

PGDM Marketing

Sr. No.	Semester I	Credits	Hours
1	Accounting for Managers	4	40
2	Marketing Management	4	40
3	Leading & Managing Organization	4	40
4	Managerial Economics	2	20
5	Enterprise Systems Management	2	20
6	Decision Sciences	4	40
7	Lifestyle Management	2	20
8	Technology Based Business Transformation	2	20
9	Introduction to Operations Management	2	20
10	Introduction to MS Excel & Advanced Methods	4	40
11	Managerial Communication – 1	2	20
12	Verbal Skills & Quantitative Analysis – 1	2	20
13	Entrepreneurship	2	20
14	Career Management 1	4	40
	TOTAL	40	400
Sr. No.	Semester II	Credits	Hours
1	Market Research	4	40
2	Digital and Social Media Marketing	4	40
3	Integrated Marketing Communication	4	40
4	Customer Insights and Relationship Management	4	40
5	Product and Brand Management	4	40
6	Leadership Lab	2	20
7	Sales Management	4	40
8	NGO Internship	2	20
9	Managerial Communication -2	2	20
10	Advance Excel	2	20
11	Verbal Skills & Quantitative Analysis -2	2	20
12	Selling and Customer Handling	2	20
13	Career Management -2	2	20
14	Capstone Project Phase-I	2	20
	SUB TOTAL	40	400
	Industry Internship Project	8	80
Sr. No.	Semester III	Credits	Hours
1	Strategic Management	2	20
2	Business Ethics and Corporate Governance	2	20
3	SCM and Physical Distribution	2	20
4	Marketing Analytics	2	20
5	Business to Business Marketing	2	20
6	Rural Marketing	2	20
7	Services Marketing	4	40
8	Comprehensive Review Module	2	20
9	Placement Readiness Module	4	40
10	Corporate Transition Module	4	40
11	Capstone Project Phase – II	2	20
	TOTAL	28	280

Sr. No.	Semester IV	Credits	Hours
1	Capstone Project – Final	4	40
2	Retail and E – commerce Management	2	20
3	Career Management	-	-
	TOTAL	6	60
	GRAND TOTAL	122	1220

Course Code : 0207300300

Course Title : Accounting for Managers

Credit : 4

Duration : 40 hrs.

Course Outcome s	Description	Cognition	Hours	Evaluation Tools
CO1	Explain accounting principles, standards, and basic cost concepts which are required for maintaining business accounting records.	L2 Understand	3	Internal Assessment: Assignment End term - Theory
CO2	Apply accounting principles and standards for preparation of Financial Statements.	L3 Apply	9	Internal Assessment: Class test, Assignment End term: Case study
CO3	Calculate Costs and Budgets to determine profit	L 4 Analyze	6	Internal Assessment: Class test, Assignment End term: Theory & Numerical
CO4	Compute the financial statements of the companies to enable users for decision making purpose	L 4 Analyze	12	Internal Assessment: Project End term: Case Study,
CO5	Assess the financial statements of companies to foster analytical and critical thinking abilities.	L 5 Evaluate	10	Internal Assessment: Assignment, Class test, End term -Case study

Mapping with CO-PO

Scale 1- low alignment, 2- Moderate alignment, 3 – high alignment, - – No alignment

COs / Pos	PO 1	PO 2	PO 3	PO 4	PO 5
CO1	3	2	-	2	-

CO2	3	3	-	2	-
CO3	2	3	-	-	-
CO4	3	3	-	2	1
CO5	2	3	2	2	2
CO	2.6	2.8	2	2	1.5

Session Plan

Session No.	Hours	Topic	Course Outcome (CO)	Cognition	Evaluation Tools
1	2	Introduction - Accounting Principles and Concepts			
(i)	1.0	Introduction – Accounting Principles, Accounting Standards & IFRS	CO1 - Explain accounting principles, standards & IFRS	L 2 Understand	Internal Assessment: Assignment End term - Theory
(ii)	1.0	Cost Accounting concepts	CO1- Explain basic cost concepts	L 2 Understand	Internal Assessment: Assignment End term - Theory
2	3	Accounting for Depreciation			
(i)	1.0	Introduction, importance, and methods of Depreciation	CO1- Explain Accounting Principles and standards -Depreciation	L 2 Understand	Internal Assessment: Class Test
(ii)	2.0	Application of SLM Method of Depreciation	CO2 - Apply Accounting Principles and Standards -Depreciation	L 3 Apply	Internal Assessment: Class Test

3	5.5	Preparation of Financial Statements of a Sole Proprietor: Trading A/c, Profit and Loss Account and Balance Sheet			
(i)	1.5	Introduction of Financial Statements of a Sole Proprietor	CO2 - Apply Accounting Principle and Standards for the preparation of Financial Statements	L 3 Apply	Internal Assessment: Class Test
(ii)	2	Preparation of Financial Statements of a Sole Proprietor: Trading & Profit & Loss A/c	CO2 - Apply Accounting Principle and Standards for the preparation of Financial Statements	L 3 Apply	Internal Assessment: Class Test
(iii)	2	Preparation of Financial Statements of a Sole Proprietor: Balance Sheet	CO2 - Apply Accounting Principle and Standards for the preparation of Financial Statements	L 3 Apply	Internal Assessment: Class Test
4	6.5	Preparation of Financial Statements of Companies by applying the Revised Schedule III of the Companies Act, 2013: Statement of Profit and Loss, Balance Sheet			
(i)	1.5	Introduction of Financial Statements of Companies by applying the Revised Schedule III of the Companies Act, 2013	CO2 - Apply Accounting Principle and Standards for the preparation of Financial Statements of companies	L 3 Apply	Internal Evaluation Assessment: Assignment End term: Case study
(ii)	2.5	Preparation of Financial Statements of Companies -Statement of Profit and Loss	CO4 - Compute the financial statements of the companies	L 4 Analyze	Internal Evaluation: Assignment End term -Case study
(iii)	2.5	Preparation of Financial	CO4 - Compute	L 4	Internal

		Statements of Companies -Balance Sheet	the financial statements of the companies	Analyze	Evaluation: Assignment End term -Case Study
5	7	Preparation of Cash Flow Statement			
(v)	1.5	Introduction of Cash Flow Statement	CO4 - Compute the Cash Flow Statement of the companies	L 4 Analyze	Internal Assessment: Assignment End term- Case Study
(v)	5.5	Preparation of Cash Flow Statement	CO4 - Compute the Cash Flow Statement of the companies	L 4 Analyze	Internal Assessment: Assignment End term- Case Study
6	10	Tools and Techniques of Financial Statement Analysis: Comparative Statements, Common Size Statement, Trend Analysis, and Ratio Analysis			
(i)	2	Tools and Techniques of Financial Statement Analysis: Comparative Statements,	CO5 - Assess the financial statements of companies	L 5 Evaluate	Internal Assessment: Project End term - Case Study
(ii)	2	Common Size Statement and Trend Analysis,	CO5 - Assess the financial statements of companies	L 5 Evaluate	Internal Assessment: Project End term - Case Study
(iii)	4	Ratio Analysis	CO5 - Assess the financial statements of companies	L 5 Evaluate	Internal Assessment: Project End term - Case Study
(iv)	2	Analysis and assessment of Annual Reports of Listed Companies (different Sectors)	CO5 - Assess the financial statements of companies	L 5 Evaluate	Internal Assessment: Project End term - Case Study
7	6	Preparation of Cost Sheet & Budgets by using the relevant cost			

		accounting concepts			
(i)	3	Preparation of Cost Sheet	CO3 - Calculate Cost Accounting concepts for the preparation of Cost Sheet	L 4 Analyze	Internal Assessment: Class Test End term Theory & Numerical
(ii)	3	Budgets and budgetary control	CO3 - Calculate Cost Accounting concepts for the preparation of Budgets	L 4 Analyze	Internal Assessment: Assignment End term Theory & Numerical

Pedagogy

1. Lecture
2. Case Study
3. Live Projects
4. Numerical

Evaluation: -

Internal Assessment-40 %

External assessment- 60 %

Total- 100 %

Parameters of Internal Assessment:

- ✓ Attendance
- ✓ Class Participation
- ✓ Class Test
- ✓ Project
- ✓ Assignment

Assessment Mapping:

Parameters	Cos	CO1	CO2	CO3	CO4	CO5
	Marks					
Internal	40	10.00%	35.00%	10.00%	22.50%	22.50%
Class Test	10	0.00%	100.00%	0.00%	0.00%	0.00%
Project	5	0.00%	0.00%	0.00%	0.00%	100.00%
Assignment	5	0.00%	0.00%	0.00%	100.00%	0.00%
Attendance	10	20.00%	20.00%	20.00%	20.00%	20.00%
Class Participation	10	20.00%	20.00%	20.00%	20.00%	20.00%
End Term	60	16.67%	16.67%	16.67%	16.67%	33.33%

Total	100	14.00%	24.00%	14.00%	19.00%	29.00%
--------------	------------	---------------	---------------	---------------	---------------	---------------

Textbook:

1. Accounting for Managers-Dr. CA Geetanjali Pinto, Prof. Uma Ghosh, Prof. Dhaval Bhatt, Dr. CA Pinky Agarwal, Dr Rajshree Yalgi – Himalaya Publishing House, First Edition 2021

Reference Books:

1. Financial Accounting for Management - D.D. Harsolekar, Dr. CA Pinky Agarwal, Taxmann Publication Pvt Ltd. First Edition 2022
2. Accounting and Finance for Non-Finance - Jai Kumar Batra, Sage, 1/e, 2019.
3. Financial Accounting for Management – N. Ramachandran & Ram Kumar Kakani, McGraw Hill Education, 4/e, 2018.
4. Essentials of Financial Accounting – Ashish K. Bhattacharyya, PHI, 4/e, 2017
5. Accounting for Management - Dhanesh K. Khatri, McGraw Hill Education Pvt. Ltd. 1/e, 2015
6. Financial Accounting – Principles & Practices - Prof. Jawahar Lal & Dr. Seema Srivastava, Practices S. Chand, 3/e, 2014.
7. Accounting for Management – Dr. N.P. Srinivasan & Dr. M. Sakthivel Murugan, S.Chand, Revised Edition 2019.
8. A Textbook of Accounting for Management - Maheshwari & Maheshwari, VikasPublication 3/e, 2012
9. Accounting for Management - Dr. Jawahar Lal, Himalaya Publishing House, 6th edition, 2010
10. Accounting for Management - M N Arora, Himalaya Publishing House, 1st Edition, 2010

E-Books:

1. Accounting for Management – Dr. N.P. Srinivasan & Dr. M. Sakthivel Murugan, S.Chand, Revised Edition 2019, eBook.
2. Accounting for Management - S. Ramanathan, Oxford University Press, 1/e, 2019, eBook.
3. A Textbook of Accounting for Management - S N Maheshwari, Sharad K Maheshwari, Vikas Publishing House, 4/e, 2018, e-Book.
4. Accounting for Management - Lal, Jawahar., Himalaya Pub. House., 2019, eBook.

Semester : **I**
Course Title : **Marketing Management**
No of Credits : **4**
Contact Hours : **40 hrs**

Course Outcomes	Description	Cognition	Hours	Evaluation Tools
CO1	Explain the basics of Marketing, concepts, theories, principles for organizational, customer and societal value	L2: Understand	10	<u>End Term</u> - case study, short answers
CO2	Apply the Value creation and delivery concepts in the context of competitive environment to benefit the stakeholders	L3: Apply	10	<u>Internal</u> - assignment, class test <u>End Term</u> - Case study, short answers
CO3	Examine the competitive environment and integrate the marketing strategies for better marketing decisions	L4: Analyse	9	<u>Internal</u> - Case study, assignment <u>End Term</u> - short answers
CO4	Assess the potential market segments to target and position effectively for profitable business opportunities	L5: Evaluate	7	<u>Internal</u> - Class test, case study discussion <u>End Term</u> - case study, short answers
CO5	Apply marketing mix strategies for value creation to all the stakeholders	L3: Apply	4	<u>Internal</u> -detailed presentation of all a brand launch with all the concepts embedded <u>End Term</u> - Case study, short answers

Mapping CO with PO

Scale 1- low alignment, 2- Moderate alignment, 3 – high alignment, - – No alignment

CO Code	PO1	PO2	PO3	PO4	PO5
CO 1	3	2	0	0	0
CO 2	3	2	2	3	2
CO 3	3	3	2	0	0
CO 4	3	3	0	3	0
CO 5	3	3	2	3	2
CO	3.0	2.6	2.0	3.0	2.0

Sr. No	Session plan Hrs	Units	Cos	Cognition	Evaluation Tools
1	10	Introduction to Marketing			
(i)	10	Introduction – demand states, Sales Vs Marketing, types of marketing, customer satisfaction, loyalty and Value	CO1 - Explain the basics of Marketing, concepts, theories, principles for organizational, customer and societal value	L2: Understand	<u>End term:</u> Case study/short answers
2	10	Strategic Marketing			
(i)	10	Strategic Marketing planning, competition analysis, environment scanning, core competence and competitive advantage	CO2 – Apply the Value creation and delivery concepts in the context of competitive environment to benefit the stakeholders	L3: Apply	<u>Internal Evaluation:</u> Assignment, class test <u>End term:</u> Case study/short answers
3	9	Marketing mix and competition			
(i)	9	STP, consumer behavior analysis, introducing marketing mix, product strategies	CO3 - Examine the competitive environment and integrate the marketing strategies for better marketing decisions	L4: Analyse	<u>Internal Evaluation:</u> Case study Analysis, Assignment <u>End term:</u> Short answers

4 7 Marketing mix (contd)

(i)	7	Pricing, marketing communication, distribution channels, retailing	CO4- Assess the potential market segments to target and position effectively for profitable business opportunities	L5: Evaluate	<u>Internal Evaluation:</u>
					Class test, Case study (critical assessment) <u>End term:</u> Case study Short answers

5 4 Applied Marketing strategies for value creation

(i)	4	Project – embedding the major marketing concepts	CO5 – Apply marketing mix strategies for value creation to all the stakeholders	L3 Apply	<u>Internal Evaluation:</u>
					A detailed presentation on a new brand creation, covering all the major marketing concepts supported by a report <u>End term:</u> Case study/short answers

Pedagogy

- Lecture
- Case Studies
- Presentation and assignments
- Articles reading

Evaluation

Internal	40%
External	60%
Total	100%

Parameters of Internal Assessment:

- ✓ Attendance
- ✓ Class Participation
- ✓ Class Test
- ✓ Case study discussion
- ✓ Assignments
- ✓ Projects

Assessment Mapping

Parameter	Marks	CO 1	CO 2	CO 3	CO 4	CO 5
Internal	40		20%	26%	24%	30%
Attendance	10	20%	20%	20%	20%	20%
Class Participation	10	20%	20%	20%	20%	20%
Class Test	5	-	40%	-	60%	-
Case study discussion	5	-	-	60%	40%	-
Assignments	5	-	50%	50%	-	-
Projects	5	-	30%	30%	20%	20%
End Term	60	20%	15%	30%	20%	15%

Textbook:

Book Title	Name of Author	Publisher	Edition No.	Year
Marketing Management	Philip Kotler & Levin Lane Keller	Pearson	15 th	2015

Reference Book:

Book Title	Name of Author	Publisher	Edition No.	Year
Marketing Management	Rajan Saxena	McGraw Hill	6 th	2019
Marketing Management – Indian context with global perspective	V S Ramaswamy & NamaKumari	McGraw Hill	5 th	2017

E-Books:

Book Title	Name of Author	Publisher	LinL	Year
Marketing Management with Indian cases	Philip Kotler & Levin Lane Keller	Pearson	https://1lib.in/booL/5285475/1e8c03	2017
Strategic Marketing Management: planning, implementation and control	Richard MS Wilson, Colin Gilligan	Butterworth-Heinemann	https://1lib.in/booL/701127/32ede3	2005

Course Title : **Leading and Managing Organization**
Semester : **I**
Credit : **4**
Duration : **40 Hrs**

Course Outcome	Description	Cognition	Hours	Evaluation Tools
CO1	Explain management concepts at workplace for better performance in the organisation.	L2 Understand	5.0	<u>Internal</u> Evaluation: Assignment & Class Test & Theory Question in End term exam
CO2	Interpret contemporary HR practices for better workplace productivity.	L3 Apply	7.5	<u>Internal</u> Evaluation: Class Test, Question in end term exam
CO3	Correlate HR systems and individual behaviour for building up the strong culture	L4 Analyse	5.5	<u>Internal</u> Evaluation: Assignment, End term exam
CO4	Examine individual and team behavior for effective people management	L4 Analyse	10.0	<u>Internal</u> Evaluation: Question in End term exam, Assignments
CO5	Asset management functions including human resource practices for improving holistic organization performance	L5 Evaluate	12.0	<u>Internal</u> Evaluation: Project, Class test Question in End term exam.

Mapping with CO-PO

1 – Low, 2 – Medium, 3 – High, 0 – Low

COs / Pos	PO 1	PO 2	PO 3	PO 4	PO5
CO1	3	2	2	1	-
CO2	2	3	2	2	-
CO3	2	3	2	1	2
CO4	3	3	2	2	3
CO5	2	3	3	2	3
CO EQ	2.4	2.8	2.2	1.6	2.5

Session Plan

Sr.	Hours	Topic	COs	Cognition	Evaluation
-----	-------	-------	-----	-----------	------------

No					tools
1	5	Introduction to Management Concepts			
1.1	2	Importance of Management, Functions of Managers, Introduction to Human Resource Management, Introduction to Organizational Behaviour.	CO 1 Explain management concepts at workplace for better performance in the organisation.	L2: Understand	<u>Internal</u> Evaluation: Project, Class test Question in End term exam.
1.2	1	Skills & Roles of Managers,	CO1 Explain management concepts at workplace for better performance in the organisation.	L2: Understand	<u>Internal</u> Evaluation: Project, Class test Question in End term exam.
1.3	2	Evolution of Management Thoughts, New & Old Economy	CO1 Explain management concepts at workplace for better performance in the organisation.	L2 : Understand	<u>Internal</u> Evaluation: Project, Class test Question in End term exam.
2	2	Planning			
2	2	Definition, Need, importance Planning, levels of Planning & Strategic Planning Process.	CO2 Interpret contemporary HR practices for better workplace productivity.	L3: Apply	<u>Internal</u> Evaluation: Project, Class test Question in End term exam.
3	2	Structuring			
3	2	Definition, Need, Importance of Structuring. Types of Organisational structure. structuring in Organizations	CO2 Interpret contemporary HR practices for better workplace productivity.	L3: Apply	<u>Internal</u> Evaluation: Project, Class test Question in End term exam.
4	2	Organizing and controlling			
4.1	1	Definition of Organizing, Scope, need and importance Organizing Function, Elements of Organizing,	CO2 Interpret contemporary HR practices for better workplace productivity.	L3: Apply	<u>Internal</u> Evaluation: Project, Class test Question in End term exam.
4.2	1	Managerial Control Process, Types of Control, Control Techniques. Application of Controlling Techniques	CO2 Interpret contemporary HR practices for	L3: Apply	<u>Internal</u> Evaluation: Project, Class test Question in

			better workplace productivity.		End term exam.
5	1	Leadership			
5.1	1	Definition, Importance, Leadership Traits,	CO2 Interpret contemporary HR practices for better workplace productivity.	L3: Apply	<u>Internal</u> Evaluation: Project, Class test Question in End term exam.
5.2	1	Styles of leadership Leading for High performance Team	CO3 Correlate HR systems and individual behaviour for building up the strong culture	L4: Analyse	<u>Internal</u> Evaluation: Project, Class test Question in End term exam.
6		Human Resource Management			
6.1	1	Introduction, Functions, need of HRM.	CO2 Interpret contemporary HR practices for better workplace productivity.	L3: Apply	<u>Internal</u> Evaluation: Project, Class test Question in End term exam.
6.2	1	Skills and competencies of an hr Manager. Role of Line manager as HR Manager	CO3 Correlate HR systems and individual behaviour for building up the strong culture	L4: Analyse	<u>Internal</u> Evaluation: Project, Class test Question in End term exam.
7	2	Recruitment and Selection.			
7.1	1	Definition, Need and Importance. Recruitment process, Selection Process.	CO2 Interpret contemporary HR practices for better workplace productivity.	L3: Apply	<u>Internal</u> Evaluation: Project, Class test Question in End term exam.
7.2	1	Definition of Interview and Interview Techniques	CO2 Interpret contemporary HR practices for better workplace productivity.	L3: Apply	<u>Internal</u> Evaluation: Project, Class test Question in End term exam.
8	2	Performance Management			
8.1	1	Definition of Performance Management, Need and importance.	CO2 Interpret contemporary HR practices for better workplace productivity.	L3: Apply	<u>Internal</u> Evaluation: Project, Class test Question in End term exam.

8.2	1	Definition of KRA and KPI. Methods of PMS. Modern methods of Appraisal.	CO2 Interpret contemporary HR practices for better workplace productivity	L3: Apply	<u>Internal</u> Evaluation: Project, Class test Question in End term exam.
9	2	Compensation and Benefits			
9.1	1	Definition, need for and importance of compensation. Types of compensation.	CO2 Interpret contemporary HR practices for better workplace productivity	L3: Apply	<u>Internal</u> Evaluation: Project, Class test Question in End term exam.
9.2	1	Components of employee compensation and CTC	CO5 Asset management functions including human resource practices for improving holistic organization performance	L4: Analyse	<u>Internal</u> Evaluation: Project, Class test Question in End term exam.
10	4	Introduction to OB and Personality			
10.1	2	Definition of OB, Definition of personality, types of personality,	CO4 Examine individual and team behavior for effective people management	L4: Analyse	<u>Internal</u> Evaluation: Project, Class test Question in End term exam.
10.2	2	Attributes that shape up the personality & Personal Effectiveness, Personality Attributes, Personality Testing	CO3 Correlate HR systems and individual behaviour for building up the strong culture	L4: Analyse	<u>Internal</u> Evaluation: Project, Class test Question in End term exam.
11	5	Perception and Individual Decision Making			
11.1	2	Overview of Perception, Attribution Theory, Perception and Individual Decision Making	CO3 Correlate HR systems and individual behaviour for building up the strong culture	L4: Analyse	<u>Internal</u> Evaluation: Project, Class test Question in End term exam.
11.2	2	Attitude, Values and Job Satisfaction, Managerial implication & application in industry	CO4 Examine individual and team behavior	L4: Analyse	<u>Internal</u> Evaluation: Project, Class

			for effective people management		test Question in End term exam.
11.3	1	Defining Attitude, Components of Attitude, Attitude & Behaviour Relationship, Major Job Attitudes	CO4 Examine individual and team behavior for effective people management	L4: Analyse	<u>Internal</u> Evaluation: Project, Class test Question in End term exam.
12	4	Motivation and Motivation theories			
12.1	2	Motivation Concepts and Application: Defining Motivation, Theories of Motivation, Maslow, Mc Gregor, McClelland, Herzberg	CO3 Correlate HR systems and individual behaviour for building up the strong culture	L4: Analyse	<u>Internal</u> Evaluation: Project, Class test Question in End term exam.
12.2	2	Theories of Motivation, Maslow, Mc Gregor, McClelland, Herzberg	CO3 Correlate HR systems and individual behaviour for building up the strong culture	L4: Analyse	<u>Internal</u> Evaluation: Project, Class test Question in End term exam.
13	4	Group and Group Dynamics			
13.1	3	Foundations of Group Behaviour, Group Development Process, Understanding Work Team Effectiveness, Building Interpersonal Relationship, Transactional analysis	CO4 Examine individual and team behavior for effective people management	L4: Analyse	<u>Internal</u> Evaluation: Project, Class test Question in End term exam.
13.2	1	Power & Politics, Bases of Power, Implications for Managers	CO4 Examine individual and team behavior for effective people management	L4: Analyse	<u>Internal</u> Evaluation: Project, Class test Question in End term exam.
14	4	Conflict and Stress Management			
14.1	1	Definition of conflict, reasons of conflict , Conflict management techniques	CO4 Examine individual and team behavior for effective people management	L4: Analyse	<u>Internal</u> Evaluation: Project, Class test Question in End term exam.
14.2	3	Definition of Stress, Reasons of Stress, stress management techniques, Role of Organisation in managing employee stress,	CO5 Asset management	L5 Evaluate	<u>Internal</u> Evaluation: Project, Class

		wellness at workplace and its importance.	functions including human resource practices for improving holistic organization performance		test Question in End term exam.
--	--	---	--	--	---------------------------------

Pedagogy
1. Lecture
2. Case Study
3. News/Article Analysis
4. Live Activity/Exercise
5. Videos

Parameters of Internal Assessment:

1. Project
2. Assignment
3. Test
4. Class Participation
5. Attendance

Evaluation:	
Internal Assessment	40%
External Assessment	60 %
Total	100%

Assessment Mapping

Parameter	Marks	CO 1	CO 2	CO 3	CO 4	CO 5
Internal	40	21%	21%	21%	21%	15%
Attendance	10	20%	20%	20%	20%	20%
Class Participation	10	20%	20%	20%	20%	20%
Class Test	5	50%	50%	0	0	0%
Assignments	5	0	0	50%	50%	0
Projects	10	20%	20%	20%	20%	20%
End Term	60	10%	20%	20%	25%	25%
Total	100	15%	21%	21%	24%	21%

Textbook:

1. Management Theory and Practice (Text & Cases) - Dr. P Subba Rao & Venkatram Tej Kumar, Himalaya Publis hing House, 2nd Edition, 2014

Reference Books:

1. New Era of Management - Richard L. Daft, CENGAGE Publisher, 2nd edition, Reprint- 2012
2. Principles of Management - P C Tripathi & P N Reddy, Tata McGraw Hill, 5th Edition, 2012
3. Essential of Management - An International, - Harold Koontz & Heinz Weihrich, Tata

- | | |
|--|---|
| Innovation, & Leadership Perspective | McGraw Hill, 10 th Edition, 2015. |
| 4. Management & Organizational Behaviour | - Ramesh B Rudani, Tata Mac Graw Hill, 1 st Edition, 2011 |
| 5. Human Resource Management | - Gary Dessler & Biju Varkkey, Pearson, 14 th Edition, 2016 |
| 6. Human Resource Management – | - Sharon Pande & Swapnalekha Basak, Vikas Text & Cases Publishing House Pvt. Ltd., 2 nd Edition, 2015 |
| 7. Human Resource Management | - Seema Sanghi, Vikas Publishing House Pvt. Ltd., 1 st Edition, 2014. |
| 8. Human Resource Management – | - A. Din Pangotra, Asian Books Pvt. Ltd., with Practical Up-Gradation 1 st Edition, 2013 |
| 9. Organizational Behaviour – Text & Cases | - Kavita Singh, Vikas Publishing House Pvt. Ltd., 3 rd Edition, 2015. |
| 10. Organizational Behaviour – A Modern | - Arun Kumar & N Meenakshi, Vikas Approach Publishing House Pvt. Ltd., 1 st Edition, 1 st Reprint 2014. |

E Books:

<http://open.lib.umn.edu/principlesmanagement/>

<http://www.freebookcentre.net/business-books-download/Introduction-to-Principles-of-Management.html>

<https://bookboon.com/en/management-organisation-ebooks>

<https://learnmgt.weebly.com/ebooks.html>

<https://open.umn.edu/opentextbooks/BookDetail.aspx?bookId=30>

<http://bookboon.com/en/organisational-behaviour-ebook>

<https://www.free-ebooks.net/ebook/Management-and-Organization-Behavior>

http://bba12.weebly.com/uploads/9/4/2/8/9428277/organizational_behavior_15e_-_stephen_p_robbins__timothy_a_judge_pdf_qwerty.pdf

<http://www.saylor.org/books>

<https://bookboon.com/en/hrm-ebooks>

<https://www.ciphr.com/features/seven-best-hr-ebooks/>

<http://www.e-booksdirectory.com/listing.php?category=439>

Course Title : **Managerial Economics**
Semester : **I**
Credit : **2**
Duration : **20 hrs**

Course Outcome	Description	Cognition	Hours	Evaluation Tools
After the completion, of the course, students should be able to				
CO1	Understand the fundamental theories and concepts of managerial economics.	L2: Understand	3.75	Internal Evaluation: Class Test & Assignment End term: Theory Question
CO2	Apply the key concepts and techniques of microeconomics to recognize and solve business problems faced by an organization.	L3: Apply	3.75	Internal Evaluation: Class Test & Assignment End term: Theory Question
CO3	Examine the relationship between production function and cost for managerial decision-making.	L4: Analyze	2.5	Internal Evaluation: Class Test & Assignment End term: Numerical/Theory Question
CO4	Analyze the impact of macroeconomic factors on business decision-making.	L4: Analyze	6.25	Internal Evaluation: Class Test & Assignment End term: Theory Question
CO5	Evaluate the intent and outcomes of monetary and fiscal policies to address the economic issues.	L5: Evaluate	3.75	Internal Evaluation: Class Test & Assignment End term: Theory Question

Mapping with CO-PO

1 – Low, 2 – Medium, 3 – High, 0 – Low

COs	PO1	PO2	PO3	PO4	PO5
CO-1	3	2	1	3	1
CO-2	3	3	2	3	2
CO-3	3	3	2	3	2
CO-4	3	3	2	3	2
CO-5	3	3	2	3	2
CO	3	2.8	1.8	3	1.8
CO EQ	3	3	2	3	2

Session Plan:

Session	Hours	Topic	COs	Cognition	Evaluation Tools
1	1.25	The Nature and Scope of Managerial Economics and			

		Theory of the Firm			
	1.25	<ul style="list-style-type: none"> ✓ What is Economics and Managerial Economics? - Scope of Managerial Economics. ✓ Economic Principles: Concept of Scarcity, Opportunity Cost, PPC, Margin, Increment & Discounting Principle. ✓ Objective of the Firm: Maximization Theory of Profit, Sales Revenue, Growth, Managerial Utility Function & the Wealth of Stockholders under risk and uncertainty. 	CO-1 Understand the fundamental theories and concepts of managerial economics.	L2: Understand	Class Test Assignment <u>End term</u> Theory Question
2 & 3	2.50	Demand, Supply, and Market Equilibrium			
	0.50	<ul style="list-style-type: none"> ✓ Definition of Demand - Demand Function - Law of Demand ✓ Law of Supply - Supply Function, Schedule 	CO-1 Understand the fundamental theories and concepts of managerial economics.	L2: Understand	Class Test Assignment <u>End term</u> Theory Question
	2.00	<ul style="list-style-type: none"> ✓ Demand and Various Types of Goods - Demand Schedule and Demand Curve - Determinants of Demand - Changes in Quantity Demanded Vs. Changes in Demand - Individual Demand and Market Demand. ✓ Supply Schedule and Supply Curve - Determinants of Supply - Change in Quantity Supplied Vs. Change in Supply - Individual Supply and Market Supply. ✓ Market Equilibrium - Effects of Changes and Simultaneous Changes in Demand and Supply. 	CO-2 Apply the key concepts and techniques of microeconomics to recognize and solve business problems faced by an organization.	L3: Apply	Class Test Assignment <u>End term</u> Theory Question
4	1.25	Elasticity of Demand			
	1.25	<ul style="list-style-type: none"> ✓ Price Elasticity of Demand -Degrees of Elasticity - Point and Arc Elasticity - Price Elasticity and Total Revenue. ✓ Cross-Price Elasticity ✓ Income Elasticity 	CO-2 Apply the key concepts and techniques of microeconomics to recognize and solve business problems faced by an organization.	L3: Apply	Class Test Assignment <u>End term</u> Theory Question
5 & 6	2.50	Supply-Side Economics: Theory of Production and Cost			

	2.50	<ul style="list-style-type: none"> ✓ Definition of Production - Short Run and Long Run Function of Production - Classification of Factors of Production - Law of Diminishing Marginal Returns. ✓ Concepts of Revenue: Total Revenue (TR) and Marginal Revenue (MR). ✓ Cost Concepts - Costs Curve in the Short Run and Long Run - Returns to Scale – Break-Even Analysis - Margin of Safety - Total Economic Cost - Economic Profit. 	CO-3 Examine the relationship between production function and cost for managerial decision-making.	L4: Analyze	Class Test Assignment <u>End term</u> Numerical/Theory Question
7	1.25	Market Structure: Introduction and Basic Features			
	1.25	Market Morphology - Perfect Competition, Monopoly, Monopolistic Competition, and Oligopoly: Market Features – Existence in Real World(examples).	CO-1 Understand the fundamental theories and concepts of managerial economics.	L2: Understand	Class Test Assignment <u>End term</u> Theory Question
8 & 9	2.50	Nature and Scope of Macroeconomics and National Income: Concept and Measurement			
	1.25	<ul style="list-style-type: none"> ✓ Definition and Nature of Macroeconomics - Circular Flow: Two, Three and Four Sector Economy - Aggregate Demand & Supply - Consumption & Investment. 	CO-1 Understand the fundamental theories and concepts of managerial economics.	L2: Understand	Class Test Assignment <u>End term</u> Theory Question
	1.25	<ul style="list-style-type: none"> ✓ National Income: GDP/GNP, Nominal, Real and Deflator - GDP at Factor Cost & Market Price - Methods of Measuring National Income – NDP, National Income (NI) and Per-Capita Income (PCI) - Personal Income (PI) and Disposable Income (DI) - National Income Estimates Based on New Series (Base Year 2011-12) – GVA. 	CO-4 Analyze the impact of macroeconomic factors on business decision-making.	L4: Analyze	Class Test Assignment <u>End term</u> Theory Question
10 & 11	2.50	Inflation: Theories and Control Measures			
	2.50	<ul style="list-style-type: none"> • Inflation, Deflation, Disinflation, and Stagflation - Methods of Measuring Inflation: WPI/PPI, CPI and GDP Deflator - Kinds of Inflation - Degrees or Types of Inflation. 	CO-4 Analyze the impact of macroeconomic factors on business decision-making.	L4: Analyze	Class Test Assignment <u>End term</u> Theory Question

		<ul style="list-style-type: none"> Modern Theories of Inflation - Demand-Pull and Cost-Push Inflation - Inflation and Money Supply - Inflation and Interest Rates - Effects of Inflation - Philips Curve - Policy Measures to Control Inflation. 			
12 & 13	2.50	Monetary Policy			
	2.50	<ul style="list-style-type: none"> Evolution of Money – Functions of Money - The Value of Money - The Quantity Theory of Money - The Neutrality of Money. Demand for Money and Supply of Money - Money Creation by the Commercial Bank - Banks and the Money Supply - The Money Multiplier - Deposit Creation and Deposit Multiplier - Credit Multiplier. Monetary Policy: Meaning, Scope, and Quantitative and Qualitative Instruments. 	CO-5 Evaluate the intent and outcomes of monetary and fiscal policies to address the economic issues.	L5: Evaluate	Class Test Assignment <u>End term</u> Theory Question
14	1.25	Fiscal Policy and Union Budget			
	1.25	<ul style="list-style-type: none"> Meaning and Objectives of Fiscal Policy - Fiscal Instruments & Target Variables - Fiscal Deficit - Union Budget 2022-2023. 	CO-5 Evaluate the intent and outcomes of monetary and fiscal policies to address the economic issues.	L5: Evaluate	Class Test Assignment <u>End term</u> Theory Question
15 & 16	2.50	Balance of Payment			
	2.50	<ul style="list-style-type: none"> Meaning, Purpose, and Structure of Balance of Payments: Basic Principles - Balance of Trade (BOT) - Assessment of BOP Disequilibrium - Capital Account Convertibility - Special Drawing Rights. Calculating Exchange Rate Changes - Appreciation, Depreciation, Devaluation, and Revaluation - Exchange Rate in Free Market and Fixed Exchange Rate System - The Real Exchange Rate: NEER and REER - Purchasing Power Parity. 	CO-4 Analyze the impact of macroeconomic factors on business decision-making.	L4: Analyze	Class Test Assignment <u>End term</u> Theory Question

Pedagogy	
1. Lecture	
2. Case Study	
3. News/Article Analysis	
4. Live Activity/Exercise	
5. Videos	
Evaluation:	
Internal	40%
External	60%

Total	100%
-------	------

Evaluation:
Internal Assessment
External Assessment
Total

External Assessment:

End Term Examination

Parameters of Internal Assessment:

1. Class Test
2. Assignment
3. Class Participation
4. Attendance

Assessment Mapping:

Parameter	Marks	CO-1	CO-2	CO-3	CO-4	CO-5
Internal	20	17.5%	20%	20%	22.5%	20%
Attendance	5	20%	20%	20%	20%	20%
Class Participation	5	20%	20%	20%	20%	20%
Class Test	5	10%	20%	20%	30%	20%
Assignment	5	20%	20%	20%	20%	20%
End Term	30	10%	20%	20%	30%	20%

Textbook:

Managerial Economics (ME) D. N. Dwivedi, 9th Edition, Vikas Publishing House Pvt Ltd, 2022.

Reference Books:	
Managerial Economics (MEG)	Geetika, Piyali Ghosh and Purba Roy Choudhury, 3rd Edition, McGraw Hill Education Pvt Ltd, 2017.
Managerial Economics Principles and Worldwide Applications (MEPWA)	Dominick Salvatore and Siddhartha K. Rastogi, 8th edition, Oxford University Press, 2016.
Managerial Economics (MEK)	Paul G. Keat, Philip K.Y. Young and Sreejata Banerjee, 7th Edition, Pearson Education, New Delhi, 2017.
Managerial Economics (MET)	Christopher R. Thomas, S. Charles Maurice, and Sumit Sarkar, 9 th Edition, Tata McGraw Hill Education Pvt Ltd, New Delhi, 2011.
Macroeconomics Policy Environment (MPE)	Shyamal Roy, 2 nd Edition, McGraw Hill Education Pvt Ltd, New Delhi, 2016.
Principles of Economics	N. Gregory Mankiw, 7th Edition, Cengage Learning India Pvt Ltd, 2015.
Economics	Lipsey and Chrystal, 13 th International Edition, Oxford University Press, 2015.
Macroeconomics	Dornbusch Rudiger, Fischer, Stanley, Startz, 12th Edition, McGraw Hill Education, 2018.

eBooks:	
Managerial Economics (ME)	D. N. Dwivedi, 8th Edition, Vikas Publishing House Pvt Ltd, 2015.
Managerial Economics	Suma Damodaran, 2nd edition, Oxford University Press, 2010.
Principles of Economics	N. Gregory Mankiw, 7th Edition, Cengage Learning India Pvt Ltd, New Delhi 2015.
Managerial Economics	R. Panneerselvam, P. Sivasankaran & P. Senthilkumar, 1st Edition Cengage Learning India Pvt Ltd, 2018.
Managerial Economics Principles and Worldwide	Dominick Salvatore and Siddhartha K. Rastogi, 9th edition, Oxford University Press, 2020.

Applications (MEPWA)	
Microeconomics: Markets, Methods, and Models	Douglas Curtis and Ian Irvine, LYRYX Service Course Solution, 2014. https://laecon1.lyryx.com/textbooks/OPEN_CURTIS_MIC_1/marketing/CurtisIrvine-Microeconomics-2017A.pdf
Simplified Principles of Microeconomics	Hazbo Skoko, 1 st Edition, Bookboon.com, 2015. https://bookboon.com/en/simplified-principles-of-microeconomics-ebook#download
Principles of Microeconomics for AP courses	Timothy Taylor, Openstax College, Rice University, 2015. https://d3bxy9euw4e147.cloudfront.net/oscms-prodcms/media/documents/PrinciplesofMicroeconomicsforAPCourses-OP.pdf
Principles of Economics	Timothy Taylor, Openstax College, Rice University, 2014. https://d3bxy9euw4e147.cloudfront.net/oscms-prodcms/media/documents/PrinciplesofEconomics-OP.pdf
Essentials of Macroeconomics	Peter Jochumzen, 1 st Edition, Bookboon.com, 2010. https://bookboon.com/en/macroeconomics-uk-ebook
Practical Guide to Contemporary Economics	Yuri Yevdokimov, Bookboon.com, 2012. https://bookboon.com/en/practical-guide-to-contemporary-economics-ebook

Course Title: Enterprise Systems Management
Semester: I
Credit: 2
Duration: 20 hours

Course Outcomes	Description	Cognition	Hours	Evaluation Tools
CO1	Understand various information systems concepts and e-commerce strategies to improve managerial decision-making.	L2: Understand	2	<u>Internal</u> Quiz, Test <u>End Term-</u> Theory
CO2	Apply various information systems strategies and database concepts to upgrade decision-making practices.	L3: Apply	6	<u>Internal-</u> Practical <u>End Term-</u> Theory
CO3	Apply various e-commerce strategies to achieve innovative digital markets.	L3: Apply	2	<u>Internal-</u> Test, Practical <u>End Term-</u> Theory
CO4	Analyse enterprise systems strategies to gauge their impact on business decisions.	L4: Analyse	3	<u>Internal-</u> Test, Assignment <u>End Term-</u> Theory
CO5	Assess the impact of futuristic and challenging trends in enterprise systems.	L5: Evaluate	3	<u>Internal-</u> Assignment <u>End Term-</u> Theory

Mapping with CO-PO

Scale 1- low alignment, 2- Moderate alignment, 3 – high alignment, - – No Alignment

COs / Pos	PO 1	PO 2	PO 3	PO 4	PO 5
CO1	3	2	2	2	-
CO2	3	3	3	-	1
CO3	3	3	3	-	1
CO4	3	2	3	3	1
CO5	3	2	3	3	2
CO	3	2.6	3	1.6	1.25

Session Plan

Sr. No	Hours	Units	COs	Cognition	Evaluation Tools
		Introduction to ESM			
1	2	<ul style="list-style-type: none"> ✓ Introduction to Enterprise Systems Management ✓ Introduction to database concepts ✓ Introduction to e-commerce concepts and strategies 	CO1: Understand various information systems concepts and e-commerce strategies to improve managerial decision-making.	L2: Understand	<u>Internal Quiz, Test</u> <u>End Term-Theory</u>
		ERP Module - 1			
2	3	<ul style="list-style-type: none"> ● ERP Modules - An insight into TPS, MIS, DSS, ESS, and their applications ● ERP, SCM, KMS, and CRM applications ● ERP System Configuration and Integration ● ERP implementation challenges ● SCM implementation challenges ● SCM Types ● CRM implementation challenges 	CO2: Apply various information systems strategies and database concepts to upgrade decision-making practices.	L3: Apply	<u>Internal-Practical</u> <u>End Term-Theory</u>
		ERP Module - 2			
3	3	<ul style="list-style-type: none"> • Database Management Systems • Structured Query Language Practical • Business Intelligence • Business Analytics • Big Data Analytics • Difference between Business Intelligence, Business Analytics, and Big Data Analytics 	CO2: Apply various information systems strategies and database concepts to upgrade decision-making practices.	L3: Apply	<u>Internal-Practical</u> <u>End Term-Theory</u>
		ERP Module - 2			

4	3	<ul style="list-style-type: none"> ERP, SCM, and CRM -the best fit for the chosen industry. Employee Table, Product Table, and Supplier Table in MS Access. E-Commerce Strategies as per Changing Business Trends. 	CO3: Apply various e-commerce strategies to achieve innovative digital markets.	L3: Apply	<u>Internal-Test, Practical End Term-Theory</u>
		ERP Module - 1			
5	1	<ul style="list-style-type: none"> ERP, SCM, and CRM Project Design & Planning Process, Success factors of a good ERP, SCM, and CRM. How to leverage ERP, SCM, and CRM systems to enhance and improve better decision-making in organizations. 	CO4: Analyse enterprise systems strategies to gauge their impact on business decisions.	L4: Analyse	<u>Internal-Test, Assignment End Term-Theory</u>
6	1	<ul style="list-style-type: none"> How do DBMS, Business Intelligence, Business Analytics & Big Data Analytics support Decision Making? Structured Query Language Analysis 	CO4: Analyse enterprise systems strategies to gauge their impact on business decisions.	L4: Analyse	<u>Internal-Test, Assignment End Term-Theory</u>
		E-commerce			
7	1	<ul style="list-style-type: none"> E-Commerce Unique features of e-commerce, Assess digital markets, and digital goods strategies. How has e-commerce transformed marketing? 	CO4: Analyse enterprise systems strategies to gauge their impact on business decisions.	L4: Analyse	<u>Internal-Test, Assignment End Term-Theory</u>
		E-commerce			
8	2	<ul style="list-style-type: none"> How has e-commerce transformed marketing? How has e-commerce affected B2B transactions? What is the role of m-commerce in business and what are the most important m-commerce applications? What issues must be addressed when 	CO 5: Assess the impact of futuristic and challenging trends in enterprise systems.	L5: Evaluate.	<u>Internal-Assignment End Term-Theory</u>

		building an e-commerce presence? <ul style="list-style-type: none"> • Types of E-Commerce • E-Commerce Payment Systems 			
--	--	--	--	--	--

Pedagogy

1. Lecture
2. Case Studies
3. Presentation and assignments
4. Projects

Evaluation

Internal	40%
External	60%
Total	100%

Parameters of Internal Assessment:

1. Attendance
2. Class Participation
3. Class Test
4. Class Activity
5. Assignments
6. Projects

Assessment Mapping

Parameter	Marks	CO 1	CO 2	CO 3	CO 4	CO 5
Internal	40	15%	18%	22%	24%	21%
Attendance	10	20%	20%	20%	20%	20%
Class Participation	10	20%	20%	20%	20%	20%
Class Test	10	30%	30%	15%	15%	10%
Class Activity	5	10%	20%	30%	20%	20%
Assignments	5	-	20%	20%	30%	30%
Projects	10	-	-	30%	40%	30%
End Term	60			30%	40%	30%

Textbook:

Book Title	Name of Author	Publisher	Edition No.	Year

Management Information Systems -Managing the digital firm-	Kenneth C. Laudon & Jane P. Laudon	Pearson	16th	2022
---	---------------------------------------	---------	------	------

Reference Books:

Book Title	Name of Author	Publisher	Edition No.	Year
Management Information Systems	James A O'Brien, George M Marakas & Ramesh Behl	Tata McGraw Hill	12th	2018
Enterprise Resource Planning - Demystified	Alexis Leon	Tata McGraw Hill	2nd	2016
Management Information system	James A O'brien	Tata McGraw Hill	5 th	2016
Enterprise Resource Planning	Mary Sumner	Pearson		2015
Management Information Systems	Davis and Olson	Tata McGraw Hill	2nd	2017
Management Information Systems	Effy oz	Cengage Learning	6th	2019

E-Books:

Book Title	Name of Author	Publisher	Link	Year
MIS			http://www.uotechnology.edu.iq/depts/mypdf/subjects/4is/4mis.pdf	
MIS			http://www.academia.edu/5275161/Management_Information_Systems_12th_Edition_	
MIS			https://drive.google.com/file/d/1Arp1vggiOgxjksUrIscOBlt7b5Q8vvNF/view	
Introduction to MIS			https://drive.google.com/file/d/1DQ48mt_EbzBRRCX_Zyzmtz6SOhdsoagL/view	
MIS – Basic Concepts			https://drive.google.com/file/d/1xhxT8ReGYpmlfApE8lBXij0cCGH7Ji9F/view	
MIS			https://www.sigc.edu/departments/mba/studymet/ManagmentInformationSystem.pdf	
MIS			http://dinus.ac.id/repository/docs/ajar/Kenneth_C.Laudon,Jane_P_.Laudon_-_Management_Information_Sysrem_13th_Edition_.pdf	
MIS			http://www.pearsonmiddleeastawe.com/pdfs/SAMPLE-MIS.pdf	

MIS			Managing the digital firm - http://iefb.weebly.com/uploads/1/4/2/4/14240576/libri_per_msi.pdf	
ERP - Making it happen			http://www.labee.ufsc.br/~luis/egcec/livros/ERP/ERP%20-%20Making%20It%20Happen.pdf	
ERP - Global opportuni ties and challenge s			<a href="http://www.csbd.edu.in/csbd-
old/pdf/Enterprise_Resource_Planning.pdf">http://www.csbd.edu.in/csbd- old/pdf/Enterprise_Resource_Planning.pdf	
Thinking about ERP -			https://www.syspro.com/dl/EB/SYSPRO-Thinking-About-ERP-ALL-EB.pdf	
Open ERP			http://brochures.sisalp.fr/openerp-book-v6.pdf	
Business Analysis	Steve n P.Blai s		Best Practices for Success	

Semester : **I**
Course Title : **Decision Sciences**
No of Credits : **4**
Contact Hours : **40 hrs**

Course Outcomes	Description	Cognition	Hours	Evaluation Tools
CO1	Understand the various statistical concepts used in Decision Science	L2: Understand	7.0	<u>Internal</u> Quiz, Test <u>End Term-</u> Theory <u>Internal-</u> Assignments,
CO2	Illustrate the use of statistical concepts to solve business problems	L3: Apply	7.5	project work, Viva <u>End Term-</u> Sums <u>Internal-</u> Assignment
CO3	Analyze the statistical information for business decision making	L4: Analyze	9.0	Viva project work <u>End Term-</u> Sums <u>Internal</u> Project work
CO4	Assess the tools & techniques used in decision making for its appropriateness	L5: Evaluate	5.5	<u>End term-</u> Sums <u>Internal</u> Project work
CO5	Develop suitable statistical models for business decision making	L6: Create	3.0	<u>End term</u> sums

Mapping with CO-PO

1 – Low, 2 – Medium, 3 – High, 0 – Low

COs / Pos	PO 1	PO 2	PO 3	PO 4	PO 5
CO1	3	2	-	-	-

CO2	2	3	-	1	-
CO3	3	3	2	1	2
CO4	3	3	2	2	2
CO5	3	3	2	2	2
CO	2.8	2.8	2	1.5	2

Session Plan

Sr. No	Hrs	Topic	COs	Cognition	Evaluation Tools
1	1	Introduction to Decision Sciences			
(i)	1	Meaning and Importance of Decision Science	CO1: Understand the various statistical concepts used in Decision Science	L2: Understand	<u>Internal - Test</u>
2	2.0	Representation of Data			
(i)	2	Frequency Distribution Charts, tables and diagrams.	CO2: Illustrate the use of statistical concepts to solve business problems	L3: Apply	<u>Internal- Practical, project work</u>
3	3.5	Measures of Central Tendency			
(i)	.5	Various concepts related to measures of central tendency	CO1: Understand the various statistical concepts used in Decision Science	L2: Understand	<u>Internal- Class Test, Viva, Project work</u>
(ii)	3.0	Practical application on various datasets	CO2: Illustrate the use of statistical concepts to solve business problems	L3: Apply	<u>Internal -Practical, Class test</u>
4	2.5	Measures of Dispersion			
(i)	.5	Various concepts related with measures of dispersion	CO1: Understand the various statistical concepts used in Decision Science	L2 : Understand	<u>Internal- Test, Viva, Practical</u>
(ii)	2	Sums related to dispersion	CO3: Analyze the statistical information for business decision making	L4: Analyse	<u>Internal - Project work, Test</u>
5	1.5	Measures of Symmetry			

(i)	.5	Various concepts related to skewness, moments and Kurtosis	CO1 : Understand the various statistical concepts used in Decision Science	L2 : Understand	<u>Internal-Test, Viva</u>
(ii)	1	Sums related to Skewness and Kurtosis	CO3 : Analyze the statistical information for business decision making	L4: Analyse	<u>Internal - Project work</u>
6	3.5	Probability & its Distributions			
(i)	1	The various concepts related with probability	CO1: Understand the various statistical concepts used in Decision Science	L2: Understand	<u>Internal-Viva Test, End Term-Theory</u>
(ii)	1	Discrete and Continuous Frequency Distribution: Calculation of Binomial, Poisson and Normal Distribution	CO2 : Illustrate the use of statistical concepts to solve business problems	L3: Apply	<u>Internal-Test, Practical End Term-Sums</u>
(iii)	1.5	Discrete and Continuous Frequency Distribution: Application of Binomial, Poisson and Normal Distribution.	CO3 : Analyze the statistical information for business decision making	L4: Analyse	<u>Internal-Viva, Test, End Term-Theory</u>
7	1.0	Theory of estimation			
(i)	.5	Various concepts related with theory of estimation	CO1: Understand the various statistical concepts used in Decision Science	L2: Understand	<u>Internal-Test, Viva Practical End Term-Sums, Theory</u>
(ii)	.5	Calculation of point and interval estimate	CO2 : Illustrate the use of statistical concepts to solve business problems	L3: Apply	<u>Internal-Test, Practical End Term-Sums</u>
8	3.5	Hypothesis Testing			
(i)	1	T test & F Test : Concepts	CO3 : Analyze the statistical information for business decision making	L4 : Analyse	<u>Internal-Project work End term-Practical</u>
(ii)	2.5	T test & F test : Application	CO4 : Assess the tools & techniques used in decision making for its appropriateness	L5 : Evaluate	<u>Internal-Project work End term-Practical</u>
9	1	Chi-Square test			
(i)	1	Introduction to Chi-square	CO1 : Understand the various statistical concepts used in Decision Science	L2: Understand	<u>Internal-Viva Test, End Term-Theory</u>
10	2	Analysis of Variance			

(i)	1	Concept of ANOVA	CO2 : Illustrate the use of statistical concepts to solve business problems	L3: Apply	<u>Internal-Project work</u> <u>End term</u> <u>-Practical</u>
(ii)	1	Practical application using software	CO4 : Assess the tools & techniques used in decision making for its appropriateness	L5 : Evaluate	<u>Internal-Project work</u> <u>End term</u> <u>-Practical</u>
11	4.0	Measures of Association			
(i)	.5	Understand the various concepts related measures of association	CO1: Understand the various statistical concepts used in Decision Science	L2: Understand	<u>Internal</u> <u>-Viva, Test</u>
(ii)	2.5	Concept: Karl Pearson, Spearman coefficient of correlation	CO3 : Analyze the statistical information for business decision making	L3:Apply	<u>Internal-Project work</u> <u>End term</u> <u>-Practical</u>
(iii)	1	Practical application using software : Karl Pearson, Spearman coefficient of correlation	CO4 : Assess the tools & techniques used in decision making for its appropriateness	L4 : Analyze	<u>Internal-Project work</u> <u>End term</u> <u>-Practical</u>
12	5	Regression Analysis			
(i)	1	Understand the various concepts related with regression analysis	CO1: Understand the various statistical concepts used in Decision Science	L2: Understand	<u>Internal</u> <u>-Viva</u> <u>End term</u> <u>-Practical question</u>
(ii)	1	Least Square Principle, Drawing the regression line	CO4: Assess the tools & techniques used in decision making for its appropriateness.	L5 : Evaluate	<u>Internal-Project work</u> <u>End term</u> <u>-Practical</u>
(iii)	2	Relationships among the correlation coefficient, Coefficient of Determination, Standard Error of Estimate.	CO5: Develop suitable statistical models for business decision making	L6: Create	<u>Internal-Project work</u> <u>End term</u> <u>-Practical</u>
(iv)	1	Multiple Regression Analysis	CO5: Develop suitable statistical models for business decision making	L6: Create	<u>Internal</u> <u>Project work</u> <u>End term-</u> <u>Sums</u>
13	1.5	Time Series and forecasting			
(i)	.5	Introduction and components of time series	CO1: Understand the various statistical	L2: Understand	<u>Internal</u> <u>-Viva</u>

			concepts used in Decision Science		<u>End term</u> -Theory question <u>Internal-</u> Project work <u>End term</u> -Practical
(ii)	1	Forecasting Techniques : Moving Average & Weighted Moving Average	CO3 : Analyze the statistical information for business decision making	L4: Analyse	

Pedagogy

- Lecture
- Case Studies
- Presentation and assignments

Evaluation

Internal	40%
External	60%
Total	100%

Parameters of Internal Assessment:

- ✓ Attendance
- ✓ Class Participation
- ✓ Class Test
- 4. Assignment
- 5. Project

Assessment Mapping

Parameter	Marks	CO1	CO2	CO3	CO4	CO5
Internal	40	17.5%	25.0%	25.0%	15.0%	17.5%
Attendance	10	20.0%	20.0%	20.0%	20.0%	20.0%
Class Participation	10	20.0%	20.0%	20.0%	20.0%	20.0%
Class Test	10	30.0%	40.0%	30.0%	0.0%	0.0%
Assignments	5	0.0%	40.0%	60.0%	0.0%	0.0%
Projects	5	0.0%	0.0%	0.0%	40.0%	60.0%
End Term	60	16.7%	16.7%	25.0%	25.0%	16.7%
Total	100	17.0%	20.0%	25.0%	21.0%	17.0%

Text Book:

Statistical techniques in Business & Economics- Lind, Marchal & Wathen, Mc Graw Hill Education, 16th Edition, 2017.

Reference Books:

Book Title	Name of the Author	Publisher	Edition no.	Edition year
Business Statistics	Ken Black	Wiley India,	7th Edition	Reprint 2012

Fundamentals of Business Statistics.	J.K Sharma	Vikas Publishing house Pvt Ltd, New Delhi	2 nd Edition	2014
Statistics for Management Prentice	Levin and Rubin	Pearson	7 th Edition	2011
Business Statistics in practice	Bruce L. Bowerman,	Tata Mc Graw Hill, Pearson.	7th Edition,	2014
Applied Statistical Methods	S. P. Gupta	S Chand	41 st Edition	2011
Business Statistics	S C Gupta	Himalaya Publishing	6 th Edition	2013

E-Books details:

Sr. No.	Name of the Book	Author's Name	Publisher	link	Edition
1)	Introductory Statistics: Concepts, Models and Applications	David. W. Stockburger	Atomic dog publishing. com	http://www.pdftitles.com/book/13223/introductory-statistics-concepts-models-and-applications	1996
2)	Business Statistics	Bajpai Naval	Pearson India	https://www.pinterest.com/pin/760404718307803413/	2008
3)	Fundamentals of Business Statistics	Sharma J.K	Pearson India	https://docs.google.com/document/d/12xXI9UF2FEMuJ_uN6J6h7TJ1b_iiAp2kt1DKlhuo0yvA/edit	2008
4)	Problems & Solutions of Business Statistics	Sharma, J. K.	Pearson India	https://www.amazon.in/Business-Statistics-Problems-Solutions-Sharma-ebook/dp/B00CDIDNAG#reader_B00CDIDNAG	2011

	ics				
5)	Statistics for Economics, Accounting and business studies	Michael Barrow	Financial Times/Prentice Hall	https://thenigerianprofessionalaccountant.files.wordpress.com/2013/04/statistics-for-economics-accounting-and-business-studies-4th-ed.pdf	2006
6	Business Statistics	Ken black	Wiley India	https://www.pdfdrive.net/business-statistics-e23260267.html	2010

Semester: I
Course Title: Lifestyle Management
No of Credits: 2
Contact Hours: 20 hrs

Course Outcome

Course Outcomes	Description	Cognition	Hours	Evaluation Tools
CO1	Explain Yoga concepts and principles to regulate and discipline lifestyle.	L2: Understand	2.0	<u>Internal</u> , Practical, <u>End Term</u> Theory
CO2	Apply the HELM (Heartfulness Enabled Leadership Mastery) concepts for Inner strength and strength building.	L3: Apply	6.0	<u>Internal</u> - Practical
CO3	Demonstrate various yoga concept, , Mudras and asanas for energy conservation, Personality development and positive health	L3: Apply	7.0	<u>Internal</u> - Practical
CO4	Assess the impact of Pranayama and Meditations in reducing stress.	L5: Evaluate	2.0	<u>Internal</u> - Test, Practical <u>End Term</u> -
CO5	Evaluate the Yogic and Lifestyle Management techniques in developing value-based leadership	L5: Evaluate	3.0	<u>Internal</u> - Test, Practical <u>End Term</u> - Test

Mapping CO with PO

Scale 1- low alignment, 2- Moderate alignment, 3 – high alignment, - – No alignment

COs / POs	PO 1	PO 2	PO 3	PO 4	PO 5
CO-1	3	2	-	-	-
CO-2	3	3	2	-	2
CO-3	3	3	2	1	2
CO-4	3	3	2	1	2
CO-5	3	3	3	1	2

CO	3	3	2.23	1	2
----	---	---	------	---	---

Session Plan

Session	Hrs	Topic	COs	Cognition	Evaluation Techniques
1	2 hrs	<u>Introduction to LSM</u> Meaning of Yoga and its importance in higher education. Do's and Don'ts in LSM. Sitting correct for good postures. Simple yogic stretches for whole body. What is Asana? Does Yoga mean only asanas?	CO1: Explain Yoga concepts and principles to regulate and discipline lifestyle.	L2: Understand	<u>Internal</u> , <u>Practical</u> , <u>End Term</u> <u>Theory</u>
2	1 hrs	HELM-CONNECT Where we learn about our peers and our mentors, and we connect with them. We also understand the power of intention and the need for inner guidance.	CO2: Apply the HELM (Heartfulness Enabled Leadership Mastery) concepts for Inner strength and strength building.	L3: Apply	<u>Internal</u> - <u>Practical</u>
3	1 hrs	<u>Personality Development Tools</u> Suryanamaskar simplified in steps. Build your strength. Guided Meditation 1: Pranadharana -I Shavasana for relaxation.	CO3: Demonstrate various yoga concept, , Mudras and asanas for energy conservation, Personality development and positive health	L3: Apply	<u>Internal</u> - <u>Practical</u>
4	1 hrs	HELM-CORE Here we move from outer connections to inner and we learn about our inner strengths, skills and values.	CO2: Apply the HELM (Heartfulness Enabled Leadership Mastery) concepts for Inner strength and strength building.	L3: Apply	<u>Internal</u> - <u>Practical</u>
5	1 hrs	<u>Yoga for improving Body Language.</u> Selected standing asanas - explanation, demonstration and	CO3: Demonstrate various yoga concept, ,	L3: Apply	<u>Internal</u> - <u>Practical</u>

		practice. Guided Meditation 3: Pranadharana -I & II Shavasana for relaxation.	Mudras and asanas for energy conservation, Personality development and positive health		
6	1 hrs	<u>Yoga for Extra Energy.</u> Various stretches for loosening. Suryanamaskar Supine Asanas - explanation, demonstration and practice. Pranayama- Anuloma Viloma, Bhramari, Ujjai- explanation, demonstration and practice. Guided Meditation: Pranadharana I & II Shavasana for relaxation.	CO3: Demonstrate various yoga concept, , Mudras and asanas for energy conservation, Personality development and positive health	L3: Apply	<u>Internal-Practical</u>
7	1 hrs	<u>Yoga for Stress Management.</u> Pranayama- Kapalbhathi, Sheetali, Seetkari –demonstration, explanation and practice. Reflection Exercise. Guided Meditation: Pranadharana I, II & III Shavasana for relaxation.	CO4: Assess the impact of Pranayama and Meditations in reducing stress.	L5: Evaluate	<u>Internal-Test, Practical End Term-</u>
8	1 hrs	HELM-Context - Where we learn about our world and our place in it and try to understand how we can contribute towards the fulfilment of UN Goals for Sustainable Development	CO2: Apply the HELM (Heartfulness Enabled Leadership Mastery) concepts for Inner strength and strength building.	L3: Apply	<u>Internal-Practical</u>
9	1 hrs	HELM-Choices - Role of peer pressure in decision making and how to take the right decision in most situations.	CO2: Apply the HELM (Heartfulness Enabled Leadership Mastery) concepts for Inner strength and strength building.	L3: Apply	<u>Internal-Practical</u>
10	1 hrs	<u>Mudra Vighyan- Ancient science for Modern World.</u> Control Five basic elements for complete health. Explanation, Demonstration and Practice of important mudras.	CO3: Demonstrate various yoga concept, , Mudras and asanas for energy	L3: Apply	<u>Internal-Practical</u>

		Shavasana for relaxation.	conservation, Personality development and positive health		
11	1 hrs	HELM-Causality - Where we discuss the cause and effect of our actions.	CO2: Apply the HELM (Heartfulness Enabled Leadership Mastery) concepts for Inner strength and strength building.	L3: Apply	<u>Internal-Practical</u>
12	1 hrs	<u>Yoga for Studies & for Creativity</u> Seven Chakras...Contd. Selected asanas – Explanation, Demonstration and practice. Relaxation.	CO4: Assess the impact of Pranayama and Meditations in reducing stress.	L5: Evaluate	<u>Internal-Test, Practical End Term-</u>
13	1 hrs	<u>Concentration building through Yoga.</u> Various asanas, Meditation Techniques. Jyoti Tratak / Bindu Tratak. Eye exercises	CO3: Demonstrate various yoga concept, , Mudras and asanas for energy conservation, Personality development and positive health	L3: Apply	<u>Internal-Practical</u>
14	1 hrs	HELM-Causality - Where we discuss the various resources available to the participants for deepening their Heartfulness practice	CO2: Apply the HELM (Heartfulness Enabled Leadership Mastery) concepts for Inner strength and strength building.	L3: Apply	<u>Internal-Practical</u>
15	2.5 hrs	Revision & Test of Asanas, Pranayama & stress management techniques	CO5: Evaluate the Yogic and Lifestyle Management techniques in developing value-based leadership	L5: Evaluate	<u>Internal-Test, Practical End Term- Test</u>
16	2.5 hrs	Revision & Test of Asanas, Pranayama & stress management techniques	CO5: Evaluate the Yogic and Lifestyle Management techniques in developing	L5: Evaluate	<u>Internal-Test, Practical End Term- Test</u>

			value-based leadership		
--	--	--	------------------------	--	--

	Pedagogy
1.	Lecture
2.	Practical Demonstration
3.	Actual workout and practice
4.	Live Activity / Exercise
5.	Revisions

Evaluation:

Internal Assessment	40%
External Assessment	60%
Total	100%

Parameters of Internal Assessment:

Classroom participation
Attendance
Class Tests
Class Tests / Assignments

Assessment Mapping

Parameter	Marks	CO 1	CO 2	CO 3	CO 4	CO 5
Internal	20	10%	25%	25%	20%	20%
Attendance	5	20%	20%	20%	20%	20%
Class Participation	5	20%	20%	20%	20%	20%
Practical Class Test-1	5	-	-	40%	30%	30%
Practical Class Test-2	5	-	-	40%	30%	30%
End Term	30	25%	15%	30%	20%	10%

Text Books:

Study material will be provided on ERP

Reference Books:

1. Yoga for Health and Peace - Padmashree Sadashiv Nimbalkar,
YVN Publication, Mumbai.
2. Pranayama- An Effective
Means for Mental Peace - Padmashree Sadashiv Nimbalkar,
YVN Publication, Mumbai.
3. Light on Pranayama - Padmavibhushan B.K.S. Iyenger,
Harper Collins Publishers, Delhi.

Course Title: Technology Based Business Transformation

Semester: I

Credit: 2

Duration: 20 hours

Course Outcomes	Description	Cognition	Hours	Evaluation Tools
CO1	Identify the latest technological trends affecting digital disruptions across sectors.	L2: Understand	2.5	Internal Quiz, Test End Term- Theory
CO2	Illustrate the use of latest technologies tools to create value and enhance business opportunities.	L3: Apply	6.5	Internal- Practical End Term- Theory
CO3	Demonstrate the application of technological innovation in various business domain.	L3: Apply	3.5	Internal- Test, Practical End Term- Theory
CO4	Contrast the use of latest technological tools & techniques across industry to have in-depth insights.	L4: Analyse	3.5	Internal- Project End Term- Theory
CO5	Assess the impact of technology innovations to to measure its success and disruptions.	L5: Evaluate	4	Internal- Project End Term- Theory

Mapping CO with PO

Scale 1- low alignment, 2- Moderate alignment, 3 – high alignment, - – No alignment

COs / Pos	PO 1	PO 2	PO 3	PO 4	PO 5
CO1	3	2	-	2	-
CO2	3	3	-	2	-
CO3	2	3	-	2	-
CO4	2	3	2	3	2
CO5	2	3	2	3	2
CO	2.4	2.8	2.0	2.4	2.0

Session Plan

Sr. No	Hours	Units	COs	Cognition	Evaluation Tools
		Introduction to the Latest Technologies			
1	2.5	Introduction to the latest technologies that changing business trends.	CO1: Identify the latest technological trends affecting digital disruptions across sectors.	L2: Understand	<u>Internal Quiz, Test</u> <u>End Term-Theory</u>
		Applications of the latest technologies			
2	2	Understand the Basics of - <ul style="list-style-type: none"> • IOT Concepts, IOT Architecture, IOT Business Models, and Opportunities for IOT • Artificial Intelligence and the next wave of artificial intelligence 	CO2: Illustrate the use of latest technologies tools to create value and enhance business opportunities	L3: Analyse	<u>Internal Quiz, Test</u> <u>End Term-Theory</u>
3	2.5	Understand the Basics of - <ul style="list-style-type: none"> • Machine Learning and Deep Learning • Augmented Reality and Virtual Reality 	CO2: Illustrate the use of latest technologies tools to create value and enhance business opportunities	L3: Analyse	<u>Internal Quiz, Test</u> <u>End Term-Theory</u>
4	2	Understand the Basics of - <ul style="list-style-type: none"> • Block Chain • Emerging & Advanced Technologies • Application program interfaces • Smart Devices • Cloud Computing 	CO2: Illustrate the use of latest technologies tools to create value and enhance business opportunities	L3: Analyse	<u>Internal Quiz, Test</u> <u>End Term-Theory</u>
5	3.5	Apply various strategies focusing on the industry impacts of technological innovation and digitizing Products for Sustainability's Sake Innovation.	CO3: Demonstrate the application of technological innovation in various business	L3: Analyse	<u>Internal-Test</u> <u>End Term-Theory</u>

			domain.		
6	3.5	Search and list down various latest Machin Learning, Deep Learning, Augmented Reality, Virtual Reality, and Blockchain technological tools to get in-depth insights and classify them as per the industry.	CO4: Contrast the use of latest technological tools & techniques across industry to have in-depth insights.	L4: Analyse	<u>Internal-Project</u> <u>End Term-</u> Theory
7	4	A Case Study on <ul style="list-style-type: none"> Blockchain in Manufacturing: “FabRec”: A Prototype for Peer-to-Peer Network of Manufacturing Node Case Study: 7 Inspiring Case Studies on VR and AR --“Smart Home with Full Automation” Security-risks-of-cloud-computing 	CO5: Assess the impact of technology innovations to to measure its success and disruptions.	L5: Evaluate	<u>Internal-Project</u> <u>End Term-</u> Theory

Pedagogy

- Lecture
- Case Studies
- Presentation and assignments
- Practical & Projects

Evaluation

Internal	40%
External	60%
Total	100%

Parameters of Internal Assessment:

- Attendance
- Class Participation
- Class Test
- Project

Assessment Mapping

Parameter	Marks	CO 1	CO 2	CO 3	CO 4	CO 5
Internal	20	18%	20%	18%	20%	25%
Attendance	5	20.0%	20.0%	20.0%	20.0%	20.0%

Class Participation	5	20.0%	20.0%	20.0%	20.0%	20.0%
Class Test	5	30.0%	40.0%	30.0%	0.0%	0.0%
Project	5	0.0%	0.0%	0.0%	40.0%	60.0%
End Term	30	13.3%	26.7%	20.0%	20.0%	20.0%
Total	50	15.0%	24.0%	19.0%	20.0%	22.0%

Reference Books:

Book Title	Name of Author	Publisher	Edition No.	Year
Internet of Things – Architecture and design principles	Raj Kamal	Tata McGraw Hill	12th	2018
The Digital Transformation Playbook – Rethink Your Business for the Digital Age	David Rogers	Columbia Business School Publishing	2nd	2016
Digital Transformation	Lindsay Herbert	Bloomsbury Publication		2018
Demystifying Digital Transformation: A Practitioner's Companion	Nishith Sharan			2018

E-Books:

Book Title	Link	Year
Technology Trends	https://www.forbes.com/sites/jaysondemers/2017/12/30/7-technology-trends-that-will-dominate-2018/#702d35c857d7	
Technology Trends	http://fortune.com/2017/12/26/4-technology-trends-2018/	
Hottest technologies	https://www.inc.com/yoram-solomon/3-hottest-technologies-that-will-change-your-busin.html	

Technologies will change small business	https://hubworks.com/13-technologies-will-change-small-business.html	
Smart city	https://pages.questexweb.com/rs/294-MQF-056/images/Build_a_Smart_City_FINAL.pdf	
Artificial intelligence	https://courses.csail.mit.edu/6.034f/ai3/rest.pdf	
Artificial intelligence	http://gunkelweb.com/coms493/texts/AI_Dummies.pdf	
Bitcoin and cryptocurrency technologies	https://lopp.net/pdf/princeton_bitcoin_book.pdf	
IOT	https://support.ptc.com/WCMS/files/160474/en/PTC_eBook_Impact_of_the_IoT_on_Manufacturers.p	

Course Title : **Introduction to Operations Management**
Semester : **I**
Credits : **2**
Contact Hours : **20 Hrs**

Course Outcomes	Description	Cognition	Hours	Evaluation Tool
CO1	Explain the concepts, principles, practices & challenges of operations management for managing business operations.	L2: Understand	5	Internal-Test, Assignment
CO2	Apply various framework, to New product design & development for value proposition.	L3: Apply	2	Internal-Test, Case Study, Exercise
CO3	Apply appropriate methods related to the selection of facility location, layout	L3: Apply	5	Internal-Test, Case Study, End Term-Theory
CO4	Analyse the various inventory management tools, capacity planning for better productivity, cost effectiveness and efficiency of the business	L4: Analyze	6	Internal-Test, Case Study, Numerical
CO5	Evaluate the continuous improvement tools for better quality and decision making.	L5: Evaluate	2	Internal-Test, Case Study

