

**PGDM Operations and SCM**  
*iConnect*  
**Course-Outline**  
**(2023 - 2025)**

**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 of business.**

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



# Semester – I

**Course Code** : 0207300300

**Course Title** : Accounting for Managers

**Credit** : 4

**Duration** : 40 hrs.

**Course Faculty** :

Course Outcomes	Description	Cognition	Hours	Evaluation Tools
CO1	<b>Explain</b> accounting principles, standards, and basic cost concepts which are required for maintaining business accounting records.	<b>L2 Understand</b>	3	<b>Internal Assessment:</b> Assignment <u>End term</u> - Theory
CO2	<b>Apply</b> accounting principles and standards for preparation of Financial Statements.	<b>L3 Apply</b>	9	<b>Internal Assessment:</b> Class test, Assignment <u>End term:</u> Case study
CO3	<b>Calculate</b> Costs and Budgets to determine profit	<b>L 4 Analyze</b>	6	<b>Internal Assessment:</b> Class test, Assignment <u>End term:</u> Theory & Numerical
CO4	<b>Compute</b> the financial statements of the companies to enable users for decision	<b>L 4 Analyze</b>	12	<b>Internal Assessment:</b>

	making purpose			Project <b>End term:</b> Case Study,
<b>CO5</b>	<b>Assess</b> the financial statements of companies to foster analytical and critical thinking abilities.	<b>L 5 Evaluate</b>	10	<b>Internal Assessment:</b> Assignment, Class test, <b>End term</b> -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

Sessi on	Hours	Topic	Course Outcome (CO)	Cognition	Evaluation Tools
-------------	-------	-------	------------------------	-----------	---------------------

No.					
<b>1</b>	<b>2</b>	<b>Introduction - Accounting Principles and Concepts</b>			
(i)	1.0	Introduction – Accounting Principles, Accounting Standards & IFRS	<b>CO1 - Explain</b> accounting principles, standards & IFRS	<b>L 2 Understand</b>	Internal Assessment: Assignment End term - Theory
(ii)	1.0	Cost Accounting concepts	<b>CO1- Explain</b> basic cost concepts	<b>L 2 Understand</b>	Internal Assessment: Assignment End term - Theory
<b>2</b>	<b>3</b>	<b>Accounting for Depreciation</b>			
(i)	1.0	Introduction, importance, and methods of Depreciation	<b>CO1- Explain</b> Accounting Principles and standards -Depreciation	<b>L 2 Understand</b>	Internal Assessment: Class Test
(ii)	2.0	Application of SLM Method of Depreciation	<b>CO2 - Apply</b> Accounting Principles and Standards -Depreciation	<b>L 3 Apply</b>	Internal Assessment: Class Test
<b>3</b>	<b>5.5</b>	<b>Preparation of Financial Statements of a Sole Proprietor: Trading A/c, Profit and Loss Account and Balance Sheet</b>			
(i)	1.5	Introduction of Financial Statements of a Sole Proprietor	<b>CO2 - Apply</b> Accounting Principle and Standards for the preparation of Financial Statements	<b>L 3 Apply</b>	Internal Assessment: Class Test

(ii)	2	Preparation of Financial Statements of a Sole Proprietor: Trading & Profit & Loss A/c	<b>CO2 - Apply</b> Accounting Principle and Standards for the preparation of Financial Statements	<b>L 3</b> <b>Apply</b>	Internal Assessment: Class Test
(iii)	2	Preparation of Financial Statements of a Sole Proprietor: Balance Sheet	<b>CO2 - Apply</b> Accounting Principle and Standards for the preparation of Financial Statements	<b>L 3</b> <b>Apply</b>	Internal Assessment: Class Test
<b>4</b>	<b>6.5</b>	<b>Preparation of Financial Statements of Companies by applying the Revised Schedule III of the Companies Act, 2013: Statement of Profit and Loss, Balance Sheet</b>			
(i)	1.5	Introduction of Financial Statements of Companies by applying the Revised Schedule III of the Companies Act, 2013	<b>CO2 - Apply</b> Accounting Principle and Standards for the preparation of Financial Statements of companies	<b>L 3</b> <b>Apply</b>	Internal Evaluation Assessment: Assignment End term: Case study
(ii)	2.5	Preparation of Financial Statements of Companies -Statement of Profit and Loss	<b>CO4 - Compute</b> the financial statements of the companies	<b>L 4</b> <b>Analyze</b>	Internal Evaluation: Assignment End term -Case study
(iii)	2.5	Preparation of Financial Statements of Companies -Balance Sheet	<b>CO4 - Compute</b> the financial statements of the companies	<b>L 4</b> <b>Analyze</b>	Internal Evaluation: Assignment End term -Case Study
<b>5</b>	<b>7</b>	<b>Preparation of Cash Flow Statement</b>			

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

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

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

### **Assessment Mapping:**



Parameters	Cos	CO1	CO2	CO3	CO4	CO5
	Marks					
<b>Internal</b>	<b>40</b>	<b>10.00%</b>	<b>35.00%</b>	<b>10.00%</b>	<b>22.50%</b>	<b>22.50%</b>
<b>Class Test</b>	10	0.00%	100.00%	0.00%	0.00%	0.00%
<b>Project</b>	5	0.00%	0.00%	0.00%	0.00%	100.00%
<b>Assignment</b>	5	0.00%	0.00%	0.00%	100.00%	0.00%
<b>Attendance</b>	10	20.00%	20.00%	20.00%	20.00%	20.00%
<b>Class Participation</b>	10	20.00%	20.00%	20.00%	20.00%	20.00%
<b>End Term</b>	<b>60</b>	<b>16.67%</b>	<b>16.67%</b>	<b>16.67%</b>	<b>16.67%</b>	<b>33.33%</b>
<b>Total</b>	<b>100</b>	<b>14.00%</b>	<b>24.00%</b>	<b>14.00%</b>	<b>19.00%</b>	<b>29.00%</b>

#### **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, 6<sup>th</sup> edition, 2010
10. Accounting for Management - M N Arora, Himalaya Publishing House, 1<sup>st</sup> 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

## Session plan

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

for better marketing decisions

End term:  
Short answers

**4 7 Marketing mix (contd)**

(i)	7	Pricing, marketing communication, distribution channels, retailing	<b>CO4-</b> Assess the potential market segments to target and position effectively for profitable business opportunities	<b>L5: Evaluate</b>	<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	<b>CO5</b> – Apply marketing mix strategies for value creation to all the stakeholders	<b>L3 Apply</b>	<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**

1. Lecture
2. Case Studies
3. Presentation and assignments
4. Articles reading

**Evaluation**

Internal	40%
External	60%
<b>Total</b>	<b>100%</b>

**Parameters of Internal Assessment:**

6. Attendance
7. Class Participation
8. Class Test
9. Case study discussion
10. Assignments
11. 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%
<b>End Term</b>	<b>60</b>	<b>20%</b>	<b>15%</b>	<b>30%</b>	<b>20%</b>	<b>15%</b>

**Textbook:**

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

**Reference Book:**

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

**E-Books:**

<b>Book Title</b>	<b>Name of Author</b>	<b>Publisher</b>	<b>LinL</b>	<b>Year</b>
Marketing Management with Indian cases	Philip Kotler & Levin Lane Keller	Pearson	<a href="https://1lib.in/booL/5285475/1e8c03">https://1lib.in/booL/5285475/1e8c03</a>	2017
Strategic Marketing Management: planning, implementation and control	Richard MS Wilson, Colin Gilligan	Butterworth-Heinemann	<a href="https://1lib.in/booL/701127/32ede3">https://1lib.in/booL/701127/32ede3</a>	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. No	Hours	Topic	COs	Cognition	Evaluation tools
--------	-------	-------	-----	-----------	------------------



<b>1</b>	<b>5</b>	<b>Introduction to Management Concepts</b>			
1.1	2	Importance of Management, Functions of Managers, Introduction to Human Resource Management, Introduction to Organizational Behaviour.	<b>CO 1</b> 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,	<b>CO1</b> 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	<b>CO1</b> 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.
<b>2</b>	<b>2</b>	<b>Planning</b>			
2	2	Definition, Need, importance Planning, levels of Planning & Strategic Planning Process.	<b>CO2</b> Interpret contemporary HR practices for better workplace productivity.	L3: Apply	<u>Internal</u> Evaluation: Project, Class test Question in End term exam.
<b>3</b>	<b>2</b>	<b>Structuring</b>			
3	2	Definition, Need, Importance of Structuring. Types of Organisational structure. structuring in Organizations	<b>CO2</b> Interpret contemporary HR practices for better workplace productivity.	L3: Apply	<u>Internal</u> Evaluation: Project, Class test Question in End term exam.

<b>4</b>	<b>2</b>	<b>Organizing and controlling</b>			
<b>4.1</b>	<b>1</b>	Definition of Organizing, Scope, need and importance Organizing Function, Elements of Organizing,	<b>CO2</b> Interpret contemporary HR practices for better workplace productivity.	L3: Apply	<u>Internal</u> Evaluation: Project, Class test Question in End term exam.
<b>4.2</b>	<b>1</b>	Managerial Control Process, Types of Control, Control Techniques. Application of Controlling Techniques	<b>CO2</b> Interpret contemporary HR practices for better workplace productivity.	L3: Apply	<u>Internal</u> Evaluation: Project, Class test Question in End term exam.
<b>5</b>	<b>1</b>	<b>Leadership</b>			
<b>5.1</b>	<b>1</b>	Definition, Importance, Leadership Traits,	<b>CO2</b> Interpret contemporary HR practices for better workplace productivity.	L3: Apply	<u>Internal</u> Evaluation: Project, Class test Question in End term exam.
<b>5.2</b>	<b>1</b>	Styles of leadership Leading for High performance Team	<b>CO3</b> 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.
<b>6</b>		<b>Human Resource Management</b>			
<b>6.1</b>	<b>1</b>	Introduction, Functions, need of HRM.	<b>CO2</b> Interpret contemporary HR practices for better workplace productivity.	L3: Apply	<u>Internal</u> Evaluation: Project, Class test Question in End term exam.
<b>6.2</b>	<b>1</b>	Skills and competencies of an hr Manager. Role of Line manager as HR Manager	<b>CO3</b> Correlate HR systems and individual behaviour for	L4: Analyse	<u>Internal</u> Evaluation: Project, Class test Question in End term

			building up the strong culture		exam.
<b>7</b>	<b>2</b>	<b>Recruitment and Selection.</b>			
<b>7.1</b>	<b>1</b>	Definition, Need and Importance. Recruitment process, Selection Process.	<b>CO2</b> Interpret contemporary HR practices for better workplace productivity.	L3: Apply	<u>Internal</u> Evaluation: Project, Class test Question in End term exam.
<b>7.2</b>	<b>1</b>	Definition of Interview and Interview Techniques	<b>CO2</b> Interpret contemporary HR practices for better workplace productivity.	L3: Apply	<u>Internal</u> Evaluation: Project, Class test Question in End term exam.
<b>8</b>	<b>2</b>	<b>Performance Management</b>			
<b>8.1</b>	<b>1</b>	Definition of Performance Management, Need and importance.	<b>CO2</b> Interpret contemporary HR practices for better workplace productivity.	L3: Apply	<u>Internal</u> Evaluation: Project, Class test Question in End term exam.
<b>8.2</b>	<b>1</b>	Definition of KRA and KPI. Methods of PMS. Modern methods of Appraisal.	<b>CO2</b> Interpret contemporary HR practices for better workplace productivity	L3: Apply	<u>Internal</u> Evaluation: Project, Class test Question in End term exam.
<b>9</b>	<b>2</b>	<b>Compensation and Benefits</b>			
<b>9.1</b>	<b>1</b>	Definition, need for and importance of compensation. Types of compensation.	<b>CO2</b> Interpret contemporary HR practices for better workplace productivity	L3: Apply	<u>Internal</u> Evaluation: Project, Class test Question in End term exam.
<b>9.2</b>	<b>1</b>	Components of employee compensation and CTC	<b>CO5</b> Asset management functions	L4: Analyse	<u>Internal</u> Evaluation: Project, Class test Question

			including human resource practices for improving holistic organization performance		in End term exam.
<b>10</b>	<b>4</b>	<b>Introduction to OB and Personality</b>			
<b>10.1</b>	<b>2</b>	Definition of OB, Definition of personality, types of personality,	<b>CO4</b> Examine individual and team behavior for effective people management	L4: Analyse	<u>Internal</u> Evaluation: Project, Class test Question in End term exam.
<b>10.2</b>	<b>2</b>	Attributes that shape up the personality & Personal Effectiveness, Personality Attributes, Personality Testing	<b>CO3</b> 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.
<b>11</b>	<b>5</b>	<b>Perception and Individual Decision Making