	2
CO4	2	1	2					2				3	2	2	
CO5	2	1	2		2								3	2	1
CO6				2			1		2		2	2	2	2	

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

MBA

Course Code : AIBS - 409 (AI I)				
Course Name : APPLICATION OF AI IN BUSINESS				
Semester : 4				
	L	T	P	C
	3	1	-	4

L - Lecture T — Tutorial P — Practical C — Credit

Course Objectives

1. The objective of this paper to discuss theoretical concepts of AI in business.
2. To discuss applications of AI in marketing, finance and operations management.

Course Contents

UNIT	DETAILS	LECTURES
1	AI ethics and regulations; examination of ethical considerations and legal frameworks surrounding AI technologies (bias and fairness), privacy concerns and responsible AI developments.	6
2	AI in business strategy: exploration of how AI can be used to derive business innovation and competitive advantage. Strategic planning, decision support system and AI driven business models	12
3	AI applications in marketing and sales: analysis of how AI techniques can be applied to improve marketing campaigns, customer segmentation and sales forecasting	10
4	AI for financial analysis and risk management: study of AI applications in financial markets including algorithmic trading, credit scoring and fraud detection.	12
5	AI in operations management: examination of how AI can optimize operational process, supply chain management and resource allocation.	8
Total		48

Text Books:

- TB1. Elaine Rich and Kevin Knight: Artificial Intelligence – Tata McGraw Hill.
 TB2. Dan W. Patterson, Introduction to Artificial Intelligence and Expert Systems – Prentice Hall of India.

Reference Books:

- RB1. Elaine Rich and Kevin Knight: Artificial Intelligence – Tata McGraw Hill.
 RB2. Dan W. Patterson, Introduction to Artificial Intelligence and Expert Systems – Prentice Hall of India.
 RB3. Nils J. Nilsson: Principles of Artificial Intelligence – Narosa Publication house.
 RB4. Artificial Intelligence : A Modern Approach, Stuart Russell, Peter Norving, Pearson Education 2nd Edition.
 RB5. Artificial Intelligence, Winston, Patrick, Henry, Pearson Education.
 RB6. Artificial Intelligence by Gopal Krishna, Janakiraman, Wesley, California, 2000

Course Outcomes (COs)

CO 1	Describe fundamental understanding of the history of AI
CO 2	Apply basic principles of AI in solutions that require problem solving, inference, perception.
CO 3	Demonstrate awareness and a fundamental understanding of various applications of AI
CO 4	To analyse the Functions of AI in marketing.
CO 5	To analyse prospects of AI in Financial sector.
CO 6	To analyse concepts of AI in Production sector.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2												2		
CO2	2				2	2					1	2		1	
CO3	2			1	1		1		2					1	
CO4	2	1								2		2		2	
CO5		1			3			1					2	2	
CO6			1			2			2		1		1	2	

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

MBA

Course Code	: IGAL-409 (AI 2)			
Course Name	: DATA MINING AND PREDICTIVE ANALYTICS			
Semester	: 4			
	L	T	P	C
	3	1	-	4

L - Lecture T — Tutorial P — Practical C — Credit

Course Objectives

1. The objective of this paper is to generate high quality solutions for optimization problems.
2. It provides a solution for a problem that improves over time.

Course Contents

UNIT	DETAILS	LECTURES
1	Data Mining: What is Data Mining? Data Mining: Definitions, KDD vs Data Mining, DBMS vs DM, Other Related Areas, DM Techniques, Other Mining Techniques, Issues and Challenges in DM, DM Applications- Case Studies	10
2	Decision Trees: What is a Decision Tree?, Tree Construction Principle, Best Split, Splitting Indices, Splitting Criteria, Decision Tree Construction Algorithms, CART, ID3, C4.5, Decision Tree Construction with Presorting, RainForest, Approximate Methods, CLOUDS, BOAT, Pruning Techniques, Integration of Pruning and Construction, Ideal Algorithm	12
3	Web Mining: Web Mining, Web Content Mining, Web Structure Mining, Web Usage Mining, Text Mining, Unstructured Text, Episode Rule Discovery for Texts, Hierarchy of Categories, Text Clustering	8
4	Neural Networks: Learning in NN, Unsupervised Learning, Data Mining Using NN: A Case Study, Genetic Algorithms, Rough Sets, Support Vector Machines	10
5	Predictive Analytics: Introduction to Prediction Techniques and its applications in business.	8
Total		48

Text Books:

TB1: Data Mining Techniques, Arun K. Pujari, University Press

TB2: Data Mining: Concepts and Techniques, 3rd Edition, Jiawei Han, Micheline Kamber, Jian Pei

REFERENCE BOOK: J. Margaret H. Dunham, "Data Mining Introductory and Advanced Topics", Pearson Education 2003.

[Signatures]
15/11/2020

Course Outcomes (COs)

CO 1	To understand data mining concepts.
CO 2	To learn Data mining techniques and algorithms.
CO 3	Comprehend the data mining environments.
CO 4	Application of Data Mining in problem solving.
CO 5	To apply based machine learning into practice.
CO 6	Evaluation of Predictive Techniques to real life problems.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2												2		
CO2	2				2	2					1	2		1	
CO3	2			1	1		1		2					1	
CO4	2	1								2		2		2	
CO5		1			3			1					2	2	
CO6			1			2			2		1		1	2	

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated.