Mapping with CO-PO

Scale 1- low alignment, 2- Moderate alignment, 3 – high alignment, - – No alignment

COs / Pos	PO 1	PO 2	PO 3	PO 4	PO 5
CO1	3	1		1	1
CO2	3	3		2	2
CO3	3	3		2	3
CO4	3	3		2	3
CO5	3	3		2	3
CO	3	3		2	2

Session Plan

Sr. No.	Hours	Syllabus- Course Contents	Course Outcome (CO)	Cognition	Evaluation Tools
1	3	Introduction to Operations Management Operations management of Manufacturing and service sectors, Transformation process, Goods and Services, Types of Production Systems Interface of Operations with other management areas	CO1-Explain the concepts, principles, practices & challenges of operations management for efficiently managing business operations.	L2: Understand	<u>Internal-</u> Test, Assignment
2	1	Role of Operations, in Various Sectors	CO1- Explain the concepts, principles, practices & challenges of operations management for efficiently managing business operations.	L2: Understand	<u>Internal-</u> Test, Assignment
3	1	Future of Operations- Circular Economy, Industry 4.0, Product Design	CO1- Explain the concepts, principles, practices & challenges of operations management for efficiently managing business operations.	L2: Understand	<u>Internal-</u> Test, Assignment
4	2	New Product/Service Development New product development cycle, reasons for failure of new products, Outsourcing and Offshoring of new product development - over-view	CO2- Apply the various framework, to New product design & development, for continuous successes of the business	L3: Apply	<u>Internal-</u> Test, Case Study, Exercise

5	2.50	Facility Location Strategy for new location and various Methods for selecting a site for a factory. Objectives, Various types of plant layout in manufacturing and service industry. Steps for determining layout	CO3- Apply appropriate methods related to the selection of facility location, layout and capacity planning for better productivity, cost effectiveness and increased efficiency of the business	L3: Apply	<u>Internal-Test, Case Study</u> <u>End Term-</u> Theory
6	2.50	Facility Layout Objectives, Various types of plant layout in manufacturing and service industry. Steps for determining layout	CO3- Apply appropriate methods related to the selection of facility location, layout and capacity planning for better productivity, cost effectiveness and increased efficiency of the business	L3: Apply	<u>Internal-Test, Case Study</u>
7	3	Production / Operations Planning & Control Aggregate planning, Capacity Planning, Material requirement planning, Production / Operation Planning and Control.	CO4-Analyse the various inventory management tools, capacity planning for better productivity, cost effectiveness and efficiency of the business	L4: Analyze	<u>Internal-Test, Case Study, Numericals</u>
8	3	Inventory Management: inventory types, inventory costs, Importance of inventory control and methods of inventory control. EOQ, ABC Analysis.	CO4-Analyse the various inventory management tools, capacity planning for better productivity, cost effectiveness and efficiency of the business	L4: Analyze	<u>Internal-Test, Case Study, Numericals</u>
9	2	Quality management Definition of quality and quality control methods, Dimensions of quality, Cost of quality, QC Tools, Six Sigma, ISO	CO 5- Evaluate the continuous improvement tools for better Quality & decisions making.	L5 Evaluate	<u>Internal-Test, Case Study</u>

Pedagogy
1. Lecture
2. Case Study
3. Presentation / Assignment
4. Activity/ Exercise
5. Videos

Evaluation

Internal 40%

External 60%

Total 100%

Parameters of Internal Assessment:

Internal Assessment	20Marks
External Assessment / End Term Exam	30Marks
<i>Internal Assessment:</i>	
Attendance	5 Marks
Class Participation	5Marks
Presentation /Project /Assignment	5Marks
Class Test	5 Marks
Total	20Marks

Assessment Mapping

Parameter	Marks	CO 1	CO 2	CO 3	CO 4	CO 5
Internal	20	20%	13%	22%	25%	20%
Attendance	5	20%	20%	20%	20%	20%
Class Participation	5	20%	20%	20%	20%	20%
Class Test	5	20%	20%	25%	20%	15%
Assignment / Project / Presentation	5	40%	30%		30%	
End Term	30	20%	16%	22%	22%	20%
Total	50	20%	15%	22%	23%	20%

Textbook:

- 1) Production and Operations Management - K. Ashwathappa & K. Shridhara Bhat,
Himalaya Publications, 2nd Edition, 2008,
Reprint 2015

Reference Book:

- 1) Production and Operations Management - Chase, Ravi Shankar, Jacobs
Mc Graw Hill, 14th Edition, 2014, Reprint 2017
- 2) Operations Management- Theory and Practice - B.Mahadevan, Pearson, 3rd Edition, 2015
- 3) Operations & Supply Management: - S.N. Chary, Mc Graw Hill Education (India) Pvt Ltd
5th Edition, Reprint 2013,
- 4) Operations Management - William J. Stevenson, Mc Graw Hill, 12th Edition, 2017
- 5) Production and Operations Management - Kanishka Bedi, OXFORD, 3rd Edition, 2013

E-Book:

✓ Operations Management Roberta Russell and Bernard Taylor
file:///C:/Users/user1/Downloads/Stevenson%20-%20Operations%20Management%2013th
%20Edition%20c2018%20(%20PDFDrive.com%20)%20(1).pdf

✓ Operations Management Nigel Slack, S Chambers & R Johnston

http://carlbamford.weebly.com/uploads/4/4/1/3/4413567/operations_management_6th_ed.pdf

3) Operations Management Notes by Anna University --

file:///C:/Users/user1/Downloads/UNIT%20-%20I%20INTRODUCTION%20TO%20PRODUCTION
%20AND%20OPERATION%20MANAGEMENT%20(%20PDFDrive.com%20).pdf

4) Operations Management -- William Stevenson, Mc - Graw Hill, Edition 12, 2014

http://ebook3000.com/Operations-Management--12th-edition_389046.html

Semester: I
Course Title: Introduction to MS-Excel and Advance Methods
Credit: 4
Duration: 40 hrs.

Course Outcomes	Description	Cognition	Hours	Evaluation Tools
CO1	Apply basic excel fundamentals and commands to manage worksheet effectively.	L3: Apply	7.25	<u>Internal</u> Assignment, Test
CO2	Solve numerical, text, date, and lookup formula.	L3: Apply	13.0	<u>Internal-</u> Assignment, Test, Practical <u>End Term-</u> Test
CO3	Analyse the use of different charts.	L4: Analyse	11.0	<u>Internal-</u> Assignment, Test, Practical <u>End Term-</u> Test
CO4	Analyse applications on Google drive, Google forms and effective scheduling using Google Calendar.	L4: Analyse	2.5	<u>Internal-</u> Practical, Test <u>End Term-</u> Test
CO5	Analyse different features and formulas on Google Spreadsheet.	L4: Analyse	6.25	<u>Internal-</u> Practical, Test <u>End Term-</u> Test

Mapping CO with PO

Scale 1- low alignment, 2- Moderate alignment, 3 – high alignment, - – No alignment

COs / POs	PO 1	PO 2	PO 3	PO 4	PO 5
CO1	2	3	1	1	1
CO2	2	3	1	1	1

CO3	2	3	1	1	1
CO4	2	3	2	-	2
CO5	2	3	2	1	2
CO	2.0	3.0	1.4	1.0	1.4

Session Plan

Sr. No	Hrs	Units	COs	Cognition	Evaluation Tools					
1	1.5	Microsoft Excel Fundamentals:								
(i)	1.5	<input type="checkbox"/> Launch excel fundamentals and commands to manage worksheet effectively. <input type="checkbox"/> Introduction to the Exc	CO1: Apply basic excel fundamentals and commands to manage worksheet effectively.	L3: Apply	<u>Internal-Assignm</u> <u>ent, Test,</u> <u>Practical</u> <u>End</u> <u>Term-</u> <u>Test_</u>					

		<div><div><div>elInterfaceCustomizingtheExcelQuickAccessToolbarUndoers</div><div><div><div></div><div></div></div></div></div></div>								
--	--	--	--	--	--	--	--	--	--	--

		<div>t a n d i n g t h e S t r u c t u r e o f a n E x c e l l W o r k b o o k</div> <div><input type="checkbox"/> S a v i n g a n E x c e l l</div> <div>D</div> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td>								
--	--	---	--	--	--	--	--	--	--	--

		<div> <div>o</div> <div>c</div> <div>u</div> <div>m</div> <div>e</div> <div>n</div> <div>t</div> <div>□</div> <div>O</div> <div>p</div> <div>e</div> <div>n</div> <div>i</div> <div>n</div> <div>g</div> <div>a</div> <div>n</div> <div>E</div> <div>x</div> <div>i</div> <div>s</div> <div>t</div> <div>i</div> <div>n</div> <div>g</div> <div>E</div> <div>x</div> <div>c</div> <div>e</div> <div>l</div> <div>D</div> <div>o</div> <div>c</div> <div>u</div> <div>m</div> <div>e</div> <div>n</div> <div>t</div> </div>								
2	3.0	Microsoft Excel Fundamentals:								
(i)	3.0	<div> <div>□</div> <div>L</div> <div>a</div> <div>u</div> <div>n</div> <div>c</div> <div>h</div> <div>i</div> <div>n</div> <div>g</div> <div>E</div> </div>	CO1: Apply basic excel fundamentals and commands to manage worksheet	L3: Apply	Internal-Assignm ent, Test, Practical <u>End Term-Test</u>					

		<div><div><div>☐</div><div>Excellent Introduction to the Excel Interface</div></div><div><div>☐</div><div>Customizing the Excel</div></div></div>	effectively.							
--	--	---	--------------	--	--	--	--	--	--	--

		<div>el Quick Access Toolbar</div> <div><input type="checkbox"/> Understanding the Structure of an Exc</div>								
--	--	--	--	--	--	--	--	--	--	--

		<div>el Workbook</div> <div><input type="checkbox"/> Saving and Excel Document</div> <div><input type="checkbox"/> Opening and Existing Excel</div>								
--	--	---	--	--	--	--	--	--	--	--

		el D o c u m e n t								
3	3.0	Enterin g and Editing Text and Formul as								
(i)	3.0	<ul style="list-style-type: none"> E n t e r i n g T e x t t o C r e a t e S p r e a d s h e e t T i t l e s 	CO1: Apply basic excel fundamentals and commands to manage worksheet effectively.	L3: Apply	<u>Internal-Assignm</u> <u>ent, Test,</u> <u>Practical</u> <u>End</u> <u>Term-</u> <u>Test</u>					

		<ul style="list-style-type: none">• Working with Numeric Data in Excel• Entering Date Values in								
--	--	--	--	--	--	--	--	--	--	--

		<div><div>•</div><div>Excel Working with Cell References Data Linking with workb</div></div>								
--	--	--	--	--	--	--	--	--	--	--

		o o k s a n d w o r k s h e e t s . • C r e a t i n g B a s i c F o r m u l a s i n E x c e l • R e l a t i v								
--	--	---	--	--	--	--	--	--	--	--

[illegible]

		<div> <div>t</div> <div>i</div> <div>p</div> <div>l</div> <div>e</div> <div>s</div> <div>h</div> <div>e</div> <div>e</div> <div>t</div> <div>s</div> <div>i</div> <div>n</div> <div>t</div> <div>o</div> <div>s</div> <div>i</div> <div>n</div> <div>g</div> <div>l</div> <div>e</div> <div>s</div> <div>h</div> <div>e</div> <div>e</div> <div>t</div> <div>s</div> <div>.</div> </div>								
4	2.0	Working with Basic Excel Functions								
(i)	2.0	<div> <input type="checkbox"/> The structure of an Excel Function <input type="checkbox"/> Working with the SUM() Function <input type="checkbox"/> Working with </div>	CO2: Solve numerical, text, date, and lookup formula.	L3: Apply	Internal-Assignment, Test, Practical <u>End Term-Test</u> ,					

		<p>the MIN() and MAX() Functions</p> <p><input type="checkbox"/> Working with the AVERAGE() Function</p> <p><input type="checkbox"/> Working with the COUNT() Function</p> <p><input type="checkbox"/> Using the Auto Sum Command</p> <p><input type="checkbox"/> Using the Auto Fill Command to Copy Formulas</p>								
5	2.5	Study of Basic and Advance filter:								
(i)	2.5	7. In t r o d	CO2: Solve numerical, text, date, and lookup	L3: Apply	<u>Internal-Assignm ent, Test, Practical End Term-</u>					

		u c t i o n t o B a s i c f i l t e r 8. A d v a n c e f i l t e r 9. F i l t e r f u n c t i o n	formula.		Test					
6	2.0	Paste Special Function s and Protecti on of								

		cells, workbo ok, and workshe ets:								
(i)	2.0	<input type="checkbox"/> P a s t e S p e c i a l T r a n s p o s e <input type="checkbox"/> P a s t e S p e c i a l V a l u e s <input type="checkbox"/> P a s t e S p e c i	CO2: Solve numerical, text, date, and lookup formula.	L3: Apply	<u>Internal-</u> Assignm ent, Test, Practical <u>End</u> <u>Term-</u> Test					

[illegible]

		W o r k b o o k a n d W o r k s h e e t s								
7	2.0	Working with Excel's Lookup Functions								
(i)	2.0	<ul style="list-style-type: none"> Using Excel's VLOOKUP() Function Using Excel's HLOOKUP() Function 	CO2: Solve numerical, text, date, and lookup formula.	L3: Apply	<u>Internal-Assignment, Test, Practical</u> <u>End Term-Test</u>					
8	2.5	Transpose and Date Functions								
(i)	1.0	<input type="checkbox"/> TRANSPOSE using Paste special	CO2: Solve numerical, text, date, and lookup formula.	L3: Apply	<u>Internal-Assignment, Test, Practical</u> <u>End Term-Test</u>					

		<input type="checkbox"/> Simple Transpose							
(ii)	1.5	5. DAY 6. WEEK 7. MONTH 8. DATE 9. WEEK 10. MONTH 11. YEAR 12. WEEK	CO2: Solve numerical, text, date, and lookup formula.	L3: Apply	Internal-Assignm ent, Test, Practical <u>End Term-Test</u>				
9	2.5	Text Based Functions and							

		working with Match and Index:			
(i)	1.5	<ul style="list-style-type: none"> Using Excel's LEFT (), RIGHT () and MID () Functions Using 	CO2: Solve numerical, text, date, and lookup formula.	L3: Apply	<u>Internal-</u> Assignment, Test, Practical <u>End Term-</u> Test

			E x c e l ' s L E N () F u n c t i o n			
			• U s i n g E x c e l ' s S U B S T I T U T E () , R E P L A C E () ,			

		<div><div>TRIM</div><div>()</div><div>Function</div><div></div><div>• Using</div><div>Excel's</div><div>CONCATENATE</div><div>()</div><div>Function</div><div>• Using</div><div>Excel</div></div>			
--	--	---	--	--	--

		c e l , s T e x t f u n c t i o n s TEX T SPLI T() TEX T BEF ORE () HST AC K() VST AC K() TAK E() DR OP() CH OOS ECO LS() CH OOS ERO WS()			
(ii)	1.0	<ul style="list-style-type: none"> • Introduction to Match () • Introduction to Index 	CO2: Solve numerical, text, date, and lookup formula.	L3: Apply	<u>Internal-</u> Assignment, Test, Practical <u>End Term-</u> Test,

		() • Combination of Match & Index() 					
10	4.0	Analyse Basic Charts in Excel:					
(i)	4.0	<ul style="list-style-type: none"> Creating an Excel Column Chart Working with 	CO3: Analyse the use of different charts.	L4: Analyse	Internal-Practical, Test <u>End Term-Test</u>		

		<div>the Excel Chart Ribbon</div> <ul style="list-style-type: none">Adding and Modifying Data on an Excel					
--	--	---	--	--	--	--	--

		<div><div>•</div><div>l C h a r t F o r m a t t i n g a n E x c e l C h a r t</div><div>•</div><div>M o v i n g a C h a r t t o a n o t h e r W o r</div></div>					
--	--	---	--	--	--	--	--

		k s h e e t						
11	7.0	Analyse different chart and its uses:						
(i)	3.5	<ul style="list-style-type: none"> • C a n d l e • C h a r t • G a n t t C h a r t 	CO3: Analyse the use of different charts.	L4: Analyse	<u>Internal-Practical</u> , Test <u>End Term-Test</u>			
(ii)	3.5	<ul style="list-style-type: none"> • Foreca st and Trend Chart • Histog ram Chart 	CO3: Analyse the use of different charts.	L4: Analyse	<u>Internal-Practical</u> , Test <u>End Term-Test</u>			
12	2.5	Workin g with Google Drive, Google Calenda r and Google forms						
(i)	1.0	G	CO4:	L4:	<u>Internal-</u>			

		<div>o Analyse</div> <div>o applicati</div> <div>g ons on</div> <div>l Google</div> <div>e drive,</div> <div>D Google</div> <div>r forms</div> <div>i and</div> <div>v effective</div> <div>e scheduli</div> <div>: ng using</div> <div>Google</div> <div>Calendar</div> <div>✓ Up</div> <div>loa</div> <div>di</div> <div>ng</div> <div>an</div> <div>d</div> <div>do</div> <div>wn</div> <div>loa</div> <div>di</div> <div>ng</div> <div>fil</div> <div>es</div> <div>an</div> <div>d</div> <div>fol</div> <div>de</div> <div>rs</div> <div>in</div> <div>Go</div> <div>og</div> <div>le</div> <div>Dr</div> <div>ive</div> <div>✓ Ex</div> <div>pl</div> <div>ori</div> <div>ng</div> <div>Sh</div> <div>are</div> <div>d</div> <div>dri</div> <div>ve</div> <div>✓ Pe</div> <div>rm</div> <div>iss</div> <div>io</div> <div>n</div> <div>Se</div> <div>tti</div> <div>ng</div> <div>s</div>	Analyse	Test	
--	--	---	---------	------	--

(ii)	2.5	Google forms and Google Calendar : <ul style="list-style-type: none"> • Designing quizzes using google forms and downloading their responses in Google Sheets. • Scheduling using Google Calendars and its synchronization using mobile phone 	CO4: Analyse applications on Google drive, Google forms and effective scheduling using Google Calendar .	L4: Analyse	Internal-Test	
Working with Google Spreadsh eets						
13	1.0	Introduction to Functions and Conditional Functions				
(i)	1.0	G	CO5: Analyse	L4: Analyse	Internal-Test	

		<div>t f a m i l i a r w i t h C o n d i t i o n a l F o r m a t t i n g c o l u m n / r o w w i s e a n d f i</div>	<div>different features and formulas on Google Spreadsh eet.</div>			
--	--	--	--	--	--	--

		l t e r f u n c t i o n s w i t h f i l t e r v i e w s .				
14	2.0	Nested Condi tional Func t i o n s				
(i)	2.0	<ul style="list-style-type: none"> ● NESTED IF () ● NESTED IF 	CO5: Analyse different features and formulas on Google Spreadsh eet.	L4: Analyse	<u>Internal-Test</u>	

		() w i t h A N D () N E S T E D I F () w i t h O R ()				
15	2.0	Workin g with TEXT function s				
(i)	2.0	<ul style="list-style-type: none"> • L E F T () R I G H T () L E N () T 	CO5: Analyse different features and formulas on Google Spreadsh eet.	L4: Analyse	<u>Internal- Test</u>	

		R I M () • F I N D () & S E A R C H ()				
16	1.5	Workin g in a Collabo rative environ ment and protecti on of workshe et and named ranges				
(i)	1.5	• L e a r n i n g d i f f e r e n t s h a	CO5: Analyse different features and formulas on Google Spreadsh eet.	L4: Analyse	<u>Internal-Test</u>	

		<div>ring techniques</div> <ul style="list-style-type: none">• Getting familiar with owners' rights• Protecting				
--	--	--	--	--	--	--

		o n o f s h e e t s i n a c o l l a b o r a t i v e e n v i r o n m e n t P r o t e c t i o n o f n a m				
--	--	--	--	--	--	--

		ed r a n g e s i n s p r e a d s h e e t				
17	1.5	Stock Picking and Real Time Translators with GOOGLE FINANCE and GOOGLE TRANSLATE				
(i)	1.5	<input type="checkbox"/> Get statistics on Google Spreadsheet.	CO5: Analyse different features and formulas on Google Spreadsheet.	L4: Analyse	<u>Internal-Test</u>	

		<div>ion instantly with GOOGLE FINANCE (<input type="checkbox"/> Become a polyglot with</div>				
--	--	--	--	--	--	--

		G O O G L E T R A N S L A T E ()				
--	--	---	--	--	--	--

Pedagogy

- Lecture
- Assignments
- Presentation

Evaluation

Internal 60%

External 40%

Total 100%

Parameters of Internal Assessment:

1. Attendance
2. Class Participation
3. Class Test
4. Project Presentation

Assessment Mapping:

Parameter	Marks	CO 1	CO 2	CO 3	CO 4	CO 5
Internal	40	10%	25%	15%	25%	25%
Attendance	10	20%	20%	20%	20%	20%
Class Participation	10	20%	20%	20%	20%	20%
Class Test	10	15%	15%	30%	20%	10%
Projects	10	5%	70%	10%	10%	10%
End Term	60	10%	70%	10%	5%	5%

Reference Book:

Book Title	Name of	Publisher	Edition	Year
------------	---------	-----------	---------	------

	Author		No.	
Excel 2013 Power Programming with VBA	John Walkenbach	Wiley & Sons, Incorporated, John	-	2007
Excel 2016 Power Programming with VBA	Michael Alexander Dick, Kusleika	Wiley	1 st	2016

E-Books:

Book Title	Name of Author	Publisher	Link	Year
Microsoft Word 2013™ An Essential Guide (Level 1)	-	reading.ac.uk	http://www.reading.ac.uk/web/files/its/WordEssen13.pdf	2014
Corporate Finance Institute-Excel	-	Corporatefinanceinstitute.com	https://corporatefinanceinstitute.com/resources/ebooks/excel-book-pdf/	2013

Course Title: **Managerial Communication - 1**
Semester: **I**
Credit: **2**
Duration: **20 hrs.**

Course Outcomes	Description	Cognition	Hrs	Evaluation Tools
CO 1	Apply elements of effective public speaking to overcome stage fear.	L3 - Apply		<u>Internal</u> Role Play <u>End Term</u> Theory
CO 2	Debate on current affairs to ace debates, movie review and newsroom discussions.	L4 - Analyse		<u>Internal</u> Role Play <u>End Term</u> Theory
CO 3	Apply the techniques of delivering effective presentations to maintain standardization & convey the right message to the audience.	L3 - Apply		<u>Internal</u> Role Play <u>End Term</u> Theory
CO 4	Develop strategies to create compelling and persuasive stories.	L4 - Analyse		<u>Internal</u> Role Play <u>End Term</u> Theory
CO5	Develop effective written communication skills to ace personal and professional interactions.	L4 - Analyse		<u>Internal</u> Assignment <u>End Term</u> Theory

Mapping with CO-PO

1 – Low, 2 – Medium, 3 – High, 0 – Low

COs / Pos	PO 1	PO 2	PO 3	PO 4	PO 5
CO1	3	-	-	1	-
CO2	-	3	-	3	2
CO3	2	2	1	3	-
CO4	2	2	2	2	-
CO5	2	2	2	2	2

CO	2.3	2.3	1.7	2.2	2.0
----	-----	-----	-----	-----	-----

Session Plan

Sess. No.	Hrs	Topic	COs	Cognition	Evaluation Tools
		Presentation Skills			
1	1.25	Roadmap	CO1: Apply elements of effective public speaking to overcome stage fear.	L3: Apply	<u>Internal</u> Role Play <u>End Term</u> Theory
2- 3	2.50	Presentation Skills	CO3: Apply the techniques of delivering effective presentations to maintain standardization & convey the right message to the audience.	L3: Apply	<u>Internal</u> Role Play <u>End Term</u> Theory
		Persuasive Story Telling			
4-5	2.5	Story Telling	CO4: Develop strategies to create compelling and persuasive stories.	L4 - Analyse	<u>Internal</u> Role Play <u>End Term</u> Theory
		Business Writing Skills			
6-7	2.5	Email Writing for Workplace	CO5: Develop effective written communication skills to ace personal and professional interactions.	L4 : Analyse	<u>Internal</u> Assignment <u>End Term</u> Theory
8	1	Report WritingThe Speaking Circle	CO5 - Develop effective written communication skills to ace personal and professional interactions.	L5: Evluate	<u>Internal</u> Assignment <u>End Term</u> Theory
		The Speaking Circle			
9	1.25	Elements of Public Speaking	CO1: Apply elements of effective public speaking to overcome stage fear.	L3: Apply	<u>Internal</u> Role Play <u>End Term</u> Theory
10-16		Debate Movie Review Ad Spoof News Room	CO2: Debate on current affairs to ace debates, movie review and news room discussions.	L4 - Anlayse	<u>Internal</u> Role Play <u>End Term</u> Theory

Pedagogy
1. Lecture
2. Case Study
3. News/Article Analysis
4. Live Activity/Exercise
5. Videos

Evaluation:	
Internal	40%
External	60%
Total	100%

Parameters of Internal Assessment:

Written Assessment - Email

Attendance

Class Participation

Assessment Mapping

Parameter	Marks	CO 1	CO 2	CO 3	CO 4	CO 5
Internal	20	15%	18%	22%	24%	21%
Attendance	5	20%	20%	20%	20%	20%
Class Participation	5	20%	20%	20%	20%	20%
Role Play	5	20%	20%	20%	20%	
Assignment	5	-	-	-	-	100%
End Term	30	10%	20%	20%	20%	30%

Textbooks/Reference Books:

Business Communication (Connecting at Work) Hory Sankar Mukerjee 1st Edition (Oxford)

Course Title : Verbal Skills and Quantitative Analysis - 1
Semester : I
Credit : 2
Duration : 20 hours

Course Outcomes	Description	Cognition	Hours	Evaluation Tools
CO1	Understand the grammar rules to solve parts of speech questions.	L2 -Understand	2	<u>Internal Quiz</u> <u>End Term</u> Practical
CO2	Apply the principles of probability combined with permutation and combination to determine event dynamics.	L3 -Apply	3	<u>Internal Quiz</u> <u>End Term</u> Practical
CO3	Apply deduction techniques to solve reading comprehension and vocabulary questions.	L3 - Apply	3	<u>Internal Quiz</u> <u>End Term</u> Practical
CO4	Apply different tricks and techniques to solve mathematical problems.	L3 - Apply	9	<u>Internal Test</u> <u>End Term</u> Practical
CO5	Analyze the problems to decipher codes, patterns, directions, and relationships.	L4 - Analyse	3	<u>Internal Test</u> <u>End Term</u> Practical

Mapping with CO-PO

1 – Low, 2 – Medium, 3 – High, 0 – Low

CO Code	PO1	PO2	PO3	PO4	PO5
CO1	3	1	-	-	-
CO2	3	3	-	1	-
CO3	2	3	-	1	-
CO4	2	3	1	1	2
CO5	2	3	1	1	2
CO	2.4	2.6	1.0	1.0	2.0

Session Plan

Session	Hours	Topics	COs	Cognition	Evaluation Tool
		Verbal Skills			
1-2	2.5	Grammar Basics	CO1: Understand the grammar rules to solve parts of speech questions.	L1: Understand	<u>Internal Quiz</u> <u>End Term Practical</u>
3	1.25	Reading Comprehension	CO3: Apply deduction techniques to solve reading comprehension and vocabulary questions.	L3: Apply	<u>Internal Quiz</u> <u>End Term Practical</u>
4	1.25	Vocabulary (Deductive approach)	CO3: Apply deduction techniques to solve reading comprehension and vocabulary questions.	L3: Apply	<u>Internal Quiz</u> <u>End Term Practical</u>
		Quantitative Aptitude			
5-6	2.5	Numbers: Basics, Surds, and Indices, Factors and Multiples, Divisibility, LCM, HCM, BODMAS, PEMDAS, Cyclicality, Unit Digit, Remainders, recurring decimals and fractions	CO4: Apply different tricks and techniques to solve mathematical problems.	L3: Apply	<u>Internal Test</u> <u>End Term Practical</u>
7-8	2.5	Equations: Linear and Quadratic equations basics, Problems based on ages, averages, ratios, and proportions	CO4: Apply different tricks and techniques to solve mathematical problems.	L3: Apply	<u>Internal Test</u> <u>End Term Practical</u>
9	1.25	Percentages: Reciprocals, conversion of percentage to fraction and vice versa, change in percentage, By and to concept	CO4: Apply different tricks and techniques to solve mathematical problems.	L3: Apply	<u>Internal Test</u> <u>End Term Practical</u>
10-11	2.5	Profit and Loss: Cost Price, Selling Price, Profit, Loss, Marked Price, Discounts, Successive discounts	CO4: Apply different tricks and techniques to solve mathematical problems.	L3: Apply	<u>Internal Test</u> <u>End Term Practical</u>
12	1.25	Simple Interest, Compound Interest:	CO4: Apply different tricks and	L3: Apply	<u>Internal Test</u>

		when interest is compounded annually, semi-annually, quarterly and monthly, amount, installments	techniques to solve mathematical problems.		<u>End Term</u> Practical
13	1.25	Permutation and Combination: Factorial, arrangement, and selections with repetition and without repetition	CO2: Apply the principles of probability combined with permutation and combination to determine event dynamics.	L2: Understand	<u>Internal</u> Test <u>End Term</u> Practical
14	1.25	Probability: Coins, Dice, and Cards, Basic Problems, Conditional Probability	CO2: Apply the principles of probability combined with permutation and combination to determine event dynamics.	L3: Apply	<u>Internal</u> Test <u>End Term</u> Practical
		Logical Reasoning			
15	1.25	Blood Relations, Direction, Coding-Decoding: Basic Concepts and tricks	CO5: Analyze the problems to decipher codes, patterns, directions, and relationships.	L4: Analyze	<u>Internal</u> Test <u>End Term</u> Practical
16	1.25	Number Series, and Analogies: Basic Concepts and tricks. Internal Assessment	CO5: Analyze the problems to decipher codes, patterns, directions and relationships.	L4: Analyze	<u>Internal</u> Test <u>End Term</u> Practical

Pedagogy	
1. Lecture	
2. Practice exercises	
Evaluation:	
Internal	40%
External	60%
Total	100%

Parameters of Internal Assessment:

1. Class Test
2. Class Participation
3. Attendance

Assessment Mapping

Internal	20	15.0%	20.0%	20.0%	22.5%	22.5%
Attendance	5	20%	20%	20%	20%	20%
Class Participation	5	30%	20%	20%	10%	20%
Quiz	5	20%	40%	40%	-	-
Class Test	5				50%	50%

End Term	30	20 %	20%	20%	20%	20%
Total	50	18%	20%	20%	21%	21%

Reference Book:

R.S. Agarwal - First Edition: 1989

Uma Maheshwari- GACP - First Edition: 2017

For verbal ability, study material would be provided by the respective faculty

Course Title : **Entrepreneurship**
Semester : **I**
No. of Credit : **2**
Duration : **20 hours**

Course Outcomes	Description	Cognition	Hours	Evaluation Tools
CO1	Understand basic Entrepreneurship concepts to learn the process of entrepreneurship	L2: Understand	2.5	<u>Internal Quiz,</u> <u>End Term-Theory</u>
CO2	Apply basic entrepreneur tools for generating new business ideas.	L3: Apply	5	<u>Internal-Assignment</u> <u>End Term-Theory</u>
CO3	Analyze tools, techniques, and frameworks for starting a business venture.	L4: Analyze	7.5	<u>Internal-Quiz,</u> <u>End Term-Theory</u>
CO4	Evaluate the business idea and its feasibility for creating a business model.	L5: Evaluate	2.5	<u>Internal-Group Presentation</u> <u>End Term-Theory</u>
CO5	Create the business model & MVP to start own business.	L6: Create	2.5	<u>Internal-Group Presentation</u> <u>End Term-Theory</u>

Mapping CO with PO

Scale 1- low alignment, 2- Moderate alignment, 3 – high alignment, - – No alignment

COs / Pos	PO 1	PO 2	PO 3	PO 4	PO 5
CO1	3	2-	2	2	-
CO2	2	3	3	2	-
CO3	1	3	3	3	2
CO4	1	3	3	2	2
CO5	2	3	3	3	2
CO	1.8	2.8	2.8	2.4	2

Session Plan

Sr. No	Hrs	Units	COs	Topics Mapped with CO	Evaluation Tools
1	2.5	Introduction to Entrepreneurship			
(i)	2.5	Understanding Entrepreneurship, Characteristics and types of Entrepreneurs, Types of Enterprises,	CO1: Understand a deep understanding of Entrepreneurship concepts such as idea generation, Opportunity Evaluation, Customer Discovery, Value Proposition Design and Prototyping	L2: Understand	<u>Internal</u> Quiz, External - Theory
2	2.5	Principles of Effectuation			
(i)	2.5	Principles of Effectuation, Entrepreneurship Style- 5 M Model,	CO2 Apply preferred traits of an entrepreneur such as creative thinking, risk-taking ability, problem-solving techniques, customer acquisition methods, prototyping, etc.	L3: Apply	<u>Internal</u> Quiz, Test External - Theory
3	1.15	Design thinking			
(i)	1.15	Design thinking -Introduction, Difference between causal thinking and Design Thinking, Steps of Design Thinking, Role of Design Thinking in creating solutions	CO2: Apply preferred traits of an entrepreneur such as creative thinking, risk-taking ability, problem-solving techniques, customer acquisition methods, prototyping, etc.	L3: Apply	<u>Internal</u> <u>Assignment</u>
4	1.15	Idea Generation			
(i)	1.15	Idea Generation Methods & Creative Problem Solving, Value Proposition	CO2 Apply preferred traits of an entrepreneur such as creative thinking, risk-taking ability, problem-solving techniques, customer acquisition methods, prototyping, etc.	L3: Apply	<u>Internal</u> -Presentation
5	1.15	Idea Evaluation			
(i)	1.15	Idea Evaluation- Mullins Framework/ Decision Matrix Analysis & 5 Q Model	CO3: Analyze the acquire knowledge of tools, techniques, and frameworks for starting a business venture and		<u>Internal</u> -Assignment
6	1.15	Customer Segment			
(i)	1.15	Value proposition and Customer segments	CO3: Analyze the acquire knowledge of tools, techniques, and frameworks for starting a business venture and	L4: Analyse	<u>Internal</u> -Quiz
7	2.5	Lean Canvas Model			
(i)	2.5	Lean Canvas Business Model, The Business Plan, why some Business Plans fail?	CO3: Analyze the acquire knowledge of tools, techniques, and frameworks for starting a business venture and	L4: Analyze	<u>Internal</u> -Assignment External - Theory

7	2.5	Entrepreneurial Finance			
(i)	2.5	Entrepreneurial Finance- Costing, Pricing, Funding & Sources of Capital Solution	CO3: Analyze the acquire knowledge of tools, techniques, and frameworks for starting a business venture and	L4: Analyze	<u>Internal-Test,</u>
8	1.15	Business Plan			
(i)	1.15	B-Plan Basics- Operations, HR	CO4: Evaluate the business idea and its feasibility and create the business model & MVP		<u>Internal-Assignment</u> External - Theory
9	1.15	Developing Prototype			
(i)	1.15	Demo, Prototyping and Minimum Viable Product (MVP)	CO4: Evaluate the business idea and its feasibility and create the business model & MVP	L4: analyze	<u>Internal-Test,</u>
10	2.5	Presentation			
(i)	2.5	Final Presentation of MVP	CO5 Evaluate the business idea and its feasibility and create the business model & MVP	L6: Create	<u>Internal-Presentation</u>

Pedagogy

- Lecture
- Case Studies, collaboration
- Presentation and assignments
- Quiz

Evaluation

Internal 40%

External 60%

Total 100%

Parameters of Internal Assessment:

- ✓ Attendance
- ✓ Class Participation
- ✓ Test
- ✓ Projects

Assessment Mapping

Parameter	Marks	CO 1	CO 2	CO 3	CO 4	CO 5
Internal	20	15%	18%	22%	24%	21%
Attendance	5	20%	20%	20%	20%	20%
Class Participation	5	20%	20%	20%	20%	20%
Test	5	10%	20%	20%	20%	30%
Projects	5	-	-	30%	40%	30%
End Term	30		10%	30%	30%	30%

Textbook:

1. Entrepreneurship -Rajeev Roy, Oxford University Press, 2011
2. Tinkering Minds- Case Studies of Startups- Dr. Veni Nair & Prof. Vandana Tripathi

Alternative Textbook

1. Entrepreneurship: Robert D Hisrich, Michael P Peters, Dean A Shepherd, McGraw-Hill Publication, 10th Edition, Jan.2016

Reference Books:

1. Exploring Entrepreneurship- Practices and Perspectives, Richard Blundel, Nigel Lockett, Oxford. 2016
2. What They Don't Teach You at Harvard Business School: -McCormack, Mark H., Notes from a Street-Smart.
3. The High-Performance Entrepreneur - Subroto Bagchi, Penguin Books India, 2006
4. Entrepreneurship Strategies & Resources - Marc J. Dollinger, Pearson Education, 2004
5. Entrepreneurship - David H. Holt, New Venture Creation, Prentice Hall India, 2002

E-Books:

1. Entrepreneurship Simplified: From Idea to IPO, Ashok Soota and S R Gopalan 2016
2. Small Business and Entrepreneurship – S. Anil Kumar
3. Entrepreneurship: The Seeds Of Success -Forbat, John - Harriman House – 2007 – Ebscohost
4. Entrepreneurship for Everyone - Katz, Jermone – Emerald -2010- Ebscohost

Course Title : Career Management - 1
Semester : I
Credit : 2
Duration : 40 hrs

Course Outcomes	Description	Cognition	Hours	Evaluation Tools
CO1	Understand the nuances of an effective resume format to create profile specific resumes for campus placement.	L2 -Understand	2	Internal Assignment End Term- Practical
CO2	Develop the industry knowledge and skills to ace online and offline interviews for campus placements	L4 - Analyse	4	Internal GD End Term Practical
CO3	Apply elements of effective writing for developing engaging and impactful pieces of content.	L3 - Apply	3	Internal Assignment End Term Practical
CO4	Illustrate a summary of student's work experience, skills, and achievements on the professional social media platform, LinkedIn	L3 - Apply	5	Internal Role Play End Term Practical
CO5	Appraise self and peer contribution w.r.t verbal and non-verbal communication during Group Discussion for self-improvement	L5 - Evaluate	2	Internal GD, Role Play End Term Practical

Mapping with CO-PO

1 – Low, 2 – Medium, 3 – High, 0 – Low

CO Code	PO1	PO2	PO3	PO4	PO5
CO1	3	2	-	1	-
CO2	3	3	1	3	1
CO3	3	3	-	1	-
CO4	1	3	-	2	-
CO5	2	3	3	3	3
CO	2.4	2.8	2.0	2.0	2.0

Session Plan

Sess. No.	Hrs	Topic	COs	Cognition	Evaluation Tools
		Resume Building			
1	1	Roadmap			
2- 3	2	Resume Building (General Dos and Don'ts of resume)	CO1- Understand the nuances of creating an effective resume and use a tailor-made resume according to the profile applied for during campus placement.	L2: Understand	<u>Internal Assignment</u> <u>End Term</u> Practical
4 & 5	2	Resume Building ITM Resume Format	CO3- Apply elements of effective writing for developing engaging and impactful pieces of content.	L3: Apply	<u>Internal Assignment</u> <u>End Term</u> Practical
		Social Media Management			
6 & 7	3	LinkedIn Networking (Tips to capitalize Networking on LinkedIn)	CO4 - Illustrate a summary of students' work experience, skills, and achievements on the professional social media platform, LinkedIn	Apply	<u>Internal Role Play</u> <u>End Term</u> Practical
8		+ 1 LinkedIn – Content Creation	CO4 - Illustrate a summary of student's work experience, skills, and achievements on the professional social media platform, LinkedIn	L3: Apply	<u>Internal Role Play</u> <u>End Term</u> Practical
		Resume Building			
9	1	Overview of a Group Discussion (Dos and Don'ts + outline for attempting abstract & current affairs-based GD topics)	CO2- Develop the industry knowledge and skills to ace live projects, online and offline interviews, group discussion for campus placements	L4: Analyse	<u>Internal GD</u> <u>End Term</u> Practical
10-12	2	Mock Group Discussion and GD assessment (current affairs and abstract	CO5 - Appraise self and peer contribution w.r.t verbal and non-verbal communication during	L5: Evaluate	<u>Internal GD, Role Play</u> <u>End Term</u>

		assessment)	Group Discussion for self-improvement		Practical
		Personal Interview			
13-14	3	Overview of P.I (Framework to answer basic interview questions)	CO2 - Develop the industry knowledge and skills to ace live projects, online and offline interviews, group discussion for campus placements	L4: Analyse	<u>Internal</u> Role Play <u>End Term</u> Practical
15-32		Mock PI	CO2 - Develop the industry knowledge and skills to ace online and offline interviews for campus placements	L4: Analyse	<u>Internal</u> Role Play <u>End Term</u> Practical

Pedagogy	
1. Lecture	
2. Case Study	
3. News/Article Analysis	
4. Live Activity/Exercise	
5. Videos	
Evaluation:	
Internal	40%
External	60%
Total	100%

Parameters of Internal Assessment:

1. Mock Interviews
2. Group Discussion
3. Class Participation
4. Attendance

Assessment Mapping

Parameter	Marks	CO 1	CO 2	CO 3	CO 4	CO 5
Internal	40	10%	30%	30%	10%	20%
Attendance	10	20%	20%	20%	20%	20%
Class Participation	10	20%	20%	20%	20%	20%
Assignment	5	40%		60%		
Group Discussion	5		50%		100%	50%

Role Play (Mock Interview)	10	25%	25%	10%	20%	20%
End Term	60	10%	30%	30%	20%	10%

Reference Books:

Interviews and GD

GD and Interview

How to succeed in GD and Interview

- GK Publication
- R. Gupta and Anand Ganguly
- SK Mondal

SEMESTER II

Semester : **II**
Course Title : **Market Research**
No of Credits : **4**
Contact Hours : **40 hrs (75 minutes per session)**
Course Faculty : **Dr . Sangeeta Trott**

Course Outcomes	Description	Cognition	Hours	Evaluation Tools
CO1	Explain the need ,importance and various concepts related to market research	K2: Understand	6.0	<u>Internal</u> Quiz, Test <u>End Term-</u> Theory <u>Internal-</u> Assignments , project work,Viva <u>End Term-</u> Practical question in SPSS
CO2	Apply the various concepts learnt in market research in solving business problems	K3: Apply	6.5	<u>Internal-</u> Assignment Viva project work <u>End Term-</u> Practical question in SPSS
CO3	Analyze a business research problem with the help of marketing research tools and techniques for effective decision making	K4: Analyse	7.0	<u>Internal-</u> Assignment Viva project work <u>End Term-</u> Practical question in SPSS
CO4	Assess the results carried out using appropriate tools & techniques for decision making	K5 :Analyze	8.0	<u>Internal</u> Project work <u>End term</u> <u>Theory and</u> <u>output</u> <u>interpretation</u> <u>in SPSS</u>
CO5	Evaluate the output resulting from different analysis for effective decision making	K5:Evaluate	4.5	<u>Internal</u> Project work <u>End term</u> <u>:Theory and</u> <u>output</u> <u>interpertation</u> <u>in SPSS</u>

Mapping COs with POs

Scale 1- low alignment, 2- Moderate alignment, 3 – high alignment, - – No alignment

COs / Pos	PO 1	PO 2	PO 3	PO 4	PO 5
CO1	3	1	-	-	1
CO2	1	2	2	-	1
CO3	3	3	3	1	2
CO4	3	3	1	2	2
CO5	3	3	1	2	2
CO	2.3	2.2	1.4	1.0	1.6

Sr. No	Hrs	Units	Session Plan	Cos	Topics Mapped with CO	Evaluation Tools
1	.5	Introduction to Market Research				
(i)	.5	Meaning and importance of Market Research		CO1: Explain the need and importance ,various concepts related to Market research	K2: Understand	<u>Internal Quiz</u> <u>End Term-Theory</u>
2	1.0	The research process				
(i)	.5.	Various steps in market research process		CO1: Explain the various steps involved in the market research process.	K2: Understand	<u>Internal-</u> <u>Viva,Project work</u> <u>End Term-theory</u>
	.5	Apply the various concepts learnt in a case study		CO2:Apply the various steps learnt in solution of a business problem	K3:Apply	<u>Internal Project</u> <u>End term – Case study/theory</u>
3	1.5	Qualitative Research				
(i)	.5	Introduction to qualitative research. Various types of qualitative research		CO1: Explain the various concepts related to qualitative research	K2: Understand	<u>Internal-Project work, Viva</u>

1.0 Qualitative research procedures :focus group interview ,depth interview and projective techniques

CO2: Apply the various concepts in solving business problems

K3: Apply

Internal : Project work

4 1.0 Sampling and Sampling methods

(i) .5 Sampling design process and classification of the sampling techniques

CO2:Explain the various concepts related with sampling

K4: Understand

Internal- Test, project work

.5 Case : Dell running case

CO3 : Apply the concepts learnt in solving business problems

K3: Apply

Internal Project work

5 1.0 Questionnaire designing

(i) .5 Questionnaire design process, Types of interview method , pre -testing a questionnaire

CO2:Explain the various steps and the concepts involved in questionnaire designing

K2 :Understand

Internal- assignment Project work,Viva

.5 Computer and internet questionnaire construction

CO3 : Apply the steps learnt in solution of a business problem

K3 : Apply

Internal Project work

6 1.0 Data Collection Methods

(i) .5 Various methods of data collection

CO1: Explain the various methods of data collection

K2: Understand

Internal- Project work End Term- Theory

(ii) .5 Apply the various methods in solving business research problem

CO2 :Apply the various concepts learnt in solving business problems

K3:Apply

Internal- Project work End Term- Theory

7 1.0 Data analysis methods

(i) .5 Methods of data analysis : an introduction

CO1: Explain the various methods involved in data analysis

K2: Understand

Internal- Viva Test, project work End Term- Theory

(ii) .5 Univariate analysis, Bivariate analysis, Parametric and Non-parametric test -

CO1: Explain the various concepts related to univariate, bivariate and multivariate and non-parametric test

K2 -Understand

Internal- Viva End Term- Theory, output ,interpretati on in SPSS

8	1.0	Performing Univariate, bivariate and parametric , non -parametric test in SPSS			
	.5	Univariate , bivariate analysis in SPSS	CO2 : Apply the various concepts learnt in solution of a research problem	K3: Apply	Internal Project work End term : Practical question
	(i) .5	Analyze the SPSS output.	CO3:Analyze a business research problem with the help of market research tools and techniques for effective decision making	K4: Analyze	<u>Internal-Project work</u> <u>End Term-Practical question</u>
9	5.5	Factor analysis			
	(i) .5	Understand the various concepts related to factor analysis	CO1: Explain the various concepts related to factor analysis	K2: Understand	<u>Internal-Viva</u> <u>End Term-Practical question</u>
	(ii) .5	Apply the various concepts related to factor analysis	CO2 : Apply the various concepts learnt in solution of a business problem	K3:Apply	<u>Internal-Project work</u> <u>End Term-Practical question</u>
	1.5	Analyze the factor analysis output in SPSS	CO3 :Analyze the business research problem with factor analysis for effective decision making	K4 : Analyze	<u>Internal – Project work</u> <u>End term Practical question</u>
	1.5	Assess the factor analysis output for business decision making	CO4:: Assess the results for business decision making	K5: Assess	<u>Internal :Project work</u> <u>End term : Question</u>
	1.5	Evaluate the factor analysis output for business decision making	CO5 : Evaluate the factor analysis output for decision making	K5 :Evaluate	<u>Internal :Project work</u> <u>End term : Question</u>
10	4.5	Cluster Analysis			
	.5	Basic concept , statistics associated with cluster analysis	CO1: Explain the concepts and the importance of Cluster analysis	K1:Underst and	<u>Internal -Viva</u> <u>End term -Practical</u>

5	Conducting cluster analysis in SPSS	CO2 : Apply the concepts in solution of a research problem	K2 : Apply	<u>question</u> <u>Internal-Project work</u> <u>End term</u> <u>-Practical question</u>
1.5	Analyze a cluster analysis output in SPSS	CO3: Analyze a business research problem with market research tools and techniques for effective decision making	K3:Analyze	<u>Internal-Project work</u> <u>End term-Question</u>
1.5	Assess the results of the output in SPSS	CO4:: Assess the results for business decision making	K4:Analyze	<u>Internal-Project work</u> <u>End term</u> <u>:Question</u>
.5	Evaluate the results of the output in SPSS	CO5 : Evaluate a business situation for decision making	K5:Evaluate	<u>Internal-Project work</u> <u>End term</u> <u>:Question</u>

11 6.5 Discriminant analysis

.5	Basic concept of discriminant analysis, discriminant analysis model	CO1 : Explain the concepts and its importance in market research	K1: Understand	<u>Internal-Viva</u> <u>End term</u> <u>-Practical question</u>
1.5	Performing discriminant analysis in SPSS	CO2 : Apply the concepts in solution of a research problem	K2 : Apply	<u>Internal-Viva</u> <u>End term-practical</u>
1.5	Analyze the discriminant analysis output in SPSS	CO4 : Analyze a market research problem with the help of tmarketing tools and techniques for decision making	K3 : Analyze	<u>Internal-Project work</u> <u>End term</u> <u>-Practical</u>
1.5	Assess the output generated in decision making	CO5 : Assess the output for business decision making	K4:Assess	<u>Internal</u> <u>Project work</u> <u>End term</u> <u>:term</u> <u>:Practical</u>
1.5	Evaluate the out put generated in decision making	CO5:Evaluate the output for business decision making	K5:Evaluate	<u>Internal-Project work</u> <u>End term</u> <u>:Question</u>

12 5.0 Report preparation and presentation

.5 Importance of report preparation and presentation process	CO2 : Explain the various steps related to the preparation of the report	K2 :Understand	<u>Internal-Project</u> <u>End term-Practical</u>
4.5 Report format and report writing	CO3 : Apply the various steps learnt in report of research report	K3:Apply	<u>Internal-Project</u> <u>End term-theory</u>

Pedagogy

- Lecture
- Case Studies
- Presentation and assignments

Evaluation

Internal	80%
External	20%
Total	100%

Parameters of Internal Assessment:

- ✓ Attendance
- ✓ Class Participation
- ✓ Class Test
- ✓ Viva
- ✓ Assignments
- ✓ Projects

Assessment Mapping

Parameter	Marks	CO 1	CO 2	CO 3	CO 4	CO 5
Internal	80	15%	18%	22%	24%	21%
Attendance	12	20%	20%	20%	20%	20%
Class Participation	12	20%	20%	20%	20%	20%
Class Test	20	30%	30%	15%	15%	10%
Viva	10	10%	20%	30%	20%	20%
Assignments	10	-	20%	20%	30%	30%
Projects	16	-	-	30%	40%	30%
End Term	20	5%	15%	30%	30%	20%

Pedagogy (different for subjects)

- Lecture
- Case Studies (Company Annual Report); Analysis using AceKP Software
- Presentation and assignments

Evaluation

Internal	80%
External	20%
Total	100%

Parameters of Internal Assessment: (as decided for different specialization by HoDs)

- ✓ Attendance
- ✓ Class Participation
- ✓ Class Test
- ✓ Class Activity
- ✓ Assignments
- ✓ Projects

Assessment Mapping (Dummy, to be done for respective subjects)

Parameter	Marks	CO 1	CO 2	CO 3	CO 4	CO 5
Internal	80	15%	18%	22%	24%	21%
Attendance	12	20%	20%	20%	20%	20%
Class Participation	12	20%	20%	20%	20%	20%
Class Test	20	30%	30%	15%	15%	10%
Class Activity	10	10%	20%	30%	20%	20%
Assignments	10	-	20%	20%	30%	30%
Projects	16	-	-	30%	40%	30%
End Term	20	5%	15%	30%	30%	20%

Text Book:

Book Title	Name of Author	Publisher	Edition No.	Year
Fundamentals of Financial Management	Prasanna Chandra	Tata McGraw Hill	6th	2017

Reference Book:

Book Title	Name of Author	Publisher	Edition No.	Year
Financial Management	IM Pandey	Vikas publication	12th	2021
Principles of Corporate finance	Richard a Brealey Stewart C Meyers, Franklin Allen and Pitabas Mohanty	McGraw Hill	8 th	

E-Books:

Book Title	Name of Author	Publisher	Link	Year
The World of Modigliani and Miller	Robert Alan Hill	Bookboon.com	https://bookboon.com/en/the-world-of-modigliani-and-miller-ebook	2015
Working Capital and Strategic Debtor Management,	Robert Alan Hill	Bookboon.com	https://bookboon.com/en/working-capital-and-strategic-debtor-management-ebook	2013
Strategic Financial Management	Robert Alan Hill	Bookboon.com	https://bookboon.com/en/strategic-financial-management-ebook	2014
Financial Management		Rai Technology University	http://164.100.133.129:81/econtent/Uploads/Financial_Management.pdf	
Financial Treasury and Forex Management	ICSI	ICSI	http://www.icsi.in/Study%20Material%20Professional/NewSyllabus/FTFM.pdf	2014
Practical Module: Financial Treasury and Forex Management	ICSI	ICSI	https://www.icsi.edu/WebModules/PRACTICE%20MANUAL%20FTFM%20AKANSHA%202015.pdf	2015
Financial Management	M Y Khan	Tata McGraw-Hill Education		2011
Financial	I M	Vikas		2009

Managem nt	Pandey	Publishing House Pvt Ltd I		
---------------	--------	----------------------------------	--	--

Semester : II
Course Title : Customer Insights and Relationship Management
No of Credits : 4
Contact Hours : 40 hrs (75 minutes per session)

Course Outcomes	Description	Cognition	Hours	Evaluation Tools
CO1	Classify the current trends in the consumer buying behavior to align with the futuristic marketing challenges.	L2: Understand	5.5	<u>Internal</u> Test <u>End Term-</u> Short answers, case study
CO2	Apply the tools for analysing consumer demography .	L3: Apply	7.5	<u>Internal-</u> Presentation <u>End Term-</u> Short answers, case study
CO3	Examine the marketing strategy for enhancing consumer experience.	L4: Analyse	10.0	<u>Internal-</u> Presentation <u>End Term-</u> Short answers, case study
CO4	Assess customer acquisition and retention strategy for its effectiveness.	L5: Evaluate	12.0	<u>Internal-</u> Test <u>End Term-</u> Short answers, case study
CO5	Assess customer buying decision process for better & lasting consumer relationship.	L5: Evaluate	5.0	<u>Internal-</u> Test <u>End Term-</u> Case Study

Mapping COs with POs

Scale 1- low alignment, 2- Moderate alignment, 3 – high alignment, - – No alignment

COs / POs	PO 1	PO 2	PO 3	PO 4	PO 5
CO1	3	-	1	1	-
CO2	2	2	2	1	1
CO3	3	3	1	2	2
CO4	3	3	1	2	2
CO5	3	3	1	2	3
CO	2.8	2.7	1.2	1.6	1.6

Sr. No	Hrs	Units	Session Plan	Cos	Topics Mapped with CO	Evaluation Tools
1	2.5	Introduction to CB				
(i)	2.5	Consumer Trends-e-commerce Broadcasting v/s Narrowcasting, Role of Changing Technology vis a vis impact on Consumer decision making and acceptance, Types of customers. Fractional customer... multidimensional customer. The four primary collaborative customer types. Consumer type...stake holder type...Partner type...competitor type, technology and future of customer experience Discussion on Post COVID consumer behaviour – Online users	CO1: Outline current trends especially technological in the consumer buying so as to cope with the futuristic marketing challenges.		L2: Understand	<u>Internal Test</u> <u>End Term-Short answers, case study</u>
2	4	Perception				
(i)	4	Absolute Threshold, JND, Weber’s law, Applications of Weber’s Law, Perceptual process- Selection, Organization Interpretation (Perceptual Biases and Errors) Price Perceptions, Price Quality Linkages, Positioning and Perception Perceived Risk Subliminal Perception, Sensory Marketing, Experiential Marketing, Perceptual Mapping and its applications Emotional Vs Transactional, Advent of Consumer Experience	CO3: Focus on enhancing customer experience and implement an actionable marketing strategy through a thorough evaluation of consumer decision making process		L4: Analyse	<u>Internal-Presentation</u> <u>End Term-Short answers, case study</u>
3	3.5	Learning, Memory				
(i)	3.5	Pavlovian Model, Operant Conditioning Model, Cognitive Learning Theory , Types of Learning Applications and Behaviour Modification Generalization and discrimination- Its Applications Memory - Storing, Processing, Retention Retrieval.	CO3: Focus on enhancing customer experience and implement an actionable marketing strategy through a thorough evaluation of consumer decision making process		L4: Analyse	<u>Internal-Presentation</u> <u>End Term-Short answers, case study</u>
4	6.5	Communication Online and Offline				

(i)	6.5	WOM- Persuading Consumers, Persuasive appeals, Consumers and Social Media, Social media Communication Channels- Facebook, Blogs, WhatsApp LinkedIn, Online reviews, (social media groups) Communication to different age segments especially children and the behavioural implications Diffusion of Innovation	CO2: Appreciate and use the tools related to Marketing in its holistic sense to critically analyze consumers in their individual, social and cultural settings.	L3: Apply	<u>Internal-Presentation</u> <u>End Term-</u> Short answers, case study
-----	-----	---	---	--------------	---

5 3.5 Motivation & Personality

(i)	3.5	Needs, Goals, Need Arousal, Selecting Goals Psychological Model, ERG Theory, Buyer Personality :Psychodynamic Theory, Neo-Freudian Theory, Trait Theory Brand personality Self and Self Image Persona development Cycle Social Technographics Profile.	CO3: Focus on enhancing customer experience and implement an actionable marketing strategy through a thorough evaluation of consumer decision making process	L4: Analyse	<u>Internal-Presentation</u> <u>End Term-</u> Short answers, case study
-----	-----	---	--	----------------	---

6 6.5 Attitude

(i)	2.0	Formation, Measurement and Modification of Consumer Attitudes	CO1: Outline current trends especially technological in the consumer buying so as to cope with the futuristic marketing challenges.	L2: Understand	<u>Internal</u> <u>Test</u> <u>End Term-</u> Short answers, case study
(ii)	4.5	Market opportunity and promotional activities to assess markets and change attitudes towards products and brands. Attitudinal Factors in digital marketing(social media, e-commerce) Structural Models Of attitude, Attribution Theory Model	CO3: Focus on enhancing customer experience and implement an actionable marketing strategy through a thorough evaluation of consumer decision making process	L4: Analyse	<u>Internal-Presentation</u> <u>End Term-</u> Short answers, case study

7 4.5 Family

(i)	1.0	Joint Decision-making process, in fluences, roles of different members, needs perceived and evaluation rules. Factors affecting the need of the family, family life cycle stage and size.	CO2: Appreciate and use the tools related to Marketing in its holistic sense to critically analyze consumers in their individual, social and cultural settings.	L3: Apply	<u>Internal-Presentation</u> <u>End Term-</u> Short answers, case study
(ii)	3.5	Reference Groups, Opinion Leaders and	CO5: Evaluate value	L5:	<u>Internal-</u>

		Social Influences In-group versus out-group influences role of opinion leaders in diffusion of innovation and in purchase process. Online communities and co creation- v blogging, online forums Facebook, Blogs, WhatsApp LinkedIn, Online reviews, (social media groups) Influencer Marketing	propositions for all stakeholders in an integrated manner by measuring and applying consumer Insights to create lasting Customer Relations and organizational growth.	Evaluate	Test <u>End Term-</u> Case Study
--	--	---	---	----------	--

8 5.0 Culture

(i)	5.0	Understanding cultural and sub-cultural influences on individual, norms and their role, customs, traditions and value system. Cross Culture Cultural variations across demographic segments with special Reference to Women, Men, Children & Millennials Netizens in India	CO2: Appreciate and use the tools related to Marketing in its holistic sense to critically analyze consumers in their individual, social and cultural settings.	L3: Apply	<u>End term</u> Short answers, case study
-----	-----	---	---	--------------	--

9 5.0 Social Class and Social Stratification

(i)	1.0	Homogeneity of needs in social class, product usage norms and evaluation rules within class. Social Class stratification in India SEC, PRIZM Model & Geodemographic Segmentation	CO2: Appreciate and use the tools related to Marketing in its holistic sense to critically analyze consumers in their individual, social and cultural settings.	L3: Apply	<u>Internal-</u> Presentation <u>End Term-</u> Short answers
-----	-----	--	---	--------------	---

10 5.0 Consumer Decision Process

(i)	4.0	Heuristics & Decision-making models, Rational Decision Making- EKB Model Howard Sheth Model and Applications Aberrant Consumer Behaviour and Consumer misbehaviour Abnormal and Illegal Behaviour: Hedonism, Impulse Buying The consumer for Digital Marketing Impact of digital Technology on buying behaviour, passive and active digital influences, Attributes of Online Buying Behaviour, Influence of Web experience, web Tracking Audits & Forecasting	CO5: Evaluate value propositions for all stakeholders in an integrated manner by measuring and applying consumer Insights to create lasting Customer Relations and organizational growth.	L5: Evaluate	<u>Internal-</u> Test <u>End Term-</u> Case Study
-----	-----	--	---	-----------------	--

11. Introduction To CRM

(i)		Definition of CRM (People and Technology perspective or Operational & Analytical) its importance (customers and organization perspective) & Planning and Implementation	CO4: Assess relationship theory and CRM analytics during the customer	L5: Evaluate	<u>Internal-</u> Test <u>End Term-</u> Case Study
-----	--	--	---	-----------------	--

Relationship marketing and CRM including leveraging technology to enhance relationship with customers

acquisition, usage, retention stages for strategy devising and implementation.

(ii) **Acquisition**

Customer Life Cycle.

Components of Acquisition Strategy , Acquisition Metrics, Segmentation Scheme, prioritization, Offer Design, Acquisition Revenue and Cost Framework

CO4: Assess relationship theory and CRM analytics during the customer acquisition, usage, retention stages for strategy devising and implementation.

L5:
Evaluate

Internal-Test
End Term-
Case Study

(iii) Strategic CRM: Customer Portfolio Management/How to deliver customer experienced value/Managing Customer Experience,

Usage Management

Factors affecting Usage, Activation, Spend Management (RFM), Loyalty Management

CO4: Assess relationship theory and CRM analytics during the customer acquisition, usage, retention stages for strategy devising and implementation.

L5:
Evaluate

Internal-Test
End Term-
Case Study

12. **Retention Management**

Types of Attrition, Retention and Profitability, Aquisition & Retention, Usage and Retention, Retention Strategies & Life Cycle, CLV Key Elements, Calculating CLV

CO4: Assess relationship theory and CRM analytics during the customer acquisition, usage, retention stages for strategy devising and implementation.

L5:
Evaluate

Internal-Test
End Term-
Case Study

13. **Customer Satisfaction**

CRM and how it can/does influence customer loyalty (also customer advocacy), Customer Satisfaction including management of complaints and requests, recovery management etc. Kano's Model for Creating Customer Delight

CO4: Assess relationship theory and CRM analytics during the customer acquisition, usage, retention stages for strategy devising and implementation.

L5:
Evaluate

Internal-Test
End Term-
Case Study

Pedagogy

- Lecture
- Case Studies
- Presentation
- Assignments
- Group Discussion
- Test

Evaluation

Internal	40%
External	60%
Total	100%

Parameters of Internal Assessment:

- Attendance
- Class Participation
- Class Test
- Assignments
- Presentation

Assessment Mapping

Parameter	Marks	CO 1	CO 2	CO 3	CO 4	CO 5
Internal	40	12.5%	22.5%	20.0%	25.0%	20.0%
Class Test	5	20.0%	0.0%	80.0%	0.0%	0.0%
Assignment	5	0.0%	100.0%	0.0%	0.0%	0.0%
Presentations	10	0.0%	0.0%	0.0%	60.0%	40.0%
Attendance	10	20.0%	20.0%	20.0%	20.0%	20.0%
Class Participation	10	20.0%	20.0%	20.0%	20.0%	20.0%
End Term	60	13.3%	20.0%	20.0%	26.7%	20.0%
Total	100	13.0%	21.0%	20.0%	26.0%	20.0%

Text Book:

Book Title	Name of Author	Publisher	Edition No.	Year
Consumer Behaviour	Leon Schiffman & Joseph Wisenblit & S	Pearson	11th	2015

	Ramesh Kumar			
--	--------------	--	--	--

Reference Books:

CB

1. Consumer Behaviour - Henry Assael, 6th Edition, Thomson Southwest Learning, 2006.
2. Consumer Behaviour in Indian Perspective - Suja Nair, 2nd Edition, 2010, Himalaya Publication
3. Consumer Behaviour - Blackwell, Miniard and Engel, Dryden Press, USA
4. Consumer Behaviour - Satish K. Batra and Kazmi, Excel Books, 2004
5. Consumer Behaviour - Wayne D. Hoyer, Deborah J. Macinnis & Pinaki Dasgupta, 1st Edition, 2008, Biztantra
6. Consumer Behaviour in Indian Context India. - Srivastava K.K. & Khandal Sujata, 1st Edition, 2005, Galgotia Pub (P) Ltd.
7. Consumer Behaviour - Henry Assael, 6th Edition, Thomson Southwest Learning, 2006.
8. Consumer Behaviour & Marketing Action - Assael Henry, 6th Edition, Cengage Learning, 2011

CRM

- 1) Customer Relationship Management- N H Mullick, 2016, Oxford University Press
- 2) CRM at the Speed of Light - Paul Greenberg, 3rd Edition, 2008, McGraw-Hill.
- 3) Online Marketing : Customer Led - Gay, Richard, Charlesworth, Alan, 2011, Oxford University Press.
- 4) Customer Relationship Mgmt. - Judith W. Kincaid, 2006, Pearson Publication. Getting it right
- 5) Customer Relationship Management: Integrating Marketing Strategy & Information - Zikmund, William G. et al. John Wiley, 2004
- 6) CRM Handbook- A business guide to Consumer Relationship Management - Jill Dyche, 2007, Pearson Education
- 7) Customer Relationship Management, - Sheth, Jagdish N. et al. TMH (Emerging Concepts, Tools & Applications):

E-books:

CB

1. Consumer Behavior – Wayne D. Hoyer
<https://www.pdfdrive.net/consumer-behavior-d33323126.html>
2. Consumer Behavior: Global Shifts and Local Effects - Rajagopala
<http://www.gbv.de/dms/zbw/60816755X.pdf>
3. Factors Influencing Consumer Buying Behaviour of Luxury Branded Goods – Khor Eng Tatt
<https://www.pdfdrive.net/factors-influencing-consumer-buying-behaviour-of-luxury-branded-goods-d561097.html>

4. Consumer Behavior in Action : Real-Life Applications for Marketing Managers-Geoffery P.Lantos

[https://books.google.co.in/books?](https://books.google.co.in/books?id=NnNsBgAAQBAJ&printsec=frontcover&dq=consumer+behavior&hl=en&sa=X&ved=0ahUKEwisn5yloc7bAhVILl8KHW3zB24Q6AEIJjAA#v=onepage&q=consumer%20behavior&f=false)

[id=NnNsBgAAQBAJ&printsec=frontcover&dq=consumer+behavior&hl=en&sa=X&ved=0ahUKEwisn5yloc7bAhVILl8KHW3zB24Q6AEIJjAA#v=onepage&q=consumer%20behavior&f=false](https://books.google.co.in/books?id=NnNsBgAAQBAJ&printsec=frontcover&dq=consumer+behavior&hl=en&sa=X&ved=0ahUKEwisn5yloc7bAhVILl8KHW3zB24Q6AEIJjAA#v=onepage&q=consumer%20behavior&f=false)

5. Consumer Behavior – Frank R.Kardes,Maria L.Cronley,Thomas W.Cline

<https://www.pdfdrive.net/consumer-behavior-kardes-d18827211.html>

CRM

1.Customer Relationship Management : Concepts and Technologies -Francis Buttle,Stan Maklan

[https://books.google.co.in/books?](https://books.google.co.in/books?id=slGhBgAAQBAJ&printsec=frontcover&dq=customer+relationship+management&hl=en&sa=X&ved=0ahUKEwituanloc7bAhUQ5o8KHb17AWoQ6AEIJjAA#v=onepage&q=customer%20relationship%20management&f=false)

[id=slGhBgAAQBAJ&printsec=frontcover&dq=customer+relationship+management&hl=en&sa=X&ved=0ahUKEwituanloc7bAhUQ5o8KHb17AWoQ6AEIJjAA#v=onepage&q=customer%20relationship%20management&f=false](https://books.google.co.in/books?id=slGhBgAAQBAJ&printsec=frontcover&dq=customer+relationship+management&hl=en&sa=X&ved=0ahUKEwituanloc7bAhUQ5o8KHb17AWoQ6AEIJjAA#v=onepage&q=customer%20relationship%20management&f=false)

2. Customer Relationship Management : A Strategic Approach – Lakshman Jha

[https://books.google.co.in/books?](https://books.google.co.in/books?id=NbnZwhUjIF0C&printsec=frontcover&dq=customer+relationship+management&hl=en&sa=X&ved=0ahUKEwituanloc7bAhUQ5o8KHb17AWoQ6AEILTAB#v=onepage&q=customer%20relationship%20management&f=false)

[id=NbnZwhUjIF0C&printsec=frontcover&dq=customer+relationship+management&hl=en&sa=X&ved=0ahUKEwituanloc7bAhUQ5o8KHb17AWoQ6AEILTAB#v=onepage&q=customer%20relationship%20management&f=false](https://books.google.co.in/books?id=NbnZwhUjIF0C&printsec=frontcover&dq=customer+relationship+management&hl=en&sa=X&ved=0ahUKEwituanloc7bAhUQ5o8KHb17AWoQ6AEILTAB#v=onepage&q=customer%20relationship%20management&f=false)

3. Customer Relationship Management : A Global Perspective – Gerhard Raab,Riad A Ajami,G Jason Goddard

[https://books.google.co.in/books?](https://books.google.co.in/books?id=vK0oDAAAQBAJ&printsec=frontcover&dq=customer+relationship+management&hl=en&sa=X&ved=0ahUKEwituanloc7bAhUQ5o8KHb17AWoQ6AEIOjAD#v=onepage&q=customer%20relationship%20management&f=false)

[id=vK0oDAAAQBAJ&printsec=frontcover&dq=customer+relationship+management&hl=en&sa=X&ved=0ahUKEwituanloc7bAhUQ5o8KHb17AWoQ6AEIOjAD#v=onepage&q=customer%20relationship%20management&f=false](https://books.google.co.in/books?id=vK0oDAAAQBAJ&printsec=frontcover&dq=customer+relationship+management&hl=en&sa=X&ved=0ahUKEwituanloc7bAhUQ5o8KHb17AWoQ6AEIOjAD#v=onepage&q=customer%20relationship%20management&f=false)

Course code :
Semester : **II**
Course Title : **Digital and Social Media Marketing**
No of Credits : **4**
Contact Hours : **40 hrs (75 minutes per session)**
Course Faculty :

Course Outcomes	Description	Cognition	Hours	Evaluation Tools
CO1	Outline the scope of DSMM to get an overview of digital marketing.	L2: Understand	5.0	<u>Internal</u> Practical <u>End Term-</u> Short Answer <u>Internal-</u>
CO2	Apply digital strategy for ecommerce sales .	L3: Apply	11.0	Online Certification <u>End Term-</u> Short Answer <u>Internal-</u>
CO3	Analyse consumer journey and consumer persona to run the marketing campaigns.	L4: Analyse	5.0	FB & Insta Campaigns <u>End Term-</u> Case study <u>Internal-</u>
CO4	Assess social media campaigns for right use of marketing mix .	L5: Evaluate	10.0	Practical Campaigns & Presentations <u>End Term-</u> Case Study <u>Internal-</u>
CO5	Evaluate methodologies used in social media brief and creating a final campaign.	L5: Evaluate	.0	Presentations <u>End Term-</u> Case Study

Mapping COs with POs

Scale 1- low alignment, 2- Moderate alignment, 3 – high alignment, - – No alignment

COs / Pos	PO 1	PO 2	PO 3	PO 4	PO 5
CO1	3	2	-	2	1
CO2	-	3	2	2	2
CO3	-	3	3	2	2
CO4	2	2	2	3	3
CO5	3	3	-	3	3
CO	2.7	2.2	2.33	2.4	2.2

Session Plan

Sr. No	Hrs	Units	Cos	Topics Mapped with CO	Evaluation Tools
1	7.5	Introduction to Search Engine Optimization			

(i)	Introduction to Search & Search Audit	CO1: Outline the scope of SEO to get an overview of fundamentals of digital marketing.	K2: Understand	<u>Internal</u> <u>Practical</u> <u>End Term-</u> Short Answer
(ii)	Search Campaign Planning and Keyword Research			
(iii)	SEO Techniques 1 & SEO Techniques 2	CO2: Outline the scope of DSMM to get an overview of fundamentals of digital marketing.		

2	7.5	Google Ads (Paid Campaigns)		
(i)	Conversion Rate Optimization & AdWords Basics , Martech and Adtech	CO1: Outline the scope of Paid Campaigns to get an overview of fundamentals of digital marketing.	K2: Understand	<u>Internal</u> <u>Practical</u> <u>End Term-</u> Short Answer
(ii)	Getting Started, Creating Your First Search Campaign ,Creating Your First Ad Group			
(iii)	Understanding Quality Score ,Tracking Ad Performance			
(iv)	Understanding of pixel, its importance& the conversion optimizer, Optimizing for performance Campaign run through pixel	CO5: Compute the subject understanding by assessing their concepts on the basis of online certifications.	K3: Apply	<u>Internal-</u> <u>Online</u> <u>Certification</u> <u>End Term-</u> Short Answer

3	7.5	Introduction to Social Media		
(i)	Fundamentals of Social Media ,Social Platforms Account Setup	CO1: Outline the scope of Social Media to get an overview of fundamentals of digital marketing	K3: Apply	<u>Internal-</u> <u>Online</u> <u>Certification</u> <u>End Term-</u> Short Answer
(ii)	Facebook Services ,Facebook Ads ,	CO3: Analyse tools; consumer journey and consumer persona used by them to run the campaigns. CO4: Assess debriefing of the students on the basis of the presentation made on social media campaigns and making them aware about the right usage of the tools, audience and many other factors.	K4: Analyse	<u>Internal-</u> <u>FB & Insta</u> <u>Campaigns</u> <u>End Term-</u> Case study
(iii)	Facebook Campaign ,Twitter			
(iv)	LinkedIn ,Instagram, Pinterest			
(v)	Social Media Strategies - offline			
(vi)	Social Media Strategies -online integrated sales			
(vii)	Sales Strategy in the digital era - Selling through Social Media (App store optimization), Social media selling			

4	5.0	Content Marketing			
(i)		Content Marketing 1	CO2: Compute the subject understanding by assessing their concepts on the basis of online certifications and usage of the tools.	K4: Analyse	<u>Internal-</u> FB & Insta Campaigns <u>End Term-</u> Case study
(ii)		Content Marketing 2			
(iii)		Digital PR & ORM			
(iv)		Online Consumer Behaviour & Insights mining, STDC Model (See, think, Do, Care Model)		K5: Evaluate	
(v)		Blogging			
(vi)		Email marketing			

5	2.5	Mobile Marketing & Video Marketing		
----------	------------	---	--	--

(i)		Using Display Ads in Remarketing Campaigns Leveraging Video Advertising Mobile Sales -Mobile Analytics Mobile Sales-Key word designs, APP Funnel Journey	CO3: Analyse tools; consumer journey and consumer persona used by them to run the campaigns.	K4: Analyse	<u>Internal-</u> FB & Insta Campaigns <u>End Term-</u> Case study
6	2.5	E-commerce & Marketplace			
(i) (ii) (iii)		E-commerce Sales Market place optimization what to sell on market place, how to decide upon that, what kind of keywords to be taken, etc.)	CO2: Outline the scope of Ecommerce to get an overview of fundamentals of digital marketing.	K2: Understand	<u>Internal</u> Practical <u>End Term-</u> Short Answer
7	2.5	Campaign Formulation			
(i) (ii) (iii)		Campaign Strategy Campaign Outcome Framework Sample Campaign	CO5: Evaluate methodologies used in solving the media brief and creating a final campaign.	K5: Evaluate	<u>Internal-</u> Presentations <u>End Term-</u> Case Study
8	5.0	Final Presentation			
(i)	5.0	Final Presentation	CO5: Evaluate methodologies used in solving the media brief and creating a final campaign.	K5: Evaluate	<u>Internal-</u> Presentations <u>End Term-</u> Case Study

Pedagogy

- Lecture
- Case Studies
- Presentation and assignments
- Videos
- Online Tools
- Online certifications

Evaluation

Internal 40%

External 60%

Total 100%

Parameters of Internal Assessment:

- Attendance
- Class Participation
- Class Presentations
- Class Activity
- Certifications

Assessment Mapping

Parameter	Marks	CO 1	CO 2	CO 3	CO 4	CO 5
-----------	-------	------	------	------	------	------

Internal	40	12.5%	22.5%	20.0%	25.0%	20.0%
Class Activity	5	20.0%	0.0%	80.0%	0.0%	0.0%
Certification	5	0.0%	100.0%	0.0%	0.0%	0.0%
Presentation	10	0.0%	0.0%	0.0%	60.0%	40.0%
Attendance	10	20.0%	20.0%	20.0%	20.0%	20.0%
Class Participation	10	20.0%	20.0%	20.0%	20.0%	20.0%
End Term	60	13.3%	20.0%	20.0%	26.7%	20.0%
Total	100	13.0%	21.0%	20.0%	26.0%	20.0%

Text Book:

Book Title	Name of Author	Publisher	Edition No.	Year
Digital Marketing	Seema Gupta	McGraw Hill Publications	1 st	2017

Reference Book:

Book Title	Name of Author	Publisher	Edition No.	Year
Digital marketing	Vandana Ahuja	Oxford Publications	2 nd	2016

E-Books:

Book Title	Name of Author	Publisher	Link	Year
Cambridge Marketing Handbook	Karl Meyer & Neil Wilkins	Cambridge Marketing Press	http://delegates.marketingcollege.com/ASSETS/CollegeBookshelfDocuments/DigitalMarketing.pdf	2015
Digital Marketing Strategy	Consultancy	Lyfe Marketing	https://www.lyfemarketing.com/blog/wp-content/uploads/2017/12/Digital-Marketing-Strategy-eBook.pdf	2017
Digital Marketing Handbook	E-marketing consultant	E-marketing Consultant	http://emarketingconsult.com/digital-marketing-handbook-2012	2012

Course code :
Semester : **I**
Course Title : **Integrated Marketing Communication**
No of Credits : **4**
Contact Hours : **40 hrs (75 minutes per session)**
Course Faculty :

Course Outcomes	Description	Cognition	Hours	Evaluation Tools
CO 1	Understand the scope of Integrated Marketing Communication to have basic grasp .	L2: Understand	8	<u>Internal</u> Class Activity <u>End Term</u> - Short answers
CO 2	Apply the key theories and concepts for effective brand / corporate communication	L3: Apply	8	<u>Internal</u> - Live project / Activity <u>End Term</u> - short answers/Applied Questions
CO 3	Analyze the marketing dynamics for media selection	L4: Analyze	8	<u>Internal</u> - Assignment <u>End Term</u> - Case Study/Applied Question
CO 4	Assess marketing skills required to run Integrated Marketing Communication campaigns	L5: Evaluate	8	<u>Internal</u> -Case Study <u>End Term</u> - Case Study
CO 5	Evaluate Strategic Communication Plan for its effectiveness	L5: Evaluate	8	<u>Internal</u> - Presentation <u>End Term</u> - Case Study/Applied Question

Mapping COs with POs

1 – Low, 2 – Medium, 3 – High, 0 – Low

CO Code	PO1	PO2	PO3	PO4	PO5
CO 1	1	-	-	-	-
CO 2	3	3	-	-	-
CO 3	3	3	2	2	-
CO 4	2	3	2	-	2
CO 5	2	3	2	2	3
CO	2.2	3	2	2	2.5

Sr. No	Hrs	Units	Session Plan Cos	Topics Mapped with CO	Evaluation Tools
--------	-----	-------	------------------	-----------------------	------------------

1	8	Introduction to IMC			
(i)	8	Purpose of IMC, Significance of IMC in today's marketing spectrum, Marketing communication mix. Roles of advertising	CO1 - Understand key terms, definitions, theories, models and the process in IMC	L2 - Understand	<u>Internal</u> Assignment <u>End Term</u> - Short answers
2	8	Creativity in advertising			
(i)	8	OOH, ad appeals and objectives, taglines and product characters, Ad agency	CO2 - Evaluate and apply the key theories and concepts for effective brand / corporate communication	L3 - Apply	<u>Internal</u> - Live project / Activity <u>End Term</u> - short answers/Applied Questions
3	8	Media planning and buying			
(i)	8	Consumer & trade promotions, media plan, strategies, reach, frequency, selectivity, media scheduling, IMC development plan	CO3 - Updating and aligning to the changing dynamics in planning & buying media	L4 Analyze	<u>Internal</u> - Assignment, case study <u>End Term</u> - Short answer /Applied Question
4	8	Advertising to the millennial			
(i)	8	Global trends in advertising, OTT. Mobile and internet ads	CO4 - Demonstrate the knowledge and skills required for assessing IMC campaigns	L5 - Evaluate	<u>Internal</u> -Case Study <u>End Term</u> - Case Study
5	8	Applied marketing communication strategies for value creation			
(i)	8	Extensive presentation on creating the IMC development plan for a new product (video ads, print ads inclusive)	CO5 - Developing both written and presentation skills required to recommend a Strategic Communication Plan	L5 - Evaluate	<u>Internal</u> - Presentation <u>End Term</u> - Case Study/Applied Question

Pedagogy

- Lecture
- Case Studies
- Presentation and assignments
- Articles reading
- Video cases

Evaluation

Internal 40%

External	60%
Total	100%

Parameters of Internal Assessment:

- ✓ Attendance
- ✓ Class Participation
- ✓ Live project - outdoor activity
- ✓ Case study discussion
- ✓ Assignments
- ✓ Projects

Assessment Mapping

Parameter	Marks	CO 1	CO 2	CO 3	CO 4	CO 5
Internal	40	15%	18%	22%	24%	21%
Attendance	10	20%	20%	20%	20%	20%
Class Participation	10	20%	20%	20%	20%	20%
Live project - outdoor	5	-	30%	30%	40%	-
Case study discussion	5	-	-	40%	60%	-
Assignments	5	50%	-	50%	-	-
Projects	5	-	20%	20%	20%	40%
End Term	60	15%	20%	25%	30%	10%
TOTAL	100	15%	20%	25%	30%	10%

Text Book:

Book Title	Name of Author	Publisher	Edition No.	Year
Advertising and Promotion: An IMC Perspective	George E. Belch & Michael E. Belch	Tata McGrawHill	12 th	2015

Reference Book:

Book Title	Name of Author	Publisher	Edition No.	Year
Media Planning & Buying -Principles and practice in the Indian context	Arpita Menon	Tata McGrawHill	10 th	2010

E-Books:

Book Title	Name of Author	Publisher	Link	Year
Marketing communications	Olujimi Kayode	Bookboon.com	https://www.pdfdrive.com/marketing-communications-e18893627.html	2014
Integrated Marketing communications – a holistic approach	Tony Yashin	Butterworth Heinemann	https://www.pdfdrive.com/integrated-marketing-communications-e41011351.html	2007

Course code :
Semester : **II**
Course Title : **Product and Brand management**
No of Credits : **2**
Contact Hours : **40 hrs (75 minutes per session)**
Course Faculty :

Course Outcomes	Description	Cognition	Hours	Evaluation Tools
CO1	Explain the basic concept of Product management and Brand building for grasping	L2: Understand	8.0	<u>Internal</u> Assignment <u>End term</u> Case study, short answers
CO2	Build new product development strategy.	L3: Apply	8.0	<u>Internal-</u> Case Study <u>End term</u> Case study, short answers
CO3	Examine the consumption pattern of the consumer to build appropriate strategy.	L4: Analyse	8.0	<u>Internal-</u> Case study <u>End Term-</u> Case study, short answers
CO4	Evaluate the performance and Revitalization of Brand.	L5: Evaluate	8.0	<u>End term</u> Case study, short answers
CO5	Formulate branding strategy by considering value proposition of product	L5: Evaluate	8.0	<u>Internal-</u> Case study <u>End term</u> Case study, short answers

Mapping Cos with POs

Scale 1- low alignment, 2- Moderate alignment, 3 – high alignment, - – No alignment

CO Code	PO 1	PO 2	PO 3	PO 4	PO 5
CO-1	3	1	1	1	1
CO-2	1	1	3	2	1
CO-3	1	1	3	3	2
CO-4	1	1	2	2	2
CO-5	1	3	2	2	3
CO	1.4	1.4	2.2	2	1.8

Session Plan

Sr. No	Hrs	Units	Cos	Topics Mapped with CO	Evaluation Tools
1	4	Product and Brand management			
		12. Relationship between Competition, Marketing & Product Management 13. Product management process, product decisions 14. Product Management organisation- Roles & responsibilities of Product Manager	CO1: Explain the Basic about Product Management, Process and Product decision.	L2: Understand	<u>Internal Assignment</u> <u>End term</u> Case study, short answers
2	6	Product concept and Strategy			
		10. Product hierarchy, product mix, product line, product line analysis 11. NPD – process, challenges, Consumer- Adoption process – stages. 12. Minimum Viable Product	CO5: Create value proposition for all characteristics and features of product. Adoption Process.	L5: Evaluate	<u>Internal- Case Study</u> <u>Royal Enfield</u> <u>End term</u> Case study, short answers
3	4	Principles of Design Thinking			
		Principles of Design Thinking <input type="checkbox"/> Product design <input type="checkbox"/> Designing branded customer experience <input type="checkbox"/> Customer journey mapping <input type="checkbox"/> Design thinking & Brand <input type="checkbox"/> Experience innovation	CO1: Outline the scope of Product design thinking, customer mapping, Brand experience thinking.	L2: Understand	<u>Internal- Case study</u> <u>End Term- Case study</u> , short answers
4	6	Product Portfolio Management			
		Metrics covered: <input type="checkbox"/> Trial, Repeat, Penetration & Volume projections <input type="checkbox"/> Cannibalisation rate & Fair Share draw rate <input type="checkbox"/> Brand Equity metrics : Y&R brand asset valuator, Interbrand's brand valuation model <input type="checkbox"/> Conjoint utilities & consumer preference	CO3: Examine the consumption pattern of product.	L4: Analyse	<u>End term</u> Case study, short answers
5	3	Managing Brand Over Time			
		<input type="checkbox"/> Brand revitalization <input type="checkbox"/> Adjustments to brand portfolio	CO4: Rebranding and Assess the tools to align with objective of company.	L5: Evaluate	<u>Internal- Case study</u> <u>Hutch to Vodafone</u> <u>End term</u> Short answers,

6	4 Managing Brands over Geographic Boundaries & Market segments <ul style="list-style-type: none"> <input type="checkbox"/> Building Global Brand strategy <input type="checkbox"/> Growth strategies in global market <input type="checkbox"/> Standardisation v/s Customisation 	CO5: evaluate and formulate branding strategy to manage over Geographic Boundaries.	L5: Evaluate	<u>Internal- Article</u> <u>End term</u> Short answers, case study
7	4 Different types of Brands <ul style="list-style-type: none"> <input type="checkbox"/> Corporate Brands <input type="checkbox"/> Commodity Brands <input type="checkbox"/> Person as Brand <input type="checkbox"/> Internet Brands 	CO1: To explore types of branding.	L2: Understand	<u>Internal- Assignment</u> <u>End term</u> Short answers, case study
8	4 Brand Audit and Tracking <ul style="list-style-type: none"> <input type="checkbox"/> Meaning, Purpose, process of Brand Audit <input type="checkbox"/> Relevance of brand tracking, design and outcome 	CO3: Examine the perormation of strategy and to take corrective measures.	L4: Analyse	<u>Internal- Term end examination</u> <u>End term</u> Short answers, case study
9	5 Managing brands in the fashion & luxury segment Factors for growth 8Ps of luxury brand Marketing Challenges	CO1: To understand luxury brand marketing concept	L2: Understand	<u>Internal- Case Study</u> <u>End term</u> Short answers, case study

Pedagogy

- Lecture
- Case Studies Analysis, Recent Newspaper Article discussion
- Presentation and assignments

Evaluation

Internal	40%
External	60%
Total	100%

Parameters of Internal Assessment:

- Attendance
- Class Participation
- Class Test
- Class Activity
- Assignments
- Projects

Assessment Mapping

Parameter	Marks	CO 1	CO 2	CO 3	CO 4	CO 5
Internal	40	12.5%	22.5%	20.0%	25.0%	20.0%
Class test	5	20.0%	0.0%	80.0%	0.0%	0.0%
Assignment	5	0.0%	100.0%	0.0%	0.0%	0.0%
Presentation	10	0.0%	0.0%	0.0%	60.0%	40.0%
Attendance	10	20.0%	20.0%	20.0%	20.0%	20.0%
Class Participation	10	20.0%	20.0%	20.0%	20.0%	20.0%
End Term	60	13.3%	20.0%	20.0%	26.7%	20.0%
Total	100	13.0%	21.0%	20.0%	26.0%	20.0%

Text Book:

Book Title	Name of Author	Publisher	Edition No.	Year
Strategic Brand Management	Kevin Lane Keller	Oxford	3 rd	2013

Reference Book:

Book Title	Name of Author	Publisher	Edition No.	Year
Brand Management Principles and Practices	Kirti Dutta	Excel Books	1 st	2012
Product Policy & Brand Management	A.K.Chitale & Ravi Gupta		1 st	2013

E-Books:

E-Books:

1. Brand Management - Malik, Book Enclave, 2008
2. Product Management - Chunawala, Homalaya Pub, 2009
3. Brand Management: Strategy, Measurement and Yield Analysis - Rajagopal, Nova Science Publisher, 2009
1. Brand Sense : Sensory Secrets Behind the Stuff we Buy – Martin Lindstorm
<https://books.google.co.in/books?id=4uJ->

[1.KaguZMC&printsec=frontcover&dq=.Brand+Management+Principles+and+Practices&hl=en&sa=X&ved=0ahUKEwj7PP8is7bAhXIu48KHQUNDGIQ6AEIOjAD#v=onepage&q&f=false](https://books.google.co.in/books?id=jlkCcgHh6UYC&printsec=frontcover&dq=.Brand+Management+Principles+and+Practices&hl=en&sa=X&ved=0ahUKEwj7PP8is7bAhXIu48KHQUNDGIQ6AEIOjAD#v=onepage&q&f=false)

2. Product Policy & Brand Management - A.K.Chitale

[https://books.google.co.in/books?](https://books.google.co.in/books?id=jlkCcgHh6UYC&printsec=frontcover&dq=Brand+Management&hl=en&sa=X&ved=0ahUKEwj_6cnYis7bAhWMvo8KHZFAAqYQ6AEIOTAD#v=onepage&q=Brand%20Management&f=false)

[id=jlkCcgHh6UYC&printsec=frontcover&dq=Brand+Management&hl=en&sa=X&ved=0ahUKEwj_6cnYis7bAhWMvo8KHZFAAqYQ6AEIOTAD#v=onepage&q=Brand%20Management&f=false](https://books.google.co.in/books?id=jlkCcgHh6UYC&printsec=frontcover&dq=Brand+Management&hl=en&sa=X&ved=0ahUKEwj_6cnYis7bAhWMvo8KHZFAAqYQ6AEIOTAD#v=onepage&q=Brand%20Management&f=false)

3. Brand Management: Research, Theory and Practice – Tilde

Heding, Charlotte F. Knudtzen, Mogens Bjerre

[https://books.google.co.in/books?](https://books.google.co.in/books?id=7QR9AgAAQBAJ&printsec=frontcover&dq=.Brand+Management+Principles+and+Practices&hl=en&sa=X&ved=0ahUKEwj7PP8is7bAhXIu48KHQUNDGIQ6AEIJjAA#v=onepage&q&f=false)

[id=7QR9AgAAQBAJ&printsec=frontcover&dq=.Brand+Management+Principles+and+Practices&hl=en&sa=X&ved=0ahUKEwj7PP8is7bAhXIu48KHQUNDGIQ6AEIJjAA#v=onepage&q&f=false](https://books.google.co.in/books?id=7QR9AgAAQBAJ&printsec=frontcover&dq=.Brand+Management+Principles+and+Practices&hl=en&sa=X&ved=0ahUKEwj7PP8is7bAhXIu48KHQUNDGIQ6AEIJjAA#v=onepage&q&f=false)

4. Brands and Branding – Stephen Brown

[https://books.google.co.in/books?](https://books.google.co.in/books?id=YDK6DAAAQBAJ&printsec=frontcover&dq=product+and+brand+management&hl=en&sa=X&ved=0ahUKEwiG-viViM7bAhUEuo8KHYFpAyEQ6AEIOTAD#v=onepage&q=product%20and%20brand%20management&f=false)

[id=YDK6DAAAQBAJ&printsec=frontcover&dq=product+and+brand+management&hl=en&sa=X&ved=0ahUKEwiG-viViM7bAhUEuo8KHYFpAyEQ6AEIOTAD#v=onepage&q=product%20and%20brand%20management&f=false](https://books.google.co.in/books?id=YDK6DAAAQBAJ&printsec=frontcover&dq=product+and+brand+management&hl=en&sa=X&ved=0ahUKEwiG-viViM7bAhUEuo8KHYFpAyEQ6AEIOTAD#v=onepage&q=product%20and%20brand%20management&f=false)

5. The New Strategic Brand Management – Philip Kotler

http://www.untag-smd.ac.id/files/Perpustakaan_Digital_1/BRAND%20NAME%20PRODUCTS%20New%20Strategic%20Brand%20Management%20-%20200749450851.PDF

6. Brand Risk : Adding Risk Literacy to Brand Management – David Abrahams

[https://books.google.co.in/books?](https://books.google.co.in/books?id=bpjsCwAAQBAJ&printsec=frontcover&dq=product+and+brand+management&hl=en&sa=X&ved=0ahUKEwjZrMjkiM7bAhUHqo8KHRUrAPo4FBDQAQhBMAU#v=onepage&q=product%20and%20brand%20management&f=false)

[id=bpjsCwAAQBAJ&printsec=frontcover&dq=product+and+brand+management&hl=en&sa=X&ved=0ahUKEwjZrMjkiM7bAhUHqo8KHRUrAPo4FBDQAQhBMAU#v=onepage&q=product%20and%20brand%20management&f=false](https://books.google.co.in/books?id=bpjsCwAAQBAJ&printsec=frontcover&dq=product+and+brand+management&hl=en&sa=X&ved=0ahUKEwjZrMjkiM7bAhUHqo8KHRUrAPo4FBDQAQhBMAU#v=onepage&q=product%20and%20brand%20management&f=false)

7. Brand Management and Marketing of Luxury Goods - Lucie M Scholz

[https://books.google.co.in/books?](https://books.google.co.in/books?id=qgmnAgAAQBAJ&printsec=frontcover&dq=product+and+brand+management&hl=en&sa=X&ved=0ahUKEwjZrMjkiM7bAhUHqo8KHRUrAPo4FBDQAQhTMAg#v=onepage&q=product%20and%20brand%20management&f=false)

[id=qgmnAgAAQBAJ&printsec=frontcover&dq=product+and+brand+management&hl=en&sa=X&ved=0ahUKEwjZrMjkiM7bAhUHqo8KHRUrAPo4FBDQAQhTMAg#v=onepage&q=product%20and%20brand%20management&f=false](https://books.google.co.in/books?id=qgmnAgAAQBAJ&printsec=frontcover&dq=product+and+brand+management&hl=en&sa=X&ved=0ahUKEwjZrMjkiM7bAhUHqo8KHRUrAPo4FBDQAQhTMAg#v=onepage&q=product%20and%20brand%20management&f=false)

8. From Brand Vision to Brand Evaluation : The Strategic Process of Growing and Strengthening Brands – Leslie de Chernatony

[https://books.google.co.in/books?](https://books.google.co.in/books?id=WAN2fGk645YC&printsec=frontcover&dq=product+and+brand+management&hl=en&sa=X&ved=0ahUKEwjJk_-aic7bAhUBO48KHQf3CbQ4HhDoAQgyMAI#v=onepage&q=product%20and%20brand%20management&f=false)

[id=WAN2fGk645YC&printsec=frontcover&dq=product+and+brand+management&hl=en&sa=X&ved=0ahUKEwjJk_-aic7bAhUBO48KHQf3CbQ4HhDoAQgyMAI#v=onepage&q=product%20and%20brand%20management&f=false](https://books.google.co.in/books?id=WAN2fGk645YC&printsec=frontcover&dq=product+and+brand+management&hl=en&sa=X&ved=0ahUKEwjJk_-aic7bAhUBO48KHQf3CbQ4HhDoAQgyMAI#v=onepage&q=product%20and%20brand%20management&f=false)

Course Title : **Leadership Lab**
Semester : **II**
No. of Credits : **2**
Contact Hours : **20**
Course Facilitators :

Course Description

Leadership Lab provides an experiential component to the curriculum, where students explore the nuances to anticipate and realize emerging opportunities. Through integral methods of aligning mind, body and soul, the focus of this module is to awaken a new intelligence to face any complexities. Using Theory U, SPT, Systems thinking and traditional eastern teachings, this immersion focuses on enhancing the capacity to let their ‘inner knowing’ come to the surface. As a part of the lab they will have to go through the rigor of dialogues, discussions, and inquiry through Book reviews, readings, case discussions etc. Emotional, spiritual, relationship and physical quotient will be given emphasis and parallelly aligned with sessions of Yoga. Immersive, Experiential & Insightful, the course delivers a highly personalized learning experience with the ultimate goal of creating more Self- aware and adaptive individuals. Most of the learning occurs in “T-group” Harvard school like sessions in which small, intimate groups of students learn about themselves and the nuances of interpersonal dynamics.

PROGRAM OUTCOMES

PO1	Apply knowledge of Management theories and practices to solve business problems.
PO2	Foster Analytical and critical thinking abilities for data-based decision making.
PO3	Ability to develop value-based Leadership ability.
PO4	Ability to understand, analyze and communicate global, economic, legal and ethical aspects.
PO5	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

Course Outcomes:

CO Code	Student will be able to-	Cognition	Remarks
0203300311.1	Provide an experiential component focused on a set of broad managerial perspectives and skills	L3-Appling	
0203300311.2	Participate in a series of exercises and simulations designed to create the urgency and ambiguity that frequently accompanies real-life leadership challenges.	L4-Evaluating	
0203300311.3	Analyze the decisions and behaviors they exhibited in order to	L5-Analysing	

	build greater self-awareness.		
0203300311.4	Experience the different stages of mind development	L6-Evaluating	
0203300311.5	Develop and reinforce cooperative behavior and establish lifelong fitness goals.	L6-Creating	

Mapping COs with POs

Scale 1- low alignment, 2- Moderate alignment, 3 – high alignment, - – No alignment

COs / POs	PO 1	PO 2	PO 3	PO 4	PO 5
CO1	2	1	2	3	3
CO2	1	3	2	3	3
CO3	3	3	3	3	3
CO4	3	2	3	3	3
CO5	1	2	3	3	3
Average	2	2.2	2.6	3	3

Modules

- Introduction to Leadership.
- Leadership concepts and issues from a historical, theoretical, and global perspective.
- Changing trends in leadership including
 - Contemporary leadership styles and practices for the current workplace
 - a) Physical – Body – Mind link (Weekly Yoga sessions)
 - b) Mental/emotional – Classroom sessions
 - c) Spiritual – Self -awareness and leadership discussions

Note: Physical exercises (CO 5) through Yoga – asanas practise will be held once weekly and developed in alignment to classroom sessions.

Sr. No.	Topic/Sub – topic	Reading Material	Topics Mapped with CO
1	Introduction: Importance of aligning physical, mental and emotional skills.	Johari Window Integral education - JK	1, 3
2	Levels of listening	Presencing institute resource	1, 2, 3
3	Dialogue Process	On Dialogue – David Bohm	1, 2
4	Introduction to Systems Thinking	Peter Senge	3
5	Right way of seeing- Breaking assumptions and perceptions	Mental Models/ Stephen Covey	2,4, 5
6	Using Boundary profiles	David Kantor	3, 4
7	Humble Inquiry	Edward Schein	3, 4, 5
8	Introduction to U process	Otto Scharmer	2, 3, 4,
10	Empathy Walk	Sharing experience/ Reading Emotional dramas – James Redfield	1,4, 5
11	Level IV Leaders	Joseph Jaworski – Generon International	1, 2, 3,4
12	Social Presencing Theatre	Presencing institute resources	2,3, 4, 5
13	Systems Archetypes	P.Senge, A.Rutherford	1,3

14	Level IV competencies	360* assessment	3, 5
15	Decision making using Co-Sensing & Presencing	Flow – Mihaly C/ Presencing institute resources	2, 3, 4
16	Prototyping	Presentations	3, 4, 5

Evaluation:

Internal Assessment	20 Marks
External Assessment	30 Marks
<i>Internal Assessment:</i>	
Reflection Journals	10 Marks
Dialogue	05 Marks
Coaching circles	05 Marks
ETE	30 Marks

Pedagogy

1. Dialogue
2. Empathy walk
3. SPT
4. Book Reviews
5. Management games/simulation

Evaluation:	
Internal	40%
External	60%
Total	100%

Parameters of Internal Assessment:

1. Reflection Journals
2. Book Reviews
3. Dialogue
4. Coaching circles
5. Class Participation

Text Book:

1. Class Reading materials

Reference Books:

1. Fifth Discipline: The art & practice of learning organization, Peter Senge, Deckle edge, 2006
2. Flow, The Psychology of Optimal Experience, Mihaly Csikszentmihalyi, Harper Collins, 2008
3. 7 habits of highly successful people, Stephen Covey
4. Emotional intelligence, Daniel Coleman
5. Humble Inquiry; The Gentle Art of Asking Instead of Telling, Edgar H. Schein, Berrett-Koehler Publishers, 2013
6. The Essentials of Theory U, C.Otto Scharmer, Berrett-Koehler Publishers, 2018
7. J.Krishnamurti's Letters to His Schools, K Foundation, 2011
8. On Dialogue, David Bohm, Rutledge Classics, 1990
9. Source – The inner path of knowledge creation, Joseph Jaworski, Berrett-Koehler Publishers, 2012
10. The Power of Habit: Why We Do What We Do in Life and Business, Charles Duhigg,

Random house, 2012

Course code :
Semester : **II**
Course Title : **Sales Management**
No of Credits : **4**
Contact Hours : **40 hrs (75 minutes per session)**
Course Faculty :

Course Outcomes	Description	Cognition	Hours	Evaluation Tools
CO1	Explain the factors leading to successful sales management strategies	L2: Understand	10.0	<u>Internal</u> Assignment <u>End term</u> Case study, short answers
CO2	Apply appropriate methods for determining ideal Sales force.	L3: Apply	4.0	<u>Internal-</u> Case Study <u>End term</u> Case study, short answers
CO3	Examine the role that a salesforce develop value-based Leadership ability	L4: Analyse	6.5	<u>Internal-</u> Assignment <u>End term</u> Case study, short answers
CO4	Assess the sales tools and integrate with company's goals.	L5: Evaluate	7.5	<u>End term</u> Case study, short answers
CO5	Recommend sales territory design for achieving sales target	L5: Evaluate	12.0	<u>Internal-</u> Business Chaupal <u>End term</u> Case study, short answers

Mapping COs with POs

Scale 1- low alignment, 2- Moderate alignment, 3 – high alignment, - – No alignment

CO Code	PO 1	PO 2	PO 3	PO 4	PO 5
CO-1	3	1	1	1	1
CO-2	1	1	3	2	1
CO-3	1	1	3	3	2

CO-4	1	1	2	2	2
CO-5	1	1	2	2	3
CO	1.4	1	2.2	2	1.8

Sr. No	Hrs	Units	Cos	Topics Mapped with CO	Evaluation Tools
1	2	Introduction to Sales Management			
(i)	1	Nature and Importance of sales Management, Types of Selling, (Maintenance Selling, Developmental Selling, Consultative Selling, Response selling, missionary selling, creative selling, Business Selling), Skills of a sales Manager, Women in sales, Sales strategies, and tactics	CO1: Explain the factors leading to successful sales management strategies	L2:	<u>Internal</u>
				Understand	Assignment
					<u>End term</u>
					Case study, short answers
(ii)	1	Sales Management Process, Emerging Trends in Sales Management, Types and Levels of Sales Management Positions, Linking Sales and Distribution Management, Responsibilities of a salesperson.			
2	4	Organization of Sales Staff			
(i)	2	Definition of Sales Organization, Factors Influencing the Structure, Changes in Structure, Organizational Principles Advantages & Disadvantages of Sales Organization, Sales Organization Structure (Territorial, Product Customer, functional, Complex), Principal of Developing an Organization Structure),	CO2: Build and implement appropriate sales based analytical and critical thinking abilities for data-based decision making.	L3: Apply	<u>Internal-</u>
					Case Study
					<u>End term</u>
					Case study, short answers

(ii)	2	Methods of Determining Sales Force Size (Affordability Method, Incremental method, Workload method)	CO2: Build and implement appropriate sales based analytical and critical thinking abilities for data-based decision making.			
3	5	Sales Quota				
(i)	5	Definition Sales Quota, Importance of Sales Quota, The Concept of Smart, SBO, Defining Annual Objectives, Procedure for Setting Quota, Types of Sales Quotas (Sales Volume Quota, Sales Budget Quota, Sales Activity Quota, Combination Quota, Methods of Setting Quota, Problems in Setting Quota, Sales Statement, Market Share, Sales Quota vs. Market Share (Sales Potential)	CO5: Create value propositions for all stakeholders in an integrated manner by measuring and applying sales management for organizational growth	L5:	<u>Internal-</u>	
				Evaluate	Assignment	
					<u>End term</u>	
					Case study, short answers	
4	7	Sales Territory				
(i)	3	Definition of Sales Territory, Advantages & Disadvantages, Reasons for setting up or reviewing sales territories, Procedure for Designing a Sales Territory, Criteria for Selecting Geographical Control Units (Starting Point, Territory Shapes, Control Units Adjacent to Starting Point), Use of IT in territory Management.	CO5: Create value propositions for all stakeholders in an integrated manner by measuring and applying sales management for organizational growth	L5:	<u>Internal-</u>	
				Evaluate	Case study	
					<u>End term</u>	
					Case study, short answers	
(ii)	4	Allocation Criteria and Workload Analysis, Strategic Account Planning matrix, Sales Territory Mapping, Procedure for setting up a routing plan, Scheduling and Time Management.				
5	3	Sales Promotion				

(i)	3	Objectives of Sales Promotion, Types of Sales Promotions, Types of Trade Promotions, Factors Influencing Sales Promotion, Tools, and Techniques of Sales Promotion. Analysis of Sales Promotion w.r.t Sales Revenue & Total Expense	CO4: Assess the sales tools and integrate with company’s vision and individual performance	L5:	<u>Internal-</u>	
				Evaluate	Case study	
					<u>End term</u>	
					Case study, short answers	
6	6.5	Sales Force: Compensation & Evaluation and Effective Control				
(iv)	2	Objectives & Characteristics of Compensation Plan, Types of Compensation, Performance Appraisal Process				
(i)	4.5	Sales Force Performance: Input-Output Base Approach, Criteria for Evaluation, Setting Up Performance Standards, Sales Reports (Call Report, Daily Sales, Weekly Sales, Monthly/Annual), Sales Force Expenses analysis, Marketing Cost Analysis, Sales variance analysis.	CO3: Examine the role that a salesforce plays in marketing strategies to develop value-based Leadership ability	L4:	<u>Internal-</u>	
				Analyse	Article	
					<u>End term</u>	
					Case study, short answers	
7	4.5	Sales Information, Sales Strategy and Ethics, Social & legal Responsibility				
(i)	1.5	Sales Information, Forecasting Market Demand, Importance of Sales Forecasting, Forecasting Process, Methods, Factor Affecting Methods,	CO4: Assess the sales tools and integrate with company’s vision and individual performance.		<u>Internal-Case Study</u> <u>End term</u>	
	2	Sales Strategy: Designing by using concept of Sales Quota, Sales Promotion, Sales Territory, Sales Organization,				
(ii)	1	Ethical, Social, and Legal Responsibility of a Sales Personal		L5: Evaluate		
						short answers

8	8	Sales Force: Recruitment, Selection, Training and Motivation				
(i)	2	Hiring Process, Challenges, Planning for Recruitment, Sales Force Recruitment Selection Process	C01: Explain the factors leading to successful sales management strategies.	L2: Understand	Internal-	
(ii)	3	Objective of Sales Training, Training Process, Designing & Conduct Phase, Types of Training, Training Methods			Case study	
(iii)	3	Importance of Motivation, Factors Influencing Motivation, Designing Motivational Programme			<u>End term:</u> <u>Case study,</u> <u>short</u> <u>answers</u>	

Pedagogy

- Lecture
- Case Studies Analysis, Recent Newspaper Article discussion
- Presentation and assignments

Evaluation

Internal	40%
External	60%
Total	100%

Parameters of Internal Assessment

- ✓ Attendance
- ✓ Class Participation
- ✓ Class Test
- ✓ Class Activity
- ✓ Assignments
- ✓ Projects

Assessment Mapping

Parameter	Marks	CO 1	CO 2	CO 3	CO 4	CO 5
Internal	40	15%	18%	22%	24%	21%
Attendance	6	20%	20%	20%	20%	20%
Class Participation	6	20%	20%	20%	20%	20%
Assignments	8	10%	20%	30%	20%	20%
Final Presentation	10	20%	20%	20%	20%	20%

Business Chaupal	10	15%	15%	20%	25%	25%
End Term	60	--	--	30%	40%	30%
TOTAL	100	--	--	30%	40%	30%

Text Book:

Book Title	Name of Author	Publisher	Edition No.	Year
Sales & Distribution Management	Tapan Panda & Sunil Sahdev	Oxford	2nd	2009

Reference Book:

Book Title	Name of Author	Publisher	Edition No.	Year
Sales & Distribution Management	Dr. S. L. Gupta	Excel Books	2nd	2010
Sales Management	Pradip Kumar Malik			

E-Books:

Book Title	Link
1.Sales Management	http://164.100.133.129:81/eCONTENT/Uploads/Sales_Management.pdf
2. Sales & Distribution Management	https://www.pdfdrive.com/sales-and-distribution-management-d34430172.html
3. How-to-Build-a-World-Class-Internet-Lead-Generation-Program	https://www.free-ebooks.net/ebook/How-to-Build-a-World-Class-Internet-Lead-Generation-Program
4. 17 Highly-Guarded Strategies to Close (Open) Every Sale Guaranteed Plus How to Combat the Fear of Closing	How-to-Build-a-World-Class-Internet-Lead-Generation-Program
5. Increase your Leads by 100% with 23 Lead Generation Ideas	https://www.free-ebooks.net/ebook/Increase-your-Leads-by-100-with-23-Lead-Generation-Ideas
6. How to Use LinkedIn to Sell More Books	https://www.free-ebooks.net/ebook/How-to-Use-LinkedIn-to-Sell-More-Books
7. Prospecting-and-the-Sales-Pitch	https://www.free-ebooks.net/ebook/Prospecting-and-the-Sales-Pitch
8. How-to-Build-a-Distributor-Network-While-Building-a-Conversation	https://www.free-ebooks.net/ebook/How-to-Build-a-Distributor-Network-While-Building-a-Conversation

9. Strategy and tactics for sales professionals during Covid-19 crisis

https://economictimes.indiatimes.com/https://economictimes.indiatimes.com/small-biz/marketing-branding/marketing/strategy-and-tactics-for-sales-professionals-during-covid-19-crisis/articleshow/75092300.cms?utm_source=contentofinterest&utm_medium=text&utm_campaign=cppst

Course Title : NGO Internship
Semester : II
No. of Credit : 2
Duration : 20 hrs.

Program Objectives:

- 1) Apply knowledge of management theories and practices to solve business problems.
- 2) Foster Analytical and critical thinking abilities for data-based decision making.
- 3) Ability to develop Value based Leadership ability.
- 4) Ability to understand, analyse and communicate global, economic, legal, and ethical aspects of business.
- 5) Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

Course Outcomes

Course Outcome: NGO Internship (0206300801)			
Course Outcomes	After the completion of course, students should be able to	Cognition	Remarks
0206300801.1	Build an understanding of the role of NGO in social welfare and development	Understanding	
0206300801.2	Apply management concepts and tools to help the poor and underprivileged communities	Applying	
0206300801.3	Develop the skills needed to assist organizations in creating and implementing socially responsible projects	Creating	

Mapping COs with POs

Scale 1- low alignment, 2- Moderate alignment, 3 – high alignment, - – No alignment

CO Code	PO1	PO2	PO3	PO4	PO5
0206300801.1	3	2	3	2	-
0206300801.2	3	3	3	2	2
0206300801.3	1	1	2	2	3
PO Attainment 0206300801	3.3	2	2.6	2	2.5

Evaluation: Total 50 marks

Faculty Guide	10 Marks
---------------	----------

NGO Guide	20 Marks
Poster Presentation and Viva	20 marks
TOTAL	50 marks

Course Title: Managerial Communication - 2

Semester : II

Credit: 2

Duration: 20 hrs

Course Description:

This course is designed to cover the various aspects of verbal and non-verbal communication through the speaking circle and help students gain a sound knowledge of communication practices and understand ways of applying these skills in the future roles they hope to play in the organization. Along with an appropriate mix of theory and practical examples, the topics are dealt with the help of role plays, PowerPoint presentations, and instructional videos. At the end of the course, the students will be able to learn and practice effective emotional intelligence and critical thinking. They would be able to display empathy at work and improve teamwork and improve professional relationships. The course also aims to enhance their ability to analyse multiple perspectives and arrive at better decision making.

Contents:

- Emotional intelligence
- Critical Thinking with 6 thinking hats
- The Speaking Circle
- Students Presentation

Course Outcomes	Description	Cognition	Hours	Evaluation Tools
CO1	Outline the concept of six thinking hats to brainstorm multiple perspectives and arrive at better decision making.	K2: Understand	6.0	Internal Assignment, Class test End Term- Case Study
CO2	Apply elements of quick thinking to brainstorm ideas quickly and come across as a more confident speaker	K3: Apply	2.5	Internal- Practical, Class Test End Term- Case Study / Short Note
CO3	Describe ways to create and maintain the impression of credibility, power, and efficiency during business	K3: Apply	14	Internal- Presentation End Term- Case Study

	presentations.			
CO4	Apply elements of public speaking creatively to deliver ted talks picture story telling, news discussions	K3: Apply	2.5	Internal- Class Test, Case Study End Term- Theory
CO5	Analyse the concepts and techniques of emotional intelligence to resolve personal and workplace problems.	K4: Analyse	2.5	Internal- Class Test, Case Study End Term- Theory

The CO – PO Correlation matrix for the subject is given below:

1 – Low, 2 – Medium, 3 – High, 0 – Low

CO Code	PO1	PO2	PO3	PO4	PO5
CO 1	3	3	3	3	1
CO 2	1	3	3	3	1
CO 3	1	3	1	3	
CO4		3	1	3	
CO5	1	3	3	3	3
CO5	1.5	3	22	3	1.66

Session Plan

Session	Topics	Topic Mapped with CO	Cognition
2	Critical Thinking with 6 Thinking Hats	CO1 CO2	Apply Analyse
2	Emotional Intelligence	CO2	Analyse
4	Student Presentations		
8	The Speaking Circle <ul style="list-style-type: none"> • News Room • Make a Ted • Questions Battle • Picture Storytelling 		

	<ul style="list-style-type: none"> Story Chain 		
--	---	--	--

Pedagogy
1. Lecture
2. Case Study
3. News/Article Analysis
4. Live Activity/Exercise
5. Videos

Evaluation:	
Internal	40%
External	60%
Total	100%

Parameters of Internal Assessment:

- Attendance
- Class Participation
- Students Presentation

Assessment Mapping

Parameter	Marks	CO 1	CO 2	CO 3	CO 4	CO 5
Internal	20	10%	30%	30%	10%	20%
Attendance	5	20%	20%	20%	20%	20%
Class Participation	5	20%	20%	20%	20%	20%
Presentation	10		25%	25%	25%	25%
End Term	30	10%	25%	25%	20%	20%

Text Book:

- 1) Study material to be given by the resource person.

Reference Books:

Business Communication
(Connecting At work)
Technical Communication -
Press, 2010

- Hory Sankar Mukerjee. 1st Ed.,Oxford
Meenakshi Raman & Prakash Singh, Oxford University

Semester: II
Course Title: Advance Excel
No of Credits: 2
Contact Hours: 20 hrs (75 minutes per session)
Course Faculty: Prof. Gayatri Sheth

Course Outcomes	Description	Cognition	Hours	Evaluation Tools
CO1	Understand custom sorting techniques, identifying and removing duplicate entries	K2: Understand	2.0	<u>Internal</u> Test, Practical, Project Presentation
CO2	Compute financial, logical, database and statistical, lookup and nesting of formulae on databases.	K3: Apply	10.0	<u>Internal</u> Test, Practical, Project Presentation
CO3	Analyze data using various features under Data Validation and ‘What If’ analysis	K4: Analyze	3.0	<u>Internal</u> Test, Practical, Project Presentation <u>End Term-</u> Test
CO4	Infer reports using pivot tables and slicers. Infer dashboards for effective report creation.	K4: Analyze	3.5	<u>Internal</u> Test, Practical, Project Presentation <u>End Term-</u> Test

CO5	Examine Macros using VB script	K4: Analyze	1.5	<u>Internal</u> Test, Practical, Project Presentation <u>End Term-</u> Test
-----	---------------------------------------	----------------	-----	--

Mapping COs with POs

Scale 1- low alignment, 2- Moderate alignment, 3 – high alignment, - – No alignment

COs / Pos	PO 1	PO 2	PO 3	PO 4	PO 5
CO1	1	1	1	-	-
CO2	2	2	3	-	1
CO3	1	2	3	-	1
CO4	1	2	3	-	1
CO5	1	-	1	-	-
CO	1.2	1.75	2.2	-	1.0

Session Plan

Sr. No	Hrs	Units	Cos	Topics Mapped with CO	Evaluation Tools
1	2.0	Working with Excel List functions			
(i)	2.0	<ul style="list-style-type: none"> Sorting a List Using Single Level Sort Sorting a List Using Multi-Level Sorts Using Custom Sorts in an Excel List Filter an Excel List Using the AutoFilter Tool Creating Subtotals in a List Format a List as a Table Using Conditional Formatting to Find Duplicates Removing Duplicates 	CO1: Understand	K2: Understand	<u>Internal</u> Test, Practical, Project Presentation
2	3.0	Excel Database and Statistical formulae			
(i)	1.5	Database formulae: <input type="checkbox"/> Excel Function: DSUM() <input type="checkbox"/> Excel Function: DАVERAGE()	CO2: Compute	K3: Apply	<u>Internal</u> Test, Practical, Project Presentation

		<input type="checkbox"/> Excel Function: DCOUNT() <input type="checkbox"/> Excel Function: DCOUNTA() <input type="checkbox"/> Excel Function: DMAX() <input type="checkbox"/> Excel Function: DMIN()			
ii)	1.5	Statistical formulae <input type="checkbox"/> Using Excel's IF() Function <input type="checkbox"/> Using Excel's COUNTIF() Function <input type="checkbox"/> Using Excel's COUNTIFS() Function <input type="checkbox"/> Using Excel's AVERAGEIF() Function <input type="checkbox"/> Using Excel's AVERAGEIFS() Function <input type="checkbox"/> Using Excel's SUMIFS() Function <input type="checkbox"/> Using Excel's SUMIF() Function	CO2: Compute.	K3: Apply	<u>Internal</u> Test, Practical, Project Presentation
3	3.0	Excel Logical and Financial formulae			
(i)	1.0	Logical formulae <ul style="list-style-type: none"> Using Excel's IF() Function Nesting Excel's IF() with AND() Function Nesting Excel's IF() with OR() Function 	CO2: Compute	K3: Apply	<u>Internal</u> Test, Practical, Project Presentation
(ii)	2.5	Financial formulae <ul style="list-style-type: none"> Using Excel's FV() and PV() Function Using Excel's RRI() with PMT() Function Using Excel's NPV() with IRR() Function 	CO2: Compute	K3: Apply	<u>Internal</u> Test, Practical, Project Presentation
4	4.0	Working with Excel's Lookup Functions			
(i)	4.0	<input type="checkbox"/> Using Excel's VLOOKUP() Function <input type="checkbox"/> Using Excel's HLOOKUP() Function <input type="checkbox"/> Using Excel's INDEX() and MATCH() OFFSET() and	CO2: Compute	K3: Apply	<u>Internal</u> Test, Practical, Project Presentation

		CHOOSE() Functions <input type="checkbox"/> Nested VLOOKUP() <input type="checkbox"/> VLOOKUP() using MATCH() and INDEX()			
5	1.5	Data Validation In Excel			
(i)	1.0	Data Validation using Indirect() Creating a Validation List Adding a Custom Validation Error Department Specific Formulae	CO3: Analyze	K4: Analyze	<u>Internal</u> Test, Practical, Project Presentation <u>End Term-</u> Test
6	1.5	Mastering Excel's "What If?" Tools			
(i)	1.5	<ul style="list-style-type: none"> ● Working with Excel's Goal Seek Tool ● Working with Excel's Solver Tool ● Building Effective Data Tables in Excel ● Analysing Scenario's in Excel 	CO3: Analyze	K4: Analyze	<u>Internal</u> Test, Practical, Project Presentation <u>End Term-</u> Test
7	3.5	Excel Pivot Tables, Pivot Charts, and working on Dashboard			
(i)	2.5	13. Working with Excel PivotTable 14. Modifying Excel PivotTable Calculations 15. Grouping PivotTable Data 16. Formatting PivotTable Data 17. Drilling Down into PivotTable Data 18. Working with Pivot Charts 19. Filtering PivotTable Data	CO4: Infer	K4: Analyze	<u>Internal</u> Test, Practical, Project Presentation <u>End Term-</u> Test
(ii)	1.0	20. Filtering with the Slicer Tool 21. Working with Dashboard using the above tool.	CO4: Infer	K4: Analyze	<u>Internal</u> Test, Practical, Project Presentation <u>End Term-</u> Test
8	1.5	Microsoft Excel Macros and VBA			
(i)	1.5	<input type="checkbox"/> Working with Excel Macros <input type="checkbox"/> Activating the Developer Tab in	CO5: Examine	K4: Analyze	<u>Internal</u> Test, Practical, Project Presentation

		Excel <input type="checkbox"/> Working with the Macro Recorder <input type="checkbox"/> Editing a Macro with VBA <input type="checkbox"/> Working Buttons to run Macros			<u>End Term-Test</u>
--	--	--	--	--	----------------------

Pedagogy

- Lecture
- Test
- Project Presentation

Continuous Evaluation-50 Marks

Parameters of Internal Assessment:

- Attendance-5 Marks
- Class Participation-5 Marks
- MCQ-10 Marks
- Project-10 Marks
- Viva-5 Marks
- Case Study Based Questions-15 Marks

Assessment Mapping

Parameter	Marks	CO 1	CO 2	CO 3	CO 4	CO 5
Internal	20	21%	24%	22%	18%	15%
Attendance	5	20%	20%	20%	20%	20%
Class Participation	5	20%	20%	20%	20%	20%
Project-1	5	10%	30%	30%	20%	10%
Project-2	5	10%	30%	30%	20%	10%
End Term	30	15%	40%	15%	30%	-

Reference Book:

Book Title	Name of Author	Publisher	Edition No.	Year
Excel 2013 Power Programming with VBA	John Walkenbach	Wiley & Sons, Incorporated, John	-	2007
Excel 2016 Power Programming with VBA	Michael Alexander Dick, Kusleika	Wiley	1 st	2016

--	--	--	--	--

E-Books:

Book Title	Name of Author	Publisher	Link	Year
Microsoft Word 2013™ An Essential Guide (Level 1)	-	. reading.ac.uk	http://www.reading.ac.uk/web/files/its/WordEssen13.pdf	2014
Corporate Finance Institute-Excel	-	Corporatefinanceinstitute.com	https://corporatefinanceinstitute.com/resources/ebooks/excel-book-pdf/	2013

Course Title : **Verbal Skills and Quantitative Analysis - 2**
Semester : **II**
Credit : **2**
Duration : **20 hrs**

Course Description

This course is designed to cover the basics of Arithmetic and Reasoning and to build a good hold on concepts for students which will prepare them for questions asked in the Placement Aptitude Tests. Each module will cover important topics from Quants and Reasoning, focusing on building a strong foundation on the topics. The course is divided into 10 parts, each part covering an important module from the arithmetic section. Apart from training in classes, they will be solving 300+ questions in total, during the sessions, which will confirm their progress.

Contents

- Time, Speed and Distance
- Time and Work
- Data Interpretation
- Mensuration
- Clocks and Calendars
- Syllogism and Venn Diagrams
- Logical Reasoning: Linear Arrangements
- Logical Reasoning: Circular Arrangements
- Logical Reasoning: Matrix Arrangements
- Advanced Tenses
- Advanced Prepositions
- Sentence Completion Questions
- Para jumbles

Course Outcomes	Description	Cognition	Hours	Evaluation Tools
CO1	Understand Rules of Tenses & Prepositions to solve sentence completion & correction questions	L2 -Understand	2.5	Internal Test,
CO2	Understand the patterns of clocks, calendars and venn diagrams to encourage higher order thinking.	L2 -Understand	4	Internal Test,
CO3	Apply short cut techniques and strategies to correctly answer parajumbles & sentence completion	L3 - Apply	2.5	Internal Test,
CO4	Apply tricks and short-cuts to solve mathematical problems in the easiest and the fastest manner.	L3 - Apply	6	Internal Test,
CO5	Analyze the given data logically to enhance the problem-solving ability.	L4 - Analyse	5	Internal Test,

The CO – PO Correlation matrix for the subject is given below:

1 – Low, 2 – Medium, 3 – High, 0 – Low

CO Code	PO1	PO2	PO3	PO4	PO5
CO1	1	3	1	1	1
CO2	-	3	-	2	1
CO3	1	3	-	-	-
CO4	1	3	-	1	2
CO5	1	3	-	1	1
CO					

Session Plan

Session	Hours	Topics	Topic Mapped with CO	Cognition	Evaluation Tool

1	1.25 hours	Advanced Tenses	CO5: Apply rules of grammar and deduction techniques to solve grammatical portion in placement process	Understand	Internal Test,
2	1.25 hours	Advanced Prepositions	CO5: Apply rules of grammar and deduction techniques to solve grammatical portion in placement process	Understand	Internal Test,
3	1.25 hours	Sentence Completion Questions	CO5: Apply rules of grammar and deduction techniques to solve grammatical portion in placement process	Apply	Internal Test,
4	1.25 hours	Para jumbles	CO5: Apply rules of grammar and deduction techniques to solve grammatical portion in placement process	Apply	Internal Test,
5-6	2.5	Time Speed and Distance: Basics, Unit Conversions, Average and relative speed, late and early arrivals, problems on trains, boats & streams	CO1-Apply tricks and short-cuts to solve mathematical problems in the easiest and the fastest manner.	Apply	Internal Test,
7-8	2.5	Time and Work: Efficiency, Man- Days, pipes and cisterns	CO1-Apply tricks and short-cuts to solve mathematical problems in the easiest and the fastest manner.	Apply	Internal Test,
9	1	Mensuration: Areas and Perimeters of 2 Dimensional figures, Basic concepts of 3 Dimensional figures	CO1-Apply tricks and short-cuts to solve mathematical problems in the easiest and the fastest manner.	Apply	Internal Test,

10	1	Logical Reasoning: Linear Arrangements	CO5- Analyze the given data logically to enhance the problem solving ability.	Analyze	Internal Test,
11	1.5	Logical Reasoning: Circular Arrangements	CO5- Analyze the given data logically to enhance the problem solving ability.	Analyze	Internal Test,
12	1.5	Logical Reasoning: Matrix Arrangements	CO5- Analyze the given data logically to enhance the problem solving ability.	Analyze	Internal Test,
13	1	Data Interpretation: Problems based on bar graphs, pie charts, line graphs etc.,	CO5- Analyze the given data logically to enhance the problem solving ability.	Analyze	Internal Test,
14	1.5	Clocks and Calendars: Basic Concepts, angles between the minute and the hour hand, faulty clocks, mirror image time, ordinary year, leap year, odd days, decoded day of the week	CO2- Understand the patterns of clocks, calendars, Venn diagrams to encourage higher order thinking.	Understand	Internal Test,
15-16	2.5	Syllogism and Venn Diagrams: Concepts, Tricks and Questions	CO2- Understand the patterns of clocks, calendar, and Venn diagrams to encourage higher-order thinking.	Understand	Internal Test,

Pedagogy
1. Lecture
2. Practice exercises

Parameters of Internal Assessment:

1. Class Test
2. Class Participation
3. Attendance

Assessment Mapping

Parameter	Marks	CO 1	CO 2	CO 3	CO 4	CO 5
Attendance	10	20%	20%	20%	20%	20%
Class Participation	10	30%	20%	20%	10%	20%
Class Test 1 Quants	10	50%	50%			
Class Test 2 Quants	10			50%	50%	
Class Test Verbal	10					100%

Reference Book:

R.S. Agarwal - First Edition: 1989

Uma Maheshwari- GACP - First Edition: 2017

For verbal ability, study material would be provided by the respective faculty

Course Title : **Selling and customer handling (Marketing)**
No. of Credits : **2**
Contact Hours : **20**

Course Description:

Selling and Customer interaction forms the backbone of all the departments. Therefore, it is imperative to instill these abilities in the PGDM course syllabus for the students. The purpose of selling may differ specialization wise- for example for a retail marketing person selling may be CRM and engaging the customer. In contrast, in HR terms it is, how effectively one can pitch the job at hand to a prospect. These modules have been curated keeping the specialization and purpose in mind.

Course content:

- Sales Process

- Product information
- Stores Operation
- FABing technique
- Customer analysis
- Buying pattern
- Closing the sales call

Course Outcomes	Description	Cognition
CO 1	Describe the introductory concepts related to selling and salesperson	L2- Understand
CO 2	Build a list of the competitors to classify them	L3 - Apply
CO 3	Solve the various ethical dilemmas associated with selling practices	L3 - Apply
CO 4	Develop a plan of action for pre-selling preparations	L3 - Apply
CO5	Analyse a situation to design a sales pitch, with the help of Role-play and devise the appropriate solution for the customer as per their requirement.	L3 - Apply

The CO – PO Correlation matrix for the subject is given below:

1 – Low, 2 – Medium, 3 – High, 0 – Low

COs / Pos	PO 1	PO 2	PO 3	PO 4	PO 5
CO1	1	2	1	2	3
CO2	1	2	1	2	3
CO3	3	3	2	2	3
CO4	3	3	2	2	3
CO5	3	3	3	3	3
	2.2	2.6	1.8	2.2	3

Session Plan:

Session	Topic	TOPIC Mapped with	Cognition
---------	-------	-------------------	-----------

		CO	
1	Introduction to Sales Define selling & the sales process How is sales different from marketing Difference between a product and a service. Importance of Product Information	CO1	Understand
2	Attributes of a Professional Salesperson Teamwork Assertiveness Effective communication Emotional Intelligence Famous salesmen through the ages	CO1	Understand
3	Sales and Ethics Pillars of professional selling Ethical selling Ethical dilemmas Consequences of mis-selling Appropriate behaviour Anger management	CO2	Apply L3
4	Understanding Customer Base Customer profiling – why is it necessary? Demographics & Segmentation Types of customer personalities Handling different types of customers Influencers	CO3	Apply L3
5	How and Why of Competitor Analysis Current products and real-life competitors	CO4	Apply L3
6	FABing technique Real-life products and their FAB attributes	CO4	Apply L3
7	Introduction to SPANCO Suspecting and Prospecting	CO3	Apply L3
8	Methods of Prospecting BTL Marketing	CO3	Apply L3
9	Introduction to ODPEC Approaching the client	CO5	Apply L3
10	Persuasive Communication (Ethos / Pathos/ Logos)	CO5	Apply L3
11	Identifying Customer Needs Listening skills (SPIN)	CO5	Apply L3

	Probing and questioning skills		
12	Proposing a Solution & Eliminating Doubts through the Art of Storytelling	CO5	Apply L3
13	Closing a Call Handling uncertain situations	CO5	Apply L3
14	Selling Products Types of Instruments Identifying the right customers	CO5	Apply L3
16	Assessment	CO4	Apply L3

Pedagogy
1. Lecture
2. Case Study
3. News/Article Analysis
4. Live Activity/Exercise
5. Videos

Evaluation:	
Internal	40%
External	60%
Total	100%

Parameters of Internal Assessment:

1. Class Assignment
2. Class Test
3. Classroom Discussion
4. Case Study Analysis
5. Class Participation
6. Presentation

Assessment Mapping

Parameter	Marks	CO 1	CO 2	CO 3	CO 4	CO 5
Internal	20	9%	9%	12%	34%	36%

Attendance	5	20%	20%	20%	20%	20%
Class Participation	5	20%	20%	20%	20%	20%
Class Test	5	10%	10%		30%	50%
Presentation	5			20%	80%	
End Term	30	10%	10%	25%	25%	30%

Reference Book:

Reading and references will be provided, and the latest cases are also provided

Course Code : **300314**
Course Title : **Career Management - 2**
Semester : **II**
Credit : **2**
Duration : **20 hrs**

Course Description:

This course would help the students to prepare themselves for the internship, understand their roles and responsibilities as an intern. The dos and don'ts to make their internship experience more useful and meaningful. Creating their video resume & cover letter to stand out among a crowd of applicants, being able to conduct themselves in a Group Discussion and successfully clear PI rounds for the internship are the primary objectives of this course.

Content:

- Cover Letter
- Building effective video resumes
- Group Discussion and Personal Interviews

Course Outcomes	Description	Cognition	Hours	Evaluation
CO1	Understand the importance of quick thinking and situation handling skills to ace interview process for campus internship placements	L2 - Understand	1	Internal - Assignment
CO2	Compare self and peer contribution w.r.t verbal and non-verbal communication during Case based Group Discussion for self-improvement	L3- Apply	2	Internal - Group Discussion
CO3	Outline an effective cover letter highlighting their suitability for the role to stand out among the pool of applicants	L3- Apply	10	Internal External - Case Study
CO4	Classify information in order to make an	L4- Analyze	2	Internal

	appealing video resume highlighting their skills, education, achievements in the best possible way to have an edge over other applicants			Class Test
CO5	Determine the industry of their choice by shortlisting the roles, profiles & sector for internship placements.	L5-Evaluate	1	Class Test

The CO – PO Correlation matrix for the subject is given below:

1 – Low, 2 – Medium, 3 – High, 0 – Low

CO Code	PO1	PO2	PO3	PO4	PO5
CO1	2	3	1	3	1
CO2	1	3	2	2	-
CO3	-	2	3	-	3
CO4	-	2	3	1	-
CO5	-	2	1	2	-
CO	1.5	2	2	2	2

Session Plan

Sess ion No.	Hrs	Topic/Subtopic	TOPIC Mapped with CO	Cognition	Evaluation Tools
1	1	Road Map and Placement Guidance	CO5- Determine the industry of their choice by shortlisting the roles, profiles & sectors for internship placements.	Evaluate	
2	1	Video Resumes	CO4- Classify information in order to make an appealing video resume highlighting their skills, education, achievements in the best possible way to have an edge over other applicants	Apply	Internals
3	1	Cover Letter	CO3-Outline an effective cover letter highlighting their suitability for the role to stand out among the pool of applicants	Apply	Internals-Assignment

4-6	3	Overview of a Group Discussion (Practice -Case Study)	CO2- Compare self and peer contribution w.r.t verbal and non-verbal communication during Case based Group Discussion for self improvement	Apply	Internals
7-16	9	Mock Personal Interview	CO1 Understand the importance of quick thinking and situation handling skills to ace interview process for campus internship placements	Create	Internals

Pedagogy	
1. Lecture	
2. Case Study	
3. News/Article Analysis	
4. Live Activity/Exercise	
5. Videos	
Evaluation:	
Internal	80%
External	20%
Total	100%

Parameters of Internal Assessment:

- ✓ Personal Interview
- ✓ Class Participation
- ✓ Attendance

Assessment Mapping

Parameter	Marks	CO 1	CO 2	CO 3	CO 4	CO 5
-----------	-------	------	------	------	------	------

Internal	20	30%	10%	10%	25%	25%
Attendance	5	20%	20%	20%	20%	20%
Class Participation	5	20%	20%	20%	20%	20%
Personal Interviews	10	-	-	-	30%	70%
End Term	30	15%	15%	20%	20%	30%

Reference Books:

Interviews and GD - GK Publication
 GD and Interview - R. Gupta and Anand Gaugaly
 How to succeed in GD and Interview - SK Mondal

Course Title : Capstone Project Phase 1
Semester : II
No of Credit : 2
Duration : 20 hrs

PROGRAM OUTCOMES

1. Generate conceptual knowledge regarding business management.
2. Apply knowledge of management theories and practices to solve business problems.
3. Foster Analytical and critical thinking abilities for data-based decision making.
4. Ability to develop value based leadership ability.
5. Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
6. Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.
7. Ability to conduct interdisciplinary research.
8. Equip with knowledge and skills for transition from campus to corporate.

Course Outcome : Capstone Project Phase I			
Course Outcomes	After the completion of projects students should be able to	Cognition	Remarks
	Co1- Identify the sector, conduct preliminary industry analysis and finalise scope of work	L2: Understand	
	CO2 – To identify a business problem and to make a functional research topic	L2: Understand	

	C03 : Ability to compare existing literature , theories and evidence	L2 : Understand	
	CO4 : Able to identify gap in existing literature and develop scope for additional research	L3: Apply	
	CO5 – They will be able to apply research outcomes and prepare research design	L3: Apply	

Scale 1- low alignment, 2- Moderate alignment, 3 – high alignment, - – No alignment

CO Code	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	2	1	3	2	3	1
CO2	3	3	3	1	3	2	3	1
CO3	3	3	3	1	3	2	3	1
CO4	3	3	3	1	3	2	3	1
CO 5	3	3	3	1	3	2	3	1
PO attainment	3	3	2.8	1	3	2	3	1

Course Code : 0201300803
Course Title : Industry Internship Project
Semester : II
No. of Credit : 8
Duration : 80 hrs.

Program Objectives:

- 1) Apply knowledge of management theories and practices to solve business problems.
- 2) Foster Analytical and critical thinking abilities for data-based decision making.
- 3) Ability to develop Value based Leadership ability.
- 4) Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
- 5) Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

Course Outcome: Industry Internship Project (0206300803)			
Course Outcomes	<i>After the completion of course, students should be able to</i>	Cognition	Remarks
0201300803.1	Familiarizing the organization culture and its management functions	Analyzing	
0201300803.2	Application of knowledge and techniques of Business Management in organizational context.	Applying	
0201300803.3	Acquiring problem solving and decision-making skills and evaluating business strategies and plan through critical thinking skills	Evaluating	
0201300803.4	Framing suitable domain specific solutions to business problems.	Creating	

Mapping COs with POs

- Scale 1- low alignment, 2- Moderate alignment, 3 – high alignment, - – No alignment

Cos	PO1	PO2	PO3	PO4	PO5
0201300803.1	-	1	1	3	-
0201300803.2	3	2	-	3	1
0201300803.3	-	3	3	1	-
0201300803.4	-	3	1	2	3
PO Attainment level	3	2.2	1.6	2.2	2

Semester III

Course Title : Strategic Management

Semester : III

Credit : 2

Strategic Management is a course that covers the direction of Business and its long-term performance. The course trains the learner in applying the concepts of functional, business and corporate strategies and doing competitor's analysis with the help of tools and techniques and also includes the global perspectives of Strategy.

Program Outcomes

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

2. Foster Analytical and critical thinking abilities for data-based decision making.
3. Ability to develop Value based Leadership.
4. Ability to understand, analyze and *communicate* global, economic, legal, and ethical aspects of business.
5. Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

Course Outcomes

After completing the course, the student should be able to-

Course Outcomes	Description	Cognition	Hours	Evaluation Tools
CO 1	Explain the Business Environment and its relation to the Strategic Management process.	K2 Understanding	4	<u>Internal</u> Quiz <u>End Term-</u> Theory
CO 2	Apply the Strategic Management tools for the optimum organizational performance.	K3 Applying	4	<u>Internal-</u> Case <u>End Term-</u> Theory
CO 3	Construct the strategic tools and techniques for corporate /business/functional levels of the decision making.	K3 Applying	3	<u>Internal-</u> Test, Presentation <u>End Term-</u> Application Questions
CO 4	Examine and infer the various strategic alternatives and determine the appropriate strategy in real world scenarios.	K 4 Analyzing	6	<u>Internal-</u> Test, Presentations <u>End Term-</u> Theory & Case
CO 5	Assess and integrate knowledge from Strategic Management to solve problems in a large multi-disciplinary context.	K5 Evaluating	3	<u>Internal-</u> Test, Project <u>End Term-</u> Case/Theory

Mapping COs with POs

Scale 1- low alignment, 2- Moderate alignment, 3 – high alignment, - – No alignment

COs / POs	PO 1	PO 2	PO 3	PO 4	PO 5
CO1	3	3	-	1	3
CO2	3	1	2	3	2
CO3	2	2	2	2	1
CO4	2	2	1	3	3
CO5	2	2	1	2	3
CO	2.4	2.0	1.2	2.2	2.4

Session Plan

Sr. No	Hrs	Units	COs	Topics Mapped with CO	Evaluation Tools
1	4	Introduction to Strategic Management			
(i)	4	Organizations and strategy- What is Strategy? What makes a strategy winner? Strategic Management and competitiveness	CO1: Explain the Business Environment and its relation to the Strategic Management process.	K2: Understand	<u>Internal-Quiz</u> <u>End Term-Theory/Short Notes</u>
2	6	Environmental Analysis			
(i)	4	Evaluating the External Environment: Strategically relevant factors, Industry driving forces, Industry KSFs. Competition, and Competitor Analysis, Competitive weapons for competing with rivals. ETOP Study. I/O Model of Above Average Returns	CO2: Apply the Strategic Management tools for the optimum organizational performance.	K3 & K4 Apply & Analyze	<u>Internal-Case Study</u> <u>End Term-Theory Questions</u>
(ii)	2	The Internal Organization: Resources, Tests of Resource's Competitive Power. Capabilities, Competencies, and Competitive Advantages, Distinctive Competence, Resource Based Model	CO4: Examine and infer the various strategic alternatives and determine the appropriate strategy in real world scenarios.		<u>Internal-Case Study</u> <u>End Term-Theory Questions</u>
3	7	Competition Analysis and Types of Strategy			
(i)	3	Business-Level Strategy, Competitive Rivalry and dynamics, Quest for competitive advantage and Dynamics, Industry Analysis. Outcomes of Environment and industry analysis. (The Herfindahl-Hirchman Index)	CO3: Construct the strategic tools and techniques for corporate, business and functional levels of the decision making.	K3 & K4 Apply & Analyze	<u>Internal-Test</u> <u>End Term-Theory Questions</u>
	4	Corporate-Level Strategy- Grand Strategies, Portfolio Analysis and Corporate Parenting, Strategic Acquisition and Corporate Restructuring, Rationale for restructuring, Global Strategy, The three main strategic approaches, Profit sanctuaries and Cross Border Strategic Moves.	CO4: Examine and infer the various strategic alternatives and determine the appropriate strategy in real world scenarios.		<u>Internal-Test/Presentations</u> <u>End Term-Comprehensive Case</u>
4	3	Cooperative Strategies and Organizational Structure Decisions			
(i)	3	Cooperative Implications for Strategy, Structure and Controls with Organizations, Stages of Development of Organization, Organization Design and Change.	CO5: Assess and integrate knowledge from Strategic Management to solve problems in a large	K4 & K5 Analyze & evaluate	<u>Internal-Test</u> <u>End Term-Theory Questions</u>

multi-disciplinary
context.

Pedagogy

- Lecture
- Case Studies
- Flipped Classroom

Evaluation

Internal 60%

External 40%

Total 100%

Parameters of Internal Assessment:

- ✓ Attendance & Class Participation
- ✓ Class Test and Assignments
- ✓ Reflection Journals
- ✓ Projects

Assessment Mapping

Parameter	Marks	CO 1	CO 2	CO 3	CO 4	CO 5
Internal	20	15%	18%	22%	24%	21%
Attendance & Class Participation	5	20%	20%	20%	20%	20%
Class Test & Assignments	5	30%	30%	15%	15%	10%
Reflection Journals	5	10%	20%	30%	20%	20%
Projects	5	-	-	30%	40%	30%
End Term	20	5%	15%	30%	30%	20%

Textbook:

Book Title	Name of Author	Publisher	Edition No.	Year
Strategic Management- Competitiveness & Globalization	Hitt, Ireland & Hoskisson	Cengage	12th	2021

Reference Books:

Book Title	Name of Author	Publisher	Edition No.
Strategic Management- Theory and Cases- An integrated Approach	Charles Hill, Mellissa Schilling & Gareth Jones	Cengage	13th
Economics of Strategy	David Besanko, David Dranove, Mark Shanley, and Scott Schaefer	Wiley India	Edition 6 International Student Version
Strategy and the Business Landscape	P Ghemawat	Ghemawat Publishing	4 th
Crafting and Executing Strategy- The Quest for Competitive Advantage- Concepts and Cases	Arthur A Thompson Jr, Margaret A Peteraf, John E Gamble and A J Strickland III	McGrawHill	22nd
Concepts in Strategic Management and Business Policy	Thomas L Wheelen et al	Pearson	15th

Course Title : **Business Ethics & Corporate Governance**
Semester : **III**
Credit : **2**
Duration : **20 hrs. (75 minutes each)**

Course Description:

The need for Business Ethics is very much essential and applicable for today's organizations due to the stringent expectations of society and stakeholders regarding business performance. The intellectual roots of the subject are drawn from human values, philosophy, Political theories and its corollaries. The course initially aims at examining real-life ethical dilemmas and challenges in business, through case studies.

CO Code	Course Outcome : Student will be able to	Cognition	Hours	Evaluation Tools
CO1	Outline the scope and importance of ethics and ethical behaviour in personal and professional life	K2-Understand	5	<u>Internal</u> Quiz, test
CO2	Manage and Analysis ethical issues in business and challenges in functional areas to work for the welfare and betterment of stakeholders.	K3 -Apply	7	<u>Internal</u> Dialogue and Role

				Play
CO3	Imbibe ethical issues in corporate governance and to adhere to ethical codes	K4-Analyse	5	<u>Internal</u> Test, Role Play End- term Exam
CO4	Assess various corporate social responsibilities and practise in their professional life	K5-Evaluate	3	<u>Internal</u> Test, Case Study End-term- Exam

Mapping COs with POs

Scale 1 - low alignment, 2 - Moderate alignment, 3 - high alignment, - No alignment

COs / POs	PO 1	PO 2	PO 3	PO 4	PO 5
CO1	3	1	1	3	1
CO2	3	3	1	3	2
CO3	3	3	3	3	3
CO 4	3	3	3	3	3
CO5	2	1	1	3	2
CO	2.8	2.2	1.8	3	2.2

Syllabus and CO mapped

Sr. No	Hrs	Units	Cos	Topics Mapped with CO	Evaluation Tools
1	4	Introduction to Business Ethics and Overview			
(i)	4	Theoretical approaches to Business Ethics, Ethics and Morality, Indian Thoughts on Ethics, Ethical Dilemma	CO1: Outline the scope and importance of ethics and ethical behavior in personal and professional life	K2: Understand	<u>Internal</u> Quiz, Test
2	4	Business and Environment			
(i)	4	Ethical issues in the Business and responsibility towards Environment. Discussing various theories of business ethics	CO2: Manage and Analysis ethical issues in business and challenges in functional areas to work for the welfare and betterment of stakeholders.	K3: Apply	<u>Internal</u> Dialogue and Role Play
3	4	Ethics in Functional areas			
(i)	4	Ethical issues in Marketing and Consumer Protection Act, Ethical issues in HRM, Finance, IT	CO2: Manage and Analysis ethical issues in business and challenges in functional areas	K3: Apply	<u>Internal</u> Test, Role Play End-term Exam

			to work for the welfare and betterment of stakeholders		
4	4	Corporate Governance and Regulatory Framework			
(i)	4	Significance of Corporate Governance in business environment, regulatory framework, Cadbury Committee Report ,Narayan Murthy, Committee Report, Role of SEBI, Companies Act 2013	CO3: Imbibe ethical issues in corporate governance and to adhere to ethical codes	K4-Analyse	<u>Internal</u> Test, Case Study End-term-Exam
5	4	Corporate Social Mechanism			
(i)	4	Understanding the Indian scenario of Corporate Social responsibility, Understanding the various models such as Anglo-American Model, German Model, Japanese Model	CO4: Assess various corporate social responsibilities and practise in their professional life	K5-Evaluate	<u>Internal</u> Test, Case Study End term-Exam

SESSION-WISE COURSE OUTLINE:

Session	Topics	Aligned CO's
1	Introduction to Business Ethics and Overview,	CO1
2	Theoretical approaches to Business Ethics, Ethics and Morality, , Ethical Dilemma	CO1
3	Various theories of Ethics	CO1
4	Ethical issues in the Business and responsibility towards Environment. Discussing various theories of business ethics	CO2
5	Ethical issues in the Business and responsibility towards Environment. Discussing various theories of business ethics	CO2
6	Ethical issues in Marketing and Consumer Protection Act,	CO2
7	Ethical issues in HRM,	CO2
8	Ethical issues Finance, IT	CO2
9	Significance of Corporate Governance in business environment, regulatory framework,	CO3
10	Cadbury Committee Report ,Narayan Murthy, Committee Report, Role of SEBI,	CO3
11	Companies Act 2013	CO3
12	Understanding the Indian scenario of Corporate Social responsibility,	CO3
13	Understanding the various models such as Anglo-American Model, German Model, Japanese Model	CO4

14	Understanding the various models such as Anglo-American Model, German Model, Japanese Model	CO4
15	Presentation	CO4
16	<i>Presentation</i>	CO4

Pedagogy

1. Lecture, Case Studies , Videos, Presentation and Assignments_

Evaluation

Internal 80%

External 20%

Total 100%

Internal Assessment	40 Marks
End Tem	10 Marks
<i>Internal Assessment</i>	
Class Test/MCQ	10 Marks
Presentation	10 marks
Class participation	10 marks
Attendance	10 marks
<i>End Term</i>	
End Term Examination	10 Marks

Assessment Mapping

Parameter	Marks	CO 1	CO 2	CO 3	CO 4	CO 5
Internal	40					
Attendance	06	15%	15%	15%	15%	15%
Class Participation	06	15%	15%	15%	15%	15%
Class Test	14	35%	35%	35%	35%	35%
Case study presentation	14	35%	35%	35%	35%	35%
End Term	10					

Textbook:

- 1) Ethics in Business and Corporate Governance - S. K. Mandal (2nd Ed). Tata-McGraw Hill, 2017
- 2) Business Ethics: An Indian Perspective - . C. Fernando

Reference Books:

- 1) Business Ethics: Concepts & Cases - Manuel Velasquez (PHI).
- 2) Business Ethics - A. Crane and D. Matten, 2nd Edition
- 3) Corporate Governance - Satheesh Kumar (Oxford)

- 4) Report of the Committee on the Financial Aspects of Corporate Governance – 1992
Adrian Cadbury.
- 5) Report on Corporate Governance - Narayan Murthy Committee : 2003

E-Books:

- 1) Business Ethics - James Brousseau

Course Code :
Course Title : **SCM and Physical Distribution**
Semester : **III**
Credit : **2**
Duration : **20 hrs**
Course Faculty :

Course Outcome

Course Outcomes	Description	Cognition	Hrs	Evaluation Tool
CO1	Outline the scope of supply chain management for its application.	L2- Understand	2	<u>Internal-Test</u> , case study <u>End Term-Theory</u>
CO2	Apply appropriate Logistics mix for effective resource management.	L3- Apply	7	<u>Internal-Test</u> , case study <u>End Term-Theory/case study</u>
CO3	Analyse the various driving factors for better transportation and freight management.	L4- Analyse	6	<u>Internal-Test</u> , case study <u>End Term-Theory / case study</u>
CO4	Evaluate the Marketing Channels for its effectiveness	L5- Evaluate	1.50	<u>Internal-Test</u>
CO5	Compare supply chain practices across industries for proper channel design.	L5- Evaluate	3.50	<u>Internal-Test</u> , Assignment

Mapping COs with POs

Scale 1- low alignment, 2- Moderate alignment, 3 – high alignment, - – No alignment

COs / POs	PO 1	PO 2	PO 3	PO 4	PO 5
CO1	3	1		1	2
CO2	3	3		2	3
CO3	3	3		2	3
CO4	3	3	1	1	3
CO5	2	2	1	3	3

CO	3	2	1	2	3
----	---	---	---	---	---

Sr. No	Hrs	Topics / Sub Topics	COs	Topics mapped with COs
1	2	Introduction to Supply Chain Management	CO1: Explain the concept of Supply Chain Management & Logistics and its applications in business and industry.	L2- Understand
		Supply Chain, Supply Chain integration, Decisions in Supply Chain, Information distortion – Bullwhip effect, Causes of Bullwhip effect, Initiatives to control Bullwhip effect		
2	4	Logistics Management and Logistics mix	CO2: Apply the concept of Logistics Management and its sub functions	L3- Apply
		Logistics management, scope of Logistics management, Logistics Mix: Warehousing, Transportation, Material handling, Storage System, Packaging		
		Warehousing: main decisions, Inventory Management Decisions, Distribution Resources Planning System		
3	3	Source Management in SCM	CO2: Apply the concept of Logistics Management and its sub functions	L3- Apply
		Role of Sourcing, Third- and Fourth-Party Logistics Providers, Supplier Scoring and Assessment, Supplier Selection, Contracts and Supply Chain Performance, Outsourcing, Benefits & Risks associated with outsourcing, E-Procurement		
4	4	Transportation & Freight Management	CO3: Analyse the various cost drivers of supply chain and the trade-offs for them.	L4- Analyse
		Transportation Infrastructure, Transportation Related Problems in SC, Transportation Networks		
		Freight management, Freight Management Responsibilities, Factors impacting Freight cost		

		Milk run, Containerization		
5	2	Cold Chain Logistics and Reverse Logistics	CO3: Analyse the various cost drivers of supply chain and the trade-offs for them.	L4- Analyse
		Drivers to cold chain infrastructure, Cold Chain Technologies, Quality Control Measures, Cold Supply Chain problems & issues		
		Reverse Supply Chain, Reverse Supply Chain Design, Reverse SC Challenges		
6	1.5	Customer Oriented Marketing Channels	CO4: Evaluate the Marketing Channels	L5- Evaluate
		Design, Channel Flow, Comparing Channel Designs, Customer Journey Maps		
7	3.5	Distribution and Channel Management	CO5: Evaluate the Best Supply Chain Practices in Different Industries	L5- Evaluate
		Role of Distribution, Distribution Structure with Margins, Need of distribution network, ROI		
		Managing Channel relationship, Channel Power, Channel Conflict, Channel Policies, Channel Institution - Retailing		

Pedagogy
1. Lecture
2. Case Study
3. News/Article Analysis
4. Live Activity/Exercise
5. Videos

Evaluation

Internal	40%
External	60%
Total	100%

Scope of Internal Assessment:

1. Class Assignment
2. Class Test
3. Class Room Discussion
4. Case Study Analysis
5. Class Participation
6. Presentation

Assessment Mapping

Parameter	Marks	CO 1	CO 2	CO 3	CO 4	CO 5
Internal	40	23%	20%	17%	20%	20%
Attendance	6	20%	20%	20%	20%	20%
Class Participation	6	20%	20%	20%	20%	20%
Class Test	10	30%	30%	15%	15%	10%
Class Activity/ Case study	5	30%	20%	20%	30%	
Assignments	5	-		30%	30%	40%
Projects	8	40%	30%			30%
End Term	60			30%	40%	30%
TOTAL	100			30%	40%	30%

Text Book:

1. Supply Chain Management - V. V. Sople, Pearson, 2012

Reference Book:

- ✓ Logistics Management - V. V. Sople, Pearson, 3rd Edition, 2012
- ✓ Supply Chain Management-Strategy, Planning and Operation - Sunil Chopra, Peter Meindl and Dharam Vir Kalra, Pearson, 6th Edition, 2016
- ✓ Sales and Distribution Management - K. Shridhara Bhat, Himalaya Publishing House, 2014
- ✓ Supply Chain Management: Concepts and Cases - Rahul V. Altekhar, PHI, 2007
- ✓ Designing & Managing the Supply Chain - Simchi-Levi, D. Kaminnsky Philip, McGraw-Hill, 3rd Edition, 2018
- ✓ Basic Principles of Supply Chain Management - Yoginder Singh, 2010
- 6) Supply Chain Logistics Management - Donald Bowersox, David Closs, M. Bixby Cooper, Tata McGraw Hill, 4th Edition, 2013

E-Book:

- Supply Chain - Vedran Kordic, Publisher: InTech 2008
https://www.intechopen.com/books/supply_chain
- Supply Chain Management - Pengzhong Li, Publisher: InTech 2011
<https://www.intechopen.com/books/supply-chain-management>
- Supply Chain Management-Strategy, Planning and Operation - Sunil Chopra and Peter Meindl, 2015
http://www.ebook3000.com/Supply-Chain-Management--Strategy--Planning--and-Operation_412659.html
- Essentials of Supply Chain Management -- Michael Hugos, Wiley, Edition 4, 2018

http://ebook3000.com/Essentials-of-Supply-Chain-Management_508529.html

- Basics of Supply Chain Management – Lawrence D Fredendall, Ed Hill
https://books.google.co.in/books?id=FOHLBQAAQBAJ&printsec=frontcover&dq=supply+chain+management&hl=en&sa=X&ved=0ahUKEwihm_Kso87bAhXJRY8KHd8CAYgQ6AEILDAB#v=onepage&q=supply%20chain%20management&f=false
- Supply Chain Management: Concepts and Cases – Rahul Altekhar
https://books.google.co.in/books?id=gEErKbg_LQQC&printsec=frontcover&dq=supply+chain+management&hl=en&sa=X&ved=0ahUKEwihm_Kso87bAhXJRY8KHd8CAYgQ6AEIWDAl#v=onepage&q=supply%20chain%20management&f=false
- Supply Chain Management : Text and Cases – Janat Shah
https://books.google.co.in/books?id=gEErKbg_LQQC&printsec=frontcover&dq=supply+chain+management&hl=en&sa=X&ved=0ahUKEwihm_Kso87bAhXJRY8KHd8CAYgQ6AEIWDAl#v=onepage&q=supply%20chain%20management&f=false
- Introduction to Supply Chain Management and Technologies-David Frederick Ross
<https://books.google.co.in/books?id=XhL27-Owte0C&printsec=frontcover&dq=supply+chain+management&hl=en&sa=X&ved=0ahUKEwiR-a-Zpc7bAhXEqY8KHRZ1A1AQ6AEIOjAD#v=onepage&q=supply%20chain%20management&f=false>

Course code : : 0207300311
Semester : II
Course Title : Marketing Analytics
No of Credits : 2
Contact Hours : 20 hrs (75 minutes per session)
Course Faculty :

Course Outcomes	Description	Cognition	Hours	Evaluation Tools
CO1	Explain the need ,importance of marketing Analytics	L2: Understand	3.0	<u>Internal</u> Quiz, Test <u>End Term-</u> Theory
CO2	Apply analytical techniques for deep penetration for data management	L3: Apply	4.0	<u>Internal-</u> Assignments , project work,Viva <u>End Term-</u> Practical question in SPSS
CO3	Contrast analytics techniques used in determining marketing decisions.	L4: Analyze	4.5	<u>Internal-</u> Assignment Viva project work <u>End Term-</u> Question
CO4	Determine the appropriate output used in as a tools for decision making	L5: Evaluate	4.5	<u>Internal</u> :Project work <u>End term :</u> <u>Question</u>
CO5	Interpret the output used in research tools for effective decision making.	L5: Evaluate	4.0	<u>Internal :</u> <u>Project</u> <u>End term</u> :Question

Session Plan

Sr. No	Hrs	Units	Cos	Topics Mapped with CO	Evaluation Tools
1	.5	Introduction to Marketing Analytics			
	.5	Meaning and importance of Marketing Analytics	CO1: Explain the need and importance ,various concepts related to Marketing Analytics	L2: Understand	<u>Internal</u> Quiz, Test <u>End Term-</u> Theory
2	1.0	Data Preparation and Data cleaning			
	.5	Various steps in data preparation and data cleaning	CO1: Explain the various steps involved in the data preparation and data	L2: Understand	<u>Internal-</u> Project work, <u>End Term-</u>

			cleaning		theory
	.5	Understanding customer and market profiling	CO2:Understand the various steps learnt in solution of a business problem	L3: Understanding	<u>Internal Project End term – Case study/theory</u>
3	1.0	Customer driven marketing			
	.5	Importance of structured and unstructured data in understanding customers	CO1:Understand the various concepts related to structured and unstructured data	L2: Understand	<u>Internal- Practical End Term- Question</u>
	.5	Customer Life time value	CO2: Understand the various concepts in customer life time value	L3: Understand	<u>Internal : Project work</u>
4	3.5	Pricing strategies			
	.5	Understand the concept of pricing analytics	CO2:Explain the various concepts related with analytics	L4: Understand	<u>Internal- Test, project work End Term- Theory</u>
	3.0	Case study	CO3 : Apply the concepts learnt in pricing analytics	L3: Apply	<u>Internal Project work End term -Theory</u>
5	1.0	Shelf space optimization			
	.5	Understanding the concept of Shelf space optimization	CO2:Explain the various steps and the concepts involved in questionnaire designing	L2 :Understand	<u>Internal- assignment End Term- Theory</u>
	.5	Case study	CO3 : Apply the steps learnt in solution of a business problem	L3 : Apply	<u>Internal Project work End term -theory</u>
6	1.0	Market Basket Analysis			
	.5	Understand the concept of market basket analysis	CO1: Understand the concepts of market basket analysis	L2: Understand	<u>Internal- Project work End Term- Theory</u>
	.5	Case Study	CO2 :Apply the various concepts learnt in solving	L3: Apply	<u>Internal- Project work</u>

			business problems		<u>End Term-</u>
7	1.5	RFM analysis			
	1.0	Understand the concept of RFM analysis	CO1: Explain the various methods involved in RFM analysis	L2: Understand	<u>Internal- Quiz, Test, End Term- Theory</u>
	.5	Apply the various concept learnt for decision making	CO2: Apply the various concepts learnt for business decision making	L2 -Understand	<u>Internal- Class Test End Term- Theory</u>
8	9.5	Tableau			
	.5	Understanding how the software works	CO2 : Understand the various concepts related to tableau	L3: Understand	Internal Project work End term: Practical question
	3.5	Analyze the tableau output	CO3: Analyze a business research problem with the help of market research tools and techniques for effective decision making	L4: Analyze	<u>Internal- Project work End Term- Practical question</u>
	3.0	Assess the output for decision making	CO4 : Assess the output for business decision making	L4: Analyze	<u>Internal : Project work End term : Practical</u>
	2.5	Evaluate the output for decision making	CO5 :Evaluate the output for decision making	L5 : Evaluate	<u>Internal : Project work End term : Practical</u>
9	1.0	Worksheets			
	.5	Worksheet solving	CO1: Apply the worksheet for decision making	L2 :Apply	<u>Internal- Project work End term- Theory question</u>
	.5	Worksheet solving	CO2 : Apply the various steps learnt in report of research report	L3:Analyze	<u>Internal- Project End term :Question</u>

Mapping COs with POs

Scale 1- low alignment, 2- Moderate alignment, 3 – high alignment, - – No alignment

COs / Pos	PO 1	PO 2	PO 3	PO 4	PO 5
CO1	3	1	-	-	1
CO2	1	2	2	-	1
CO3	3	3	3	1	2
CO4	3	3	1	2	2
CO5	3	3	1	2	2
CO	2.3	2.2	1.4	1.0	1.6

Pedagogy

- Lecture
- Case Studies
- Presentation and assignments

Evaluation

Internal	40%
External	60%
Total	100%

Parameters of Internal Assessment:

- ✓ Attendance
- ✓ Class Participation
- ✓ Class Test
- ✓ Projects

Assessment Mapping

Parameter	Marks	CO 1	CO 2	CO 3	CO 4	CO 5
Internal	20	7.5%	10.0%	10.0%	12.5%	10.0%
Class Test	5	20.0%	40.0%	40.0%	0.0%	0.0%
Project	5	0.0%	0.0%	0.0%	60.0%	40.0%
Attendance	5	20.0%	20.0%	20.0%	20.0%	20.0%
Class Participation	5	20.0%	20.0%	20.0%	20.0%	20.0%
End Term	30	13.3%	13.3%	20.0%	33.3%	20.0%
Total	50	14.0%	16.0%	20.0%	30.0%	20.0%

Textbooks:

1. Marketing Analytics – Data-Driven Techniques with Microsoft Excel– Wayne L.Winston, Reprint Edition 2015,Wiley

Reference Books:

1. Marketing Research- An applied orientation - Naresh K Malhotra, Satyabhusan Dash, 7th edition, Pearson India Education Services pvt ltd.
2. Research methods for Business Students - Mark Saunders, Philip Lewis, 7th edition, Pearson India education Services pvt ltd, 2015.
3. Research Methodology - C.R. Kothari, New Age International publishers, 3rd edition, 2015.

E- Books:

1. Marketing Analytics – Wayne L.Winston

[https://books.google.co.in/books?](https://books.google.co.in/books?id=w5iOAgAAQBAJ&printsec=frontcover&dq=marketing+analytics&hl=en&sa=X&ved=0ahUKEwjlg67Yi87bAhUSTo8KHxQTDBoQ6AEIKjAB#v=onepage&q=marketing%20analytics&f=false)

[id=w5iOAgAAQBAJ&printsec=frontcover&dq=marketing+analytics&hl=en&sa=X&ved=0ahUKEwjlg67Yi87bAhUSTo8KHxQTDBoQ6AEIKjAB#v=onepage&q=marketing%20analytics&f=false](https://books.google.co.in/books?id=w5iOAgAAQBAJ&printsec=frontcover&dq=marketing+analytics&hl=en&sa=X&ved=0ahUKEwjlg67Yi87bAhUSTo8KHxQTDBoQ6AEIKjAB#v=onepage&q=marketing%20analytics&f=false)

2. Handbook of Marketing Analytics : Methods and Application in Marketing Management, Public Policy and Litigation Support- Edited by – Natalie Mizik, Dominique M. Hanssens

[https://books.google.co.in/books?](https://books.google.co.in/books?id=AINRDwAAQBAJ&printsec=frontcover&dq=marketing+analytics&hl=en&sa=X&ved=0ahUKEwjlg67Yi87bAhUSTo8KHxQTDBoQ6AEIMDAC#v=onepage&q=marketing%20analytics&f=false)

[id=AINRDwAAQBAJ&printsec=frontcover&dq=marketing+analytics&hl=en&sa=X&ved=0ahUKEwjlg67Yi87bAhUSTo8KHxQTDBoQ6AEIMDAC#v=onepage&q=marketing%20analytics&f=false](https://books.google.co.in/books?id=AINRDwAAQBAJ&printsec=frontcover&dq=marketing+analytics&hl=en&sa=X&ved=0ahUKEwjlg67Yi87bAhUSTo8KHxQTDBoQ6AEIMDAC#v=onepage&q=marketing%20analytics&f=false)

3. Marketing Analytics : Practitioner's Guide to Marketing Analytics and Research Methods – Ashok Charan

[https://books.google.co.in/books?](https://books.google.co.in/books?id=CDU8DQAAQBAJ&printsec=frontcover&dq=marketing+analytics&hl=en&sa=X&ved=0ahUKEwjlg67Yi87bAhUSTo8KHxQTDBoQ6AEINTAD#v=onepage&q=marketing%20analytics&f=false)

[id=CDU8DQAAQBAJ&printsec=frontcover&dq=marketing+analytics&hl=en&sa=X&ved=0ahUKEwjlg67Yi87bAhUSTo8KHxQTDBoQ6AEINTAD#v=onepage&q=marketing%20analytics&f=false](https://books.google.co.in/books?id=CDU8DQAAQBAJ&printsec=frontcover&dq=marketing+analytics&hl=en&sa=X&ved=0ahUKEwjlg67Yi87bAhUSTo8KHxQTDBoQ6AEINTAD#v=onepage&q=marketing%20analytics&f=false)

4. Marketing Analytics : A Practical Guide to improving consumer insights using data techniques

[https://books.google.co.in/books?](https://books.google.co.in/books?id=nyRTDwAAQBAJ&printsec=frontcover&dq=marketing+analytics&hl=en&sa=X&ved=0ahUKEwjlg67Yi87bAhUSTo8KHxQTDBoQ6AEIQjAF#v=onepage&q=marketing%20analytics&f=false)

[id=nyRTDwAAQBAJ&printsec=frontcover&dq=marketing+analytics&hl=en&sa=X&ved=0ahUKEwjlg67Yi87bAhUSTo8KHxQTDBoQ6AEIQjAF#v=onepage&q=marketing%20analytics&f=false](https://books.google.co.in/books?id=nyRTDwAAQBAJ&printsec=frontcover&dq=marketing+analytics&hl=en&sa=X&ved=0ahUKEwjlg67Yi87bAhUSTo8KHxQTDBoQ6AEIQjAF#v=onepage&q=marketing%20analytics&f=false)

5. Marketing Analytics Roadmap : Methods, Metrics and Tools – Jerry Rackley

[https://books.google.co.in/books?](https://books.google.co.in/books?id=11YnCcAAQBAJ&printsec=frontcover&dq=marketing+analytics&hl=en&sa=X&ved=0ahUKEwjlg67Yi87bAhUSTo8KHxQTDBoQ6AEIUDAH#v=onepage&q=marketing%20analytics&f=false)

[id=11YnCcAAQBAJ&printsec=frontcover&dq=marketing+analytics&hl=en&sa=X&ved=0ahUKEwjlg67Yi87bAhUSTo8KHxQTDBoQ6AEIUDAH#v=onepage&q=marketing%20analytics&f=false](https://books.google.co.in/books?id=11YnCcAAQBAJ&printsec=frontcover&dq=marketing+analytics&hl=en&sa=X&ved=0ahUKEwjlg67Yi87bAhUSTo8KHxQTDBoQ6AEIUDAH#v=onepage&q=marketing%20analytics&f=false)

6. Mastering Marketing Analytics: Business Metrics – Practice and Application – Robert Kozielski

[https://books.google.co.in/books?](https://books.google.co.in/books?id=ZOOk_DwAAQBAJ&printsec=frontcover&dq=marketing+analytics&hl=en&sa=X&ved=0ahUKEwjrgsjWjc7bAhWLRy8KHXR-CBE4ChDoAQhXMAg#v=onepage&q=marketing%20analytics&f=false)

[id=ZOOk_DwAAQBAJ&printsec=frontcover&dq=marketing+analytics&hl=en&sa=X&ved=0ahUKEwjrgsjWjc7bAhWLRy8KHXR-CBE4ChDoAQhXMAg#v=onepage&q=marketing%20analytics&f=false](https://books.google.co.in/books?id=ZOOk_DwAAQBAJ&printsec=frontcover&dq=marketing+analytics&hl=en&sa=X&ved=0ahUKEwjrgsjWjc7bAhWLRy8KHXR-CBE4ChDoAQhXMAg#v=onepage&q=marketing%20analytics&f=false)

7. New Methods of Market Research and Analysis – G.Scott Erikson

[https://books.google.co.in/books?](https://books.google.co.in/books?id=WR06DwAAQBAJ&printsec=frontcover&dq=marketing+analytics+ebooks&hl=en&sa=X&ved=0ahUKEwj98qLj87bAhUI3Y8KHdWFAkM4ChDoAQhTMAc#v=onepage&q&f=false)

[id=WR06DwAAQBAJ&printsec=frontcover&dq=marketing+analytics+ebooks&hl=en&sa=X&ved=0ahUKEwj98qLj87bAhUI3Y8KHdWFAkM4ChDoAQhTMAc#v=onepage&q&f=false](https://books.google.co.in/books?id=WR06DwAAQBAJ&printsec=frontcover&dq=marketing+analytics+ebooks&hl=en&sa=X&ved=0ahUKEwj98qLj87bAhUI3Y8KHdWFAkM4ChDoAQhTMAc#v=onepage&q&f=false)

8. Marketing and Sales Analytics – Cesar A.Brea

[https://books.google.co.in/books?](https://books.google.co.in/books?id=xYqtAwAAQBAJ&printsec=frontcover&dq=marketing+analytics+ebooks&hl=en&sa=X&ved=0ahUKEwiy6cfPj87bAhUQ5o8KHytRAE44HhDoAQg7MAQ#v=onepage&q&f=false)

[id=xYqtAwAAQBAJ&printsec=frontcover&dq=marketing+analytics+ebooks&hl=en&sa=X&ved=0ahUKEwiy6cfPj87bAhUQ5o8KHytRAE44HhDoAQg7MAQ#v=onepage&q&f=false](https://books.google.co.in/books?id=xYqtAwAAQBAJ&printsec=frontcover&dq=marketing+analytics+ebooks&hl=en&sa=X&ved=0ahUKEwiy6cfPj87bAhUQ5o8KHytRAE44HhDoAQg7MAQ#v=onepage&q&f=false)

Course Code :
Course Title : B2B Marketing
Semester : III
Credit : 2
Duration : 20 hrs (75 minutes per session)

Course Outcomes	Description	Cognition	Hours	Evaluation Tools
CO1	Understand the importance of marketing products and services across the business.	L2: Understand	5.0	<u>Internal</u> Case Study <u>End Term-</u> Theory
CO2	Analyse business segments for estimating product demand.	L4: Analyse	7.0	<u>Internal-</u> Assignment <u>End Term-</u> Theory
CO3	Examine strategies for building business market and to stabilise the channels.	L4: Analyse	2.0	<u>Internal-</u> Assignment <u>End Term-</u> Practical
CO4	Evaluate various business marketing tools, used in marketing plan .	L5: Evaluate	3.0	<u>End Term-</u> Practical
CO5	Evaluate strategies and structures to effectively serve the Business to Business market.	L5: Evaluate	3.0	<u>Internal-</u> Case study <u>End Term-</u> Practical

Mapping COs with POs

Scale 1- low alignment, 2- Moderate alignment, 3 – high alignment, - – No alignment

COs / POs	PO 1	PO 2	PO 3	PO 4	PO 5
CO1	3	-	-	1	2
CO2	2	2	3	2	3
CO3	2	1	3	3	2
CO4	1	2	2	3	1
CO5	2	1	3	3	-
CO	2	1.5	2.75	2.4	2

Session Plan

Sr. No	Hrs	Units	Cos	Topics Mapped with CO	Evaluation Tools
1	4	The environment of Business Marketing			

(i)	2	Characteristics of Business marketing, Similarities & Differences between consumer goods & business marketing, Different types of b2b consumers in REALESTATE, BFSI, RETAIL, MANUFACTURING AND FMCG SECTOR B2b 2.0 & B2B 3.0	CO1: Understand the importance of marketing products and services to other businesses and organizations in the economy.	L2: Understand	<u>Internal Assignment</u> <u>End Term-</u> Theory, case study
(ii)	2	Organization buying behavior, Different variables influencing buying decisions, Different consumer segments, Buyer seller relationship in b2b market of the covered sectors.			
2	2	Assessing Market Opportunities Segmenting the Business Market & Estimating Segment Demand			
(i)	2	Importance of segmentation of B2B market, Procedure of selecting market segments, how to estimate demand in different market segments, Forecasting demand effectively for the various covered sectors.	CO1: Understand the importance of marketing products and services to other businesses and organizations in the economy.	L2: Understand	<u>Internal-Case Study</u> <u>End Term-</u> Theory, applied questions
3	2	Segmenting the Business Market and Estimating Segment Demand			
(i)	2	Round 1: Sector Analysis Round 2: Company Analysis Group Activity: Stall Presentation Criteria: Creativity; Content & Presentation	CO2: Apply problem solving and decision-making capability related to Industrial 4P's.	L3: Apply	<u>Internal-Assignment</u> <u>End Term-</u> Theory, applied questions
4	2	Business Marketing Planning & Strategies			
(i)	2	Identifying processes & systems that drive strategy success, Scope of business marketing strategies in developing economies, Various types of international strategy, Components of global strategy for various sectors like real estate, BFSI, retail, manufacturing and fmcg	CO3: Analyse the significance and the requirements of strategies in building business market, stabilise the channels and understand futuristic B2B challenges	L4: Analyse	<u>Internal-Case study</u> <u>End Term-</u> case study
5	2	Managing Products for Business Markets			
(i)	2	Product & services to be taught from a Solution perspective. Solution of S.A.V.E model Academic Video: TCS Profiling of strong brand IBM GE's Ecomagination marketing campaign Relationship processes comprising a customer solution	CO2: Apply problem solving and decision-making capability related to Industrial 4P's.	L3: Apply	<u>Internal-Case study</u> <u>End Term-</u> Theory, case study

6	2	Managing Business Marketing Channels			
(i)	2	Role of marketing channels in bridging the gap between organization & customers, Components of channel design, how a successful channel strategy is built. Access of S.A.V.E model	CO2: Apply problem solving and decision-making capability related to Industrial 4P's.	L3: Apply	<u>Internal- Article End Term- Theory, applied questions</u>
7	2	Pricing Strategies for Business Markets			
(i)	2	Pricing strategies for B2B markets, responding to price attack of the competitor, Adjusting prices periodically.	CO2: Apply problem solving and decision-making capability related to Industrial 4P's.	L3: Apply	<u>Internal- Case Study End Term- Theory, applied questions</u>
8	2	Business Marketing Communications			
(i)	2	Role of social media in B2B strategy, Advertising & sales promotion activities in business environment, Measuring effectiveness of marketing advertising. Role of personal selling in B2B context, Characteristics of sales force, Nature of sales management function, how is advertising different from B2C. B2B Top Performers: SEM at Google Managing Trade Show Strategy Traditional Selling vs Key Account Selling B2B Top Performers: Using customized strategies Cycle of Account Management Success Deployment decision facing sales organizations	CO5: Evaluate strategies and structures to effectively serve the B2B market.	L5: Evaluate	<u>End Term- Practical, case study</u>
9	1	Importance of Content Marketing in B2B			
	1	B2B Marketing 2.0 Content Marketing	CO4: Evaluate various effective business marketing software's/tools, while designing a business marketing plan for a local company.	L5: Evaluate	<u>End Term- Short answers</u>
10	1	Net promoter Score & its importance & Marketing Automation			
	1	Net promoter Score, Social Selling (How Different it is from Social Marketing) & Marketing Automation.	CO4: Evaluate various effective business marketing software's/tools, while designing a business marketing plan for a local company.	L5: Evaluate	<u>End Term- Short answers, case study</u>

Pedagogy

- Lecture

- Case Studies Analysis
- Recent Newspaper Article discussion
- Presentation
- Assignments

Evaluation

Internal	40%
External	60%
Total	100%

Parameters of Internal Assessment:

- Attendance
- Class Participation
- Class Test
- Projects/Presentation

Assessment Mapping

Parameter	Marks	CO 1	CO 2	CO 3	CO 4	CO 5
Internal	20	7.5%	10.0%	10.0%	12.5%	10.0%
Class Test	5	20.0%	40.0%	40.0%	0.0%	0.0%
Project/Presentation	5	0.0%	0.0%	0.0%	60.0%	40.0%
Attendance	5	20.0%	20.0%	20.0%	20.0%	20.0%
Class Participation	5	20.0%	20.0%	20.0%	20.0%	20.0%
End Term	30	13.3%	13.3%	20.0%	33.3%	20.0%
Total	50	14.0%	16.0%	20.0%	30.0%	20.0%

Text Book:

1. B2B Marketing: A South-Asian Perspective, 11/e - Michael D Hutt, Dheeraj Sharma & Thomas W Speh, Publication: Cengage

Reference Books:

- Business Marketing Management - Michael D. Hutt & Thomas W. Speh
- Business Marketing Text & Cases - Krishna K Havaldar
- Business to Business Market Research by - Ruth Mcneil

E-Book:

1. Handbook of Business-to-Business Marketing - <https://www.e-elgar.com/shop/handbook-of-business-to-business-marketing>
2. Business-to-Business-Marketing - <http://bibitsayuran.net/de/file.php?asin=3470471746>
3. Fundamentals of Business-to-Business Marketing -

<https://www.springer.com/in/book/9783319124629>

4. B2B Marketing Manifesto - <https://velocitypartners.com/wp-content/uploads/2010/11/B2B-Marketing-Manifesto-Velocity-Partners.pdf>
5. Business-to-Business Marketing - <https://www.kobo.com/us/en/ebook/business-to-business-marketing-11>
6. 7 Surefire Ways to get more Impact from your Content Marketing-
<https://contentmarketinginstitute.com/2015/08/more-impact-content-marketing/>
7. The Definitive Guide to Marketing Automation (Abridged) -
<https://www.marketo.com/definitive-guides/marketing-automation/>
8. Customer Satisfaction Survey - <https://survicate.com/customer-satisfaction/survey/>
9. Can companies find love in B2B Markets-<https://www.forbes.com/sites/baininsights/2014/04/24/can-companies-find-love-in-b2b-markets/#1d9353002c98>

Course code :
Semester : **1**
Course Title : **Rural Marketing**
No of Credits : **2**
Contact Hours : **20 hrs (75 minutes per session)**
Course Faculty :

Course Outcomes	Description	Cognition	Hours	Evaluation Tools
CO 1	Analyze critical challenges to penetrate rural markets .	L4: Analyze	4	<u>Internal</u> Assignment <u>End Term-</u> Short answers
CO 2	Apply theories and concepts for effective brand communication.	L3: Apply	4	<u>Internal-</u> Assignment / articles <u>End Term-</u> Case study
CO 3	Inspect Segmentation, Targeting & positioning approaches for rural market.	L4: Analyze	4	<u>Internal-</u> Case study
CO 4	Assess rural marketing strategies for its impact.	L5: Evaluate	4	<u>Internal-</u> Class test <u>End Term-</u> Short answer /Case Study
CO 5	Evaluate marketing plan design for rural markets .	L5: Evaluate	4	<u>Internal-</u> Assignment/ report analysis /Presentation

Mapping COs with POs

1 – Low, 2 – Medium, 3 – High, 0 – Low

CO Code	PO1	PO2	PO3	PO4	PO5
CO 1	1	-	-	-	-
CO 2	3	3	-	-	-
CO 3	3	3	-	2	-
CO 4	2	3	2	-	2
CO 5	2	3	2	2	1
CO	2.2	3	2	2	1.5

Sr. No	Hrs	Units	Cos	Topics Mapped with CO	Evaluation Tools
1	4	Introduction to Rural Marketing			
(i)		Concept, Nature, Scope & significance of Rural Marketing, Defining Rural markets, Factors contributing to Growth of rural markets, Challenges	CO1 - Correlate the critical challenges faced in rural	L4: Analyze	Internal: Assignment External: Short answers

		and Opportunities of Rural markets	marketing initiatives to help companies penetrate the 'Des' and 'Desi' psyche		
2	4	Rural Consumer Behavior and Marketing Research			
(i)		Factors which influence rural consumers during purchase of a product, Lifestyle of rural consumer, Special tools used in Rural Marketing research, the Rural Research Business	CO2 - Evaluate and apply the key theories and concepts for effective brand / corporate communication	L3: Apply	Internal: Assignment (articles) External: Case study
3	4	Segmenting, Targeting and Positioning in Rural Markets			
(i)		Approaches for segmenting the rural markets of India, New segments in Bharat, BCG division of rural internet users into 5 categories, characteristics, behavior & strategies, Aspects in targeting, Basis of Positioning	CO3- Updating and aligning to the changing dynamics in planning & buying media	L4: Analyze	Internal: Case study External: Case study
4	4	4 Ps marketing strategies for Des & Desi and the ways to reach rural consumers			
(i)		Classification of rural products and Services, Product designing for rural needs, Packaging for rural markets, Consumer Psychology and Pricing, Factors influencing the price for rural products and services, The Emergence of modern retail in rural areas, Rural-centric distribution models, Challenges in Rural communication Rural centric non-conventional media <ul style="list-style-type: none"> ● Mobile marketing ● Mobile theatre vans ● Internet penetration ● On ground experiences ● Strategic partnerships 	CO4 - Demonstrate the knowledge and skills required for assessing IMC campaigns	L5: Evaluate	Internal: Class test External: Short answers / case study
5	4	Rural push for major sectors			
(i)		<ul style="list-style-type: none"> • FMCG • Telecom • Automobiles • Financial services • e-commerce 	CO5 -Developing both written and presentation skills required to recommend a Strategic Communication Plan	L5: Evaluate	Internal: <ul style="list-style-type: none"> • Assignment/ report analysis • Project External: <ul style="list-style-type: none"> • Case study

Pedagogy
1. Lecture
2. Case Study
3. News/Article Analysis
4. Live Activity/Exercise
5. Videos

Evaluation:	
Internal	40%
External	60%
Total	100%

Parameters of Internal Assessment:

1. Attendance
2. Class Participation
5. Class Test
6. Presentation

Assessment Mapping

Parameter	Marks	CO 1	CO 2	CO 3	CO 4	CO 5
Internal	20	7.5%	10.0%	10.0%	12.5%	10.0%
Class Test	5	20.0%	40.0%	40.0%	0.0%	0.0%
Presentation	5	0.0%	0.0%	0.0%	60.0%	40.0%
Attendance	5	20.0%	20.0%	20.0%	20.0%	20.0%
Class Participation	5	20.0%	20.0%	20.0%	20.0%	20.0%
End Term	30	13.3%	13.3%	20.0%	33.3%	20.0%
Total	50	14.0%	16.0%	20.0%	30.0%	20.0%

Text Book:

Book Title	Name of Author	Publisher	Edition No.	Year
Rural Marketing	Pradeep Kashyap	Pearson	2 nd	2013

Reference Book:

Book Title	Name of Author	Publisher	Edition No.	Year
New Perspective in Rural Marketing	Ram Krishna Y	Jaico	2 nd	2011
Rural markets- Understanding	Sanal Kumar, Velayudhan and	Excel books	1 st	2010

consumers and developmental issues	Guda Sridhar			
------------------------------------	--------------	--	--	--

E-Books:

Book Title	Name of Author	Publisher	Link	Year
Rural Marketing : Indian Perspective	Awadhesh Kumar Singh		https://books.google.co.in/books?id=UtJMb386SoQC&printsec=frontcover&dq=rural+marketing&hl=en&sa=X&ved=0ahUKEwiF7_vApM3bAhXMPI8KHd_nAXIQ6AEIRDf#v=onepage&q=rural%20marketing&f=false	
Rural Marketing – Text and Cases	U C Mathur		https://books.google.co.in/books?id=uUsLnsnqwNkC&printsec=frontcover&dq=rural+marketing&hl=en&sa=X&ved=0ahUKEwiF7_vApM3bAhXMPI8KHd_nAXIQ6AEIOTAD#v=onepage&q=rural%20marketing&f=false	

Course code :
Semester : **III**
Course Title : **Service Marketing**
No of Credits : **4**
Contact Hours : **40 hrs. (75 minutes per session)**
Course Faculty :

Course Outcomes	Description	Cognition	Hours	Evaluation Tools
CO1	Explain the basics of service marketing to have grasp.	L2: Understand	10	<u>Internal</u> Class test/case study/ Article Discussion <u>End Term</u> - Theory/case
CO2	Apply the branding strategies for end to end customer management.	L3: Apply	10	<u>Internal</u> - assignment/Case Study/Article discussion/ Presentation <u>End Term</u> - Case study questions
CO3	Apply marketing strategies for value creation in service industry	L4: Apply	9	<u>Internal</u> - Case study analysis/presentation/project <u>End Term</u> - case study
CO4	Evaluate Service Quality through appropriate tools for its effectiveness.	L5: Evaluate	6	<u>Internal</u> - Class test, case study, article discussion, project <u>End Term</u> - Case Study or application Questions
CO5	Examine the competitive environment used in Service industry.	L3: Apply	5	<u>Internal</u> -Detailed Presentation/ Article Discussion, project <u>End Term</u> - Case Study and applied questions

Mapping COs with POs

Scale 1- low alignment, 2- Moderate alignment, 3 – high alignment, - – No alignment

CO Code	PO1	PO2	PO3	PO4	PO5
CO 1	0	0	0	0	0
CO 2	3	2	2	3	2
CO 3	3	3	2	0	0
CO 4	3	3	0	3	0
CO 5	3	3	2	3	2
CO	2.4	2.2	1.2	1.8	0.8

Session plan

Sr. No	Hrs	Units	Cos	Topics Mapped with CO	Evaluation Tools
1	10	Introduction to Service Marketing, Service Marketing Mix			
(i)	10	Introduction- Need of Services, Service Characteristics, Service Marketing Mix	CO1 - Explain the basics of Service Marketing, concepts, it's characteristics and Marketing Mix-3 extra Ps of Service Marketing	L2: Understand	<u>Internal Evaluation:</u> Class test/ Case study/ Article Discussion <u>End term</u> Case study, short answers
2	10	Service Branding, Market research and STP			
(i)	10	Service Branding-Creating and Maintaining the brand, Market Research for STP, Customer Expectation and Experience Management	CO2 – Apply the branding strategies and market research for value creation and customer expectation and Experience management	L3: Apply	<u>Internal Evaluation:</u> Assignment <u>End term</u> Case study, short answers
3	9	Service Pricing and Service Quality, Service Recovery and Customer Satisfaction			
		Examine the competitive	CO3 - Examine the competitive		<u>Internal Evaluation:</u>

(i)	9	environment to set up Service Quality and Service Pricing to ensure customer satisfaction and service Recovery	environment and integrate the marketing strategies for better Service Quality and Service Recovery	L4: Analyze	Case study Analysis, Project <u>End term</u> Case study, short answers
4	6	SERVQUAL and Service Distribution			
(i)	6	Measuring Service Quality, Service Promotion and distribution strategies	CO4- Checking the the service quality through SERVQUAL tool for quality assessment, Proper Service promotion and overcoming challenges of Service Distribution	L5: Evaluate	<u>Internal Evaluation:</u> Class test, Case study /article discussion <u>End term:</u> Case study
5	5	Managing Demand of Services			
(i)	5	Apply strategies for Managing demand of Services for value creation to all the stakeholders	CO5 – Apply marketing mix strategies for value creation to all the stakeholders	L3 Apply	<u>Internal Evaluation:</u> A detailed presentation on a new service brand creation, covering all the major marketing concepts supported by a report <u>End term</u> Case study

Pedagogy

- ✓ Lecture
- ✓ Case Studies
- ✓ Articles reading and discussion
- ✓ Flipped Classroom for some topics

Evaluation

Internal 40%
External 60%

Total 100%

Parameters of Internal Assessment:

- Attendance
- Class Participation
- Class Test/Assignment
- Case study discussion/Project

Assessment Mapping

Parameter	Marks	CO 1	CO 2	CO 3	CO 4	CO 5
Internal	40	12.5%	22.5%	20.0%	25.0%	20.0%
Class Test	5	20.0%	0.0%	80.0%	0.0%	0.0%
Assignment	5	0.0%	100.0%	0.0%	0.0%	0.0%
Project	10	0.0%	0.0%	0.0%	60.0%	40.0%
Attendance	10	20.0%	20.0%	20.0%	20.0%	20.0%
Class Participation	10	20.0%	20.0%	20.0%	20.0%	20.0%
End Term	60	13.3%	20.0%	20.0%	26.7%	20.0%
Total	100	13.0%	21.0%	20.0%	26.0%	20.0%

Textbook:

1 Service Operations Strategy Malhotra, Christopher Love Lock, 2007

Reference Books:

- Services Marketing by Zeithaml, Bitner, Gremler and Pandit; seventh edition, McGraw Hill
- Customer Service Operation by Blanding Warren, Ama Com, 1997
- Service Operation Management by Johnston, Robert and Clerk, Graham, Pearson Education, 2010, Delhi

E-Books:

1. Marketing Your Service Business - Ruskin Brown, Througood, 2005, Ebscohost
<http://ebooksviewqh.jimdo.com/2013/07/22/marketing-your-service-business/>
2. Services Marketing & Management – Gilmore, Sage Pub., 2003
<http://m.aliexpress.com/item/1791740834.html>
3. Services Marketing : Concepts & Practices -Ramneek Kapoor, Justin Paul, Biplab Halder
<https://books.google.co.in/books?id=ZAcf8BGvx5wC&printsec=frontcover&dq=services+marketing&hl=en&sa=X&ved=0ahUKEwiDisaihc7bAhWKso8KHe1MAVQQ6AEIJjAA#v=onepage&q=services%20marketing&f=false>
4. Services Marketing the Indian Perspective – Ravi Shanker
<https://books.google.co.in/books?id=qqJCZE8kNP4C&printsec=frontcover&dq=services+marketing&hl=en&sa=X&ved=0ahUKEwiDisaihc7bAhWKso8KHe1MAVQQ6AEILDAB#v=onepage&q=services%20marketing&f=false>
5. Services Marketing – Concepts, Planning and Implementation -C Bhattacharjee
<https://books.google.co.in/books?id=eZ->

[rErQSbSsC&printsec=frontcover&dq=services+marketing&hl=en&sa=X&ved=0ahUKEwiDisaihc7bAhWKso8KHe1MAVQQ6AEINDAC#v=onepage&q=services%20marketing&f=false](https://books.google.co.in/books?id=sIJJaWp8CVAMC&printsec=frontcover&dq=services+marketing&hl=en&sa=X&ved=0ahUKEwiDisaihc7bAhWKso8KHe1MAVQQ6AEINDAC#v=onepage&q=services%20marketing&f=false)

6. Services Marketing- K Rama Mohana Rao

[https://books.google.co.in/books?](https://books.google.co.in/books?id=sIJJaWp8CVAMC&printsec=frontcover&dq=services+marketing&hl=en&sa=X&ved=0ahUKEwiDisaihc7bAhWKso8KHe1MAVQQ6AEIRzAF#v=onepage&q=services%20marketing&f=false)

[id=sIJJaWp8CVAMC&printsec=frontcover&dq=services+marketing&hl=en&sa=X&ved=0ahUKEwiDisaihc7bAhWKso8KHe1MAVQQ6AEIRzAF#v=onepage&q=services%20marketing&f=false](https://books.google.co.in/books?id=sIJJaWp8CVAMC&printsec=frontcover&dq=services+marketing&hl=en&sa=X&ved=0ahUKEwiDisaihc7bAhWKso8KHe1MAVQQ6AEIRzAF#v=onepage&q=services%20marketing&f=false)

7. Services Marketing Management – Peter Mudie and Angela Pirrie

[https://books.google.co.in/books?](https://books.google.co.in/books?id=Yeu2dgnTawIC&printsec=frontcover&dq=services+marketing&hl=en&sa=X&ved=0ahUKEwiDisaihc7bAhWKso8KHe1MAVQQ6AEIPjAE#v=onepage&q=services%20marketing&f=false)

[id=Yeu2dgnTawIC&printsec=frontcover&dq=services+marketing&hl=en&sa=X&ved=0ahUKEwiDisaihc7bAhWKso8KHe1MAVQQ6AEIPjAE#v=onepage&q=services%20marketing&f=false](https://books.google.co.in/books?id=Yeu2dgnTawIC&printsec=frontcover&dq=services+marketing&hl=en&sa=X&ved=0ahUKEwiDisaihc7bAhWKso8KHe1MAVQQ6AEIPjAE#v=onepage&q=services%20marketing&f=false)

8. Services Marketing: Concepts, Strategies & Cases – K Douglas Hoffman, John E G Bateson

[https://books.google.co.in/books?](https://books.google.co.in/books?id=dBxTCwAAQBAJ&printsec=frontcover&dq=services+marketing&hl=en&sa=X&ved=0ahUKEwjiXp6Fh87bAhUDv48KHcW7CgEQ6AEIWzAI#v=onepage&q=services%20marketing&f=false)

[id=dBxTCwAAQBAJ&printsec=frontcover&dq=services+marketing&hl=en&sa=X&ved=0ahUKEwjiXp6Fh87bAhUDv48KHcW7CgEQ6AEIWzAI#v=onepage&q=services%20marketing&f=false](https://books.google.co.in/books?id=dBxTCwAAQBAJ&printsec=frontcover&dq=services+marketing&hl=en&sa=X&ved=0ahUKEwjiXp6Fh87bAhUDv48KHcW7CgEQ6AEIWzAI#v=onepage&q=services%20marketing&f=false)

Course Code :

Course Title : Comprehensive Review Module (marketing)

Semester : III

Credit : 2

Duration : 20 hrs (75 minutes per session)

Course Outcomes	Description	Cognition	Hours	Evaluation Tools
CO1	Interpret the Marketing Concepts for its use.	L2: Understand	5	End Term- Applied questions
CO2	Apply the consumer behavior models to real time business challenges	L3: Apply	3.75	Internal- Assignment End Term- Applied questions
CO3	Compare the promotional strategies followed in different sectors	L4: Analyze	3.75	Internal- Assignment / case study End Term- Applied questions / case study
CO4	Assess digital marketing strategies to transform businesses	L5: Evaluate	2.5	Internal- Assignment End Term- Applied questions
CO5	Evaluate the sales strategies adopted by different players in any industry to outperform the others	L5: Evaluate	5	Internal- Case study End Term- Applied questions / case study

Mapping COs with POs

Scale 1- low alignment, 2- Moderate alignment, 3 – high alignment, - – No alignment

COs / POs	PO 1	PO 2	PO 3	PO 4	PO 5
CO1	2	2	2	1	3
CO2	1	2	2	2	1
CO3	1	2	1	2	1
CO4	1	2	2	3	1
CO5	2	1	3	3	-
CO	1.4	1.8	2	2.2	1.2

Session Plan

Sr. No	Hrs	Units	Cos	Topics Mapped with CO	Evaluation Tools
1	75 m	Marketing – fundamental concepts	L2: Understand	CO1 - Interpret the Marketing Concepts	<u>End Term-</u> Applied questions
2	75 m	Sector scan series - Session #1 (CO1)			
3	75 m	Product and branding concepts	L2: Understand	CO1 - Interpret the Marketing Concepts	<u>End Term-</u> Applied questions
4	75 m	Sector scan series - Session #2 (CO1)			
5	75 m	Customer insights and the related nuances	L3: Apply	CO2 -Apply the consumer behaviour models to real time business challenges	<u>Internal-</u> Assignment, class test <u>End Term-</u> Applied questions
6	75 m	Sector scan series - Session #3 (CO2)			
7	75 m	Evaluation – I (CO2)			
8	75 m	Integrated marketing strategy	L4: Analyze	CO3 - Analyse the advertising strategies and the other promotional strategies followed in different sectors	<u>End Term-</u> Applied questions / case study
9	75 min	Sector scan series - Session #4 (CO3)			
10	75 min	Digital marketing nuances	L5: Evaluate	CO4 - Assess how digital marketing strategies transform businesses	<u>Internal-</u> Assignment / case study
11	75 min	Sector scan series - Session #5 (CO4)			
12	75 min	Sales nuances	L5: Evaluate	CO5- Evaluate the sales strategies adopted by different players in any industry to outperform the others	<u>Internal-</u> Assignment, class test <u>End Term-</u> Applied questions

13	75 min	Evaluation – II (CO 5)
14	75 min	Sector scan series - Session #6 (CO5)
15	75 min	Evaluation – III Presentation (CO2, CO3 and CO5)
16	75 min	Evaluation – III Presentation (CO2,CO3 and CO5)

Pedagogy

- Lecture
- Case Studies Analysis
- Recent Newspaper Article discussion
- Presentation
- Assignments
- Case study

Evaluation

Internal	40%
External	60%
Total	100%

Parameters of Internal Assessment:

- Attendance
- Class Participation
- Case study
- Class Test
- Assignments
- Presentation

Assessment Mapping

Parameter	Marks	CO 1	CO 2	CO 3	CO 4	CO 5
Internal	20					
Attendance	5	20%	20%	20%	20%	20%
Class Participation	5	20%	20%	20%	20%	20%
Assignments	3	-	30%	40%	30%	-
Class test	2	-	50%	-	50%	-
Final Presentation	3	-	20%	20%	30%	30%
Case study	2	-	-	40%	-	60%

End Term	30	15%	30%	15%	20%	20%
TOTAL	50	15%	30%	15%	20%	20%

Text Book-

Marketing Management, -Philip Kotler & Kevin Lane Keller - 15th Edition, Pearson.

Reference –Marketing White Book 21-22, Marketing White Book 20-21

Course Name : Placement Readiness Module

Credit :4

Credit Hours :40 Hrs.

Course Description

Having taught all the relevant topics in the previous 2 Semesters, this Course will focus more on practicing questions. Each module will have topic revision followed by practice tests. The course is divided into 13 parts, each part covering the important module from the arithmetic and reasoning section. Apart from training in classes, they will be solving 750+ questions in total, during the sessions, which will confirm their progress.

Contents:

- ✓ Revision
- ✓ Data Sufficiency
- ✓ Visual Reasoning
- ✓ Logical Deduction
- ✓ Doubt Clearing Sessions
- ✓ Mock Tests
- ✓ Essay Writing
- ✓ Corporate Jargons
- ✓ Spotting Errors

Course Outcomes	Description	Cognition	Hours	Evaluation Tools
CO1	C01- Apply the concepts of Quantitative aptitude for successful placements in the corporates	L2 -Understand	15	Internal Test,
CO2	C02- Understand different placement practice techniques w.r.t Clock and Calendar to strengthen the problem solving ability	L2 -Understand	5	Internal Test,
CO3	C03- Analyze the given data logically with appropriate reasoning to deduce the results accurately.	L3 - Apply	7.5	Internal Test,
CO4	C04: Develop the ability to critically analyse a given situation and work to arrive at the most suitable solution during the placement process.	L3 - Apply	7.5	Internal Test,
CO5	C05: Apply rules of grammar and deduction techniques to solve grammatical portion in placement process	L4 - Analyse	5	Internal Test,

The CO – PO Correlation matrix for the subject is given below:

1 – Low, 2 – Medium, 3 – High, 0 – Low

CO Code	PO1	PO2	PO3	PO4	PO5
CO1	1	1	2	3	1
CO2	1	3	-	2	1
CO3	1	2	1	3	1
CO4	1	3	-	1	1
CO5	2	3	-	1	1
CO					

SESSION-WISE COURSE OUTLINE

Session	Hours	Topics	CO	Cognition	Evaluation Tool
1	1.25	Corporate Jargons	CO5: Apply rules of grammar and deduction techniques to solve grammatical portion in placement process	Understand	Internal Test,
2	1.25	Essay Writing (Format, types, Approaches, dos & don'ts,)	CO5: Apply rules of grammar and deduction techniques to solve grammatical portion in placement process	Understand	Internal Test,
3-4	2.5	Spotting Errors (Sentence correction using parts of speech, tenses)	CO5: Apply rules of grammar and deduction techniques to solve grammatical portion in placement process	Understand	Internal Test,
5-6	2.5	Revision: Recap of concepts learnt in semester 1 and 2	C02- Understand different placement practice techniques w.r.t Clock and Calendar to strengthen the problem solving ability	Understand	Internal Test,
7-8	2.5	Doubt Clearing Session: Problems based on students' doubts	C02- Understand different placement practice techniques w.r.t Clock and Calendar to strengthen the problem solving ability	Understand	Internal Test,
9-10	2.5	Data Sufficiency: Basic Concepts, Tricks and Questions	CO3- Analyze the given data logically with appropriate reasoning to deduce the results accurately.	Analyze	Internal Test,
11-12	2.5	Visual Reasoning: Basic Concepts, Tricks and Questions	CO3- Analyze the given data logically with appropriate reasoning to deduce the results accurately.	Analyze	Internal Test,
13-14	2.5	Logical Deduction: Basic Concepts, Tricks and Questions	CO3- Analyze the given data logically with appropriate reasoning to deduce the results accurately.	Analyze	Internal Test,
15-16	2.5	Mock Test 1: Mock Test for preparation of placements process	C01- Apply the concepts of Quantitative aptitude for successful placements in the corporates.	Apply	Internal Test,

17-18	2.5	Mock Test 2: Mock Test for preparation of placements process	C01- Apply the concepts of Quantitative aptitude for successful placements in the corporates.	Apply	Internal Test,
19-20	2.5	Mock Test 3: Mock Test for preparation of placements process	C01- Apply the concepts of Quantitative aptitude for successful placements in the corporates.	Apply	Internal Test,
21-22	2.5	Mock Test 4: Mock Test for preparation of placements process	C01- Apply the concepts of Quantitative aptitude for successful placements in the corporates.	Apply	Internal Test,
23-24	2.5	Psychometric Test: Concepts and work sheets	CO4: Develop the ability to critically analyse a given situation and work to arrive at the most suitable solution during the placement process	Apply	Internal Test,
25-26	2.5	Guesstimate: Basic Concepts	CO4: Develop the ability to critically analyse a given situation and work to arrive at the most suitable solution during the placement process	Apply	Internal Test,
27-28	2.5	Situation Reaction Test: Problems based on various situations and how to handle	CO4: Develop the ability to critically analyse a given situation and work to arrive at the most suitable solution during the placement process	Apply	Internal Test,
29-32	5	Magic Maths: Application of PICA and various other Short trick methods	C01- Apply the concepts of Quantitative aptitude for successful placements in the corporates.	Apply	Internal Test,

Pedagogy	
1. Lecture	
2. Practice exercises	
Evaluation:	
Internal	60%
External	40%

Total	100%
-------	------

Parameters of Internal Assessment:

1. Class Test
2. Class Participation
3. Attendance

Assessment Mapping

Parameter	Marks	CO 1	CO 2	CO 3	CO 4	CO 5
Attendance	10					
Class Participation	15					
Class Test 1(quants)	20	50%	50%	20%	10%	
Class Test 2 (quants)	20	25%	25%	25%	25%	
Assignment	15			30%	70%	
Class Test 3 (Verbal)	20					100%

Reference Book:

R.S. Agarwal - First Edition: 1989

Uma Maheshwari- GACP - First Editor

Course Title : Corporate Transition Module

Semester : III

No. of Credits : 4

Contact Hours : 40 hrs.

Course Description:

The course would bring out the importance of learnings derived during the Internship period and to blend these learnings in an effective manner to achieve excellence in the selection process during final placements. It would expose the students to various practice sessions of Group Discussions and PI rounds. Finally, the course would help the students to be able to blend their classroom learnings and their experiential learnings to make a successful overall impact in the campus placement process.

Content

- Road map
- Building Effective Resumes_ITM & ATS
- Group Discussion Techniques / Trending topics
- Personal Interview Techniques
- Mock Interviews

Cos	Description	Cognition	Hours	Evaluation Tools
CO1	Analyze their readiness w.r.t HR, technical, specialization specific questions for the campus placement process	L2- Understand	1	
CO2	Develop the ability to critically analyse a given situation and work to arrive at a most suitable solution during an interview.	L3- Apply	4	
CO3	Formulate plan of action to crack abstract, case based and other types of group discussions	L3- Apply	8	Internal Group discussion
CO4	Apply attributes of ATS format and increase their chances of receiving revert on their online job applications	L3- Apply	1	

CO5	Classify details of their internship on the ITM resume template in a way that describes their tasks, skills, gained experiences and measurable achievements effectively	L4- Analyze	2	
-----	---	----------------	---	--

Mapping COs with POs

Scale 1- low alignment, 2- Moderate alignment, 3 – high alignment, - – No alignment

COs / Pos	PO 1	PO 2	PO 3	PO 4	PO 5
CO1	3	3	3	3	
CO2	1	3	2	2	-
CO3	3	3	3	3	
CO4		3	3	1	
CO5		3	3	1	
	2.3	3	2.8	2	

Session Plan

Session No	Hrs	Topic	COs	Cognition	Evaluation Tools
1	1	Roadmap & Placement Guidance for career growth	CO1 Compare industries and sectors & eventually take a decision about the profiles and industries of their choice	Understand	
2	1	Resume - ITM format	CO5 - Classify details of their internship on a resume in a way that describes their tasks, skills, gained experiences and measurable achievements effectively	Analyze	
3		Video Resume			

4-5		Resume Review	CO5 - Classify details of their internship on a resume in a way that describes their tasks, skills, gained experiences and measurable achievements effectively		
6	2	Resume_ATS	CO4- Apply attributes of ATS resume format and increase their chances of receiving revert on their online job applications	Apply	
7-9	4	Mock GD	CO3 -Formulate the plan of action to crack abstract, case based and other types of group discussions	Apply	
10-12	4	Mock GDs Assessment	CO3- Formulate plan of action to crack abstract, case based and other types of group discussions	Apply	
13-14	3	Overview of PI - Situation Based Questions (Domain & HR) - Students Panel	CO2 - Develop the ability to critically analyse a given situation and work to arrive at a most suitable solution during an interview.	Apply	
15-32		Mock PI – Talewind Faculty & Alum			

Pedagogy
1. Lecture
2. Company overview
3. News/Article Analysis
4. Mock Personal Interview
5. Videos

Evaluation:	
Internal	40%
External	60%
Total	100%

Parameters of Internal Assessment:

- Mock Interviews

- Attendance
- Class Participation

Assessment Mapping

Parameter	Marks	CO 1	CO 2	CO 3	CO 4	CO 5
Internal	40	15%	18%	22%	24%	21%
Attendance	10	20%	20%	20%	20%	20%
Class Participation	10	20%	20%	20%	20%	20%
Mock Interview	20	25%	25%	-	25%	25%
End Term	60	20%	20%	20%	20%	20%

Textbook:

Study material provided by Concerned Faculty

Reference Books:

- | | |
|---------------------------------------|------------------------------|
| 1) Interviews and GD | - GK Publication |
| 2) GD and Interview | - R. Gupta and Anand Gaugaly |
| 3) How to succeed in GD and Interview | - SK Mondal |

Course Title : Capstone Project Phase II
Semester : III
No of Credit : 2
Duration : 20 hrs

PROGRAM OUTCOMES

1. Generate conceptual knowledge regarding business management.
2. Apply knowledge of management theories and practices to solve business problems.
3. Foster Analytical and critical thinking abilities for data-based decision making.
4. Ability to develop value based leadership ability.
5. Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
6. Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.
7. Ability to conduct interdisciplinary research.
8. Equip with knowledge and skills for transition from campus to corporate.

		Course Outcome :	Capstone Project Phase II		
		Course outcome	After the completion of the projects students should be able to	Cognition	Remarks
			CO1 :Students will be able to develop a procedure for data collection through designing instruments	L4 : Apply	
			CO2: Able to collect and classify relevant and reliable primary and secondary data for the study	Analyse	
			C03: Able to analyse data and derive meaning to teach a logical conclusion	Analyse	
			CO4 : Develop critical thinking for interpretation of the data	Analyse	

Scale 1- low alignment, 2- Moderate alignment, 3 – high alignment, - – No alignment

CO Code	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	1	3	2	3	2
CO2	3	3	3	1	3	2	3	2
CO3	3	3	3	1	3	2	3	3
CO4	3	3	3	2	3	2	3	3
PO attainment	4	4	4	1.25	4	2	4	2.5

Semester IV

Course Title : Capstone Project Final
Semester : IV
No of Credit : 4
Duration : 40 hrs

PROGRAM OUTCOMES

1. Generate conceptual knowledge regarding business management.
2. Apply knowledge of management theories and practices to solve business problems.
3. Foster Analytical and critical thinking abilities for data-based decision making.
4. Ability to develop value based leadership ability.
5. Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
6. Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.
7. Ability to conduct interdisciplinary research.
8. Equip with knowledge and skills for transition from campus to corporate.

		Course Outcome :	Capstone Project – Final		
		Course Outcomes	After the completion of the project students should be able to	Cognition	Remarks
			CO1 : Students will be able to examine real world problems by integrating technical and management theories and concept	Analyse	
			CO2 : The ability to infer and integrate information to come to a logical conclusion	Analyse	
			CO3 : Students will be able to provide , suggestions and recommendation for the reserach problem	Create	
			CO 4 : Students will be able to conclude research	Evaluate	

			outcomes in a standard report format		
			CO5 : Students will be able to appraise and communicate the research outcomes in a comprehensive and concise manner through a formal presentation	Evaluate	

Scale 1- low alignment, 2- Moderate alignment, 3 – high alignment, - – No alignment

CO Code	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	1	1	2	1	2	1
CO2	3	3	3	1	3	2	2	1
CO3	3	3	3	1	3	2	3	1
CO4	3	3	3	1	3	2	3	1
CO 5	3	3	3	2	3	2	3	3
PO attainment	3	3	2.6	1.2	2.8	1.8	2.6	1.4

Course Title : Retail and E-commerce Management
Semester : IV
Credit : 2
Duration : 20 hrs (75 minutes per session)
Course Faculty :

Course Outcomes	Description	Cognition	Hours	Evaluation Tools
CO1	Understand the concept of Retail & e-commerce and its applications in industry	L2: Understand	4.0	<u>Internal</u> Case Study <u>End Term-</u> Theory
CO2	Implement appropriate practices of Retail & E-commerce in business and industry.	L3: Apply	2.0	<u>Internal-</u> Assignment <u>End Term-</u> Theory
CO3	Analyze the various strategies for Retail Mix, promotion, pricing.	L4: Analyse	6.0	<u>Internal-</u> Assignment <u>End Term-</u> Practical
CO4	Evaluate the various sub-system of Electronic market and its relation with business.	L5: Evaluate	4.0	<u>End Term-</u> Practical
CO5	Evaluate various stages of E-commerce and its integration to achieve the company's strategic goal.	L5: Evaluate	4.0	<u>Internal-</u> Case study <u>End Term-</u> Practical

Mapping COs with POs

Scale 1- low alignment, 2- Moderate alignment, 3 – high alignment, - – No alignment

COs / POs	PO 1	PO 2	PO 3	PO 4	PO 5
CO1	3	1	2	2	-
CO2	2	3	1	-	1
CO3	1	1	2	2	2
CO4	-	2	2	3	2
CO5	1	2	2	2	3
CO	1.75	1.8	1.8	2.25	2

Session Plan

Sr. No	Hrs	Units	Cos	Topics Mapped with CO	Evaluation Tools
1	4	Understanding Retail Business			

(i)	2	Introduction to Retailing: Place of Retailing in a Distribution Channel; Importance of Retailing in the Economy; Functions of Retailers; Retailers & Retail Formats; Classification of Retailers	CO1: Understand the concept of Retail & e-commerce and its applications in business and industry	L2: Understand	<u>Internal Assignment</u> <u>End Term-Theory</u>
(ii)	2	Types of Retailers Based on Merchandise & Pricing; Types of Retailers Based on Operational Structure; Non-Store Retailing; Comparison of Different Types of General Merchandise Retailers; Retailing Concepts; Retail Mix; Theories of Retail Change.			
2	2	Retail Formats & Strategies			
(i)	2	Retail Strategy: Objective & Mission Statement; Store Image, Target Customer, Sustainable Competitive Advantage; Market Segmentation, Growth Strategies;	CO2: Build and implement appropriate practices of Retail & E-commerce in business and industry.	L3: Apply	<u>Internal-Case Study</u> <u>End Term-Theory</u>
3	6	Retail Mix			
(i)	2	Retail Mix; Store Location: Types of Retail Locations & Factors for Choosing Location; Store Layout & Design: Stores Image, Its Layout Design Decisions; Factors of Design Decisions; Importance of Layout & Steps in Designing Layout.	CO3: Analyze the various strategies for Retail Mix, promotion, pricing etc.	L4: Analyse	<u>Internal-Assignment</u> <u>End Term-Practical</u>
(ii)	2	Promotional Strategies :Advertising; Sales Promotions; What is Communication? Stages of Models of Communication; Advertising, Sales Promotion; Publicity; Display as a promotional Tool; Take a New look at your Store Through your Customer's Eyes; Personal Selling; Ideal Selling	CO3: Analyze the various strategies for Retail Mix, promotion, pricing etc.	L4: Analyse	<u>Internal-Case study</u> <u>End Term-Practical</u>
(iii)	2	Pricing the Merchandise : Terminology; Factors Affecting Pricing Decisions; Pricing Strategies; Setting Prices; Cost Oriented Pricing; Demand Oriented Pricing; Competition Oriented Pricing; Pricing Lining; Price Adjustments; Pricing Tactics; Ethical Issues in Pricing.	CO3: Analyze the various strategies for Retail Mix, promotion, pricing etc.	L4: Analyse	<u>Internal-Case study</u> <u>End Term-Practical</u>
6	4	Overview of E-Commerce			
(i)	4	Definition of E-Commerce; Broad Goals of E-Commerce; Functions of E-Commerce; Matrix of E-Commerce Models; Business to Consumer B to C; Dotcom Companies; Shopping Cart;	CO5: Evaluate various stages of E-commerce and its integration to achieve the company's strategic goal.	L5: Evaluate	<u>Internal-Article</u> <u>End Term-Practical</u>

		Cookies and Electronic Commerce; Developing an E-Commerce Strategy; International E-Commerce; International Strategy Development; Business Model Impact with International E-Commerce; Killer APP.			
7	4	Electronic Market			
(i)	4	Online Shopping; Online Purchasing; Electronic Market: Three Models of Electronic Market; Market Dimensions; Markets Category; Interactive Marketing; One-to-One Marketing; Permitting Marketing; Pull & Push Technologies; B2B Hubs; B2B market Places; Role of B2B Market Places; B2B Exchange.	CO4: Evaluate the various sub- system of Electronic market and its relation with business.	L5: Evaluate	<u>Internal-</u> Case Study <u>End Term-</u> Practical

Pedagogy

- Lecture
- Case Studies Analysis , Recent Newspaper Article discussion
- Presentation and assignments

Evaluation

Internal	40%
External	60%
Total	100%

Scope of Internal Assessment:

- ✓ Attendance
- ✓ Class Participation
- ✓ Class Test
- ✓ Presentation
- ✓ Self Work

Assessment Mapping

Parameter	Marks	CO 1	CO 2	CO 3	CO 4	CO 5
Internal	20	16%	20%	22%	20%	22%
Attendance	5	20%	20%	20%	20%	20%
Class Participation	5	20%	20%	20%	20%	20%
Test	5	15%	15%	18%	22%	30%

Final Presentation	5	20%	20%	20%	20%	20%
End Term	30	10%	10%	25%	30%	25%
TOTAL	50	10%	10%	25%	30%	25%

Textbook:

- Retail Management: By Arif Shaikh & Kaneez Fatima
Himalaya Publishing House
- E-Commerce: Concepts, Models, Strategies By C.S.V.Murthy
Himalaya Publishing House.

E-Book/E-Learning:

- <https://www.pdfdrive.com/understanding-the-determinants-of-e-commerce-uptake-e-service-quality-and-e-commerce-success-e51451376.html>
 - <https://www.pdfdrive.com/e-commerce-the-impact-of-internet-technology-on-retailing-e41658658.html>
 - <https://www.pdfdrive.com/e-commerce-platform-acceptance-suppliers-retailers-and-consumers-e166017090.html>
 - <https://www.pdfdrive.com/design-and-implementation-of-a-highly-modifiable-retail-e-commerce-website-e20941282.html>
 - <https://www.pdfdrive.com/retail-analytics-integrated-forecasting-and-inventory-management-for-perishable-products-in-retailing-e157866955.html>
 - <https://www.pdfdrive.com/retail-strategy-management-e33727558.html>
- <https://www.pdfdrive.com/retail-101-the-guide-to-managing-and-marketing-your-retail-business-e195008689.html>**