MBA

Course Code	:DPLG - 409 (AI 3)			
Course Name	: DEEP LEARNING			
Semester	: 4			
	L	T	P	C
	3	-	2	4

L - Lecture T — Tutorial P — Practical C — Credit

Course Objectives

1. The objective of this paper helps the students to develop intelligent machines to provide solutions to real world problems.
2. The objective of this course is to learn the integration of soft computing theoretical and practical results into both every day and advanced applications.

Course Contents

UNIT	DETAILS	LECTURES
1	History of Deep Learning, Deep Learning Success Stories, McCulloch Pitts Neuron, Thresholding Logic, Perceptrons, Perceptron Learning Algorithm, Multilayer Perceptrons (MLPs), Representation Power of MLPs, Sigmoid Neurons, Gradient Descent, Feed forward Neural Networks, Representation Power of Feed forward Neural Networks.	12
2	FeedForward Neural Networks, Backpropagation, Gradient Descent (GD), Momentum Based GD, Nesterov Accelerated GD, Stochastic GD, AdaGrad, RMSProp, Adam, Eigenvalues and eigenvectors, Eigenvalue Decomposition, Basis	10
3	Principal Component Analysis and its interpretations, Singular Value Decomposition, Autoencoders and relation to PCA, Regularization in autoencoders, Denoising autoencoders, Sparse autoencoders, Contractive autoencoders.	8
4	Regularization: Bias Variance Tradeoff, L2 regularization, Early stopping, Dataset augmentation, Parameter sharing and tying, Injecting noise at input, Ensemble methods, Dropout, Greedy Layerwise Pre-training, Better activation functions, Better weight initialization methods, Batch Normalization	10
5	Learning Vectorial Representations Of Words, Convolutional Neural Networks, LeNet, AlexNet, ZF-Net, VGGNet, GoogLeNet, ResNet, Visualizing Convolutional Neural Networks, Guided Backpropagation, Deep Dream, Deep Art, Fooling Convolutional Neural Networks, Encoder Decoder Models, Attention Mechanism, Attention over images.	8
Total		48

Text Books:

TB1 Deep Learning, An MIT Press book, Ian Goodfellow and YoshuaBengio and Aaron

Courville <http://www.deeplearningbook.org>.

TB2 Fundamentals of Deep Learning: Designing Next-Generation Machine Learning Algorithms by NithinBuduma, Nikhil Buduma and Joe Papa.

Reference Books:

RB1 Deep Learning From Scratch: Building with Python from First Principles by Seth Weidman published by O'Reilly.

Course Outcomes (COs)

CO 1	Remember the history of Deep Learning.
CO 2	Analyze Perceptron Learning.
CO 3	Analysis and interpretation of Principal Component.
CO 4	To apply the Dataset augmentation.
CO 5	To apply the concept of encoding.
CO 6	To evaluate the Neural Networks, LeNet, AlexNet.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2												2		
CO2	2				2	2					1	2		1	
CO3	2			1	1		1		2					1	
CO4	2	1								2		2		2	
CO5		1			3			1					2	2	
CO6			1			2			2		1		1	2	

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

MBA

Course Code	: FDRV- 410			
Course Name	: FINAL DISSERTATION REPORT			
Semester	: 4			
	L	T	P	C
Dissertation Report	-	-	6	3

L - Lecture T — Tutorial P — Practical C — Credit

Each student shall prepare a final dissertation report on a given topic from their Major Specialization subject under the guidance of an assigned faculty at the end of fourth semester.

Marks shall be awarded on the basis of student's performance judged on the following criteria:

1) Dissertation Report (100 Marks) - Internal

Students evaluation will be done on the above basis and finally the marks obtained will be converted into grades.

Course Outcomes (COs)

CO 1	Understanding all the major concepts of management in general and specialization in particular.
CO 2	Developing an in-depth understanding of the topic of final dissertation report.
CO 3	Developing an ability to implement learnings to problems in business organisations.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	3	1	2								1		
CO2	3			2								2	
CO3	2					2	1	1			1	2	

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

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MBA

Course Code	: VIVO - 411			
Course Name	: VIVA VOCE			
Semester	: 4			
	L	T	P	C
Viva Voce	-	-	6	3

L - Lecture T — Tutorial P — Practical C — Credit

Each student shall take a viva voce exam in the presence of an internal and external examiner at the end of fourth semester.

Marks shall be awarded on the basis of student's performance judged on the following criteria:

1) Viva Voce (100 Marks) - External

Students evaluation will be done on the above basis and finally the marks obtained will be converted into grades.

Course Outcomes (COs)

CO 1	Understanding all the major concepts of management in general and specialization in particular.
CO 2	Developing an in-depth understanding of the Specialization studied.
CO 3	Developing an ability to implement learnings to problems in business organisations.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	3	1	2								1		
CO2	3			2								2	
CO3	2					2	1	1			1	2	

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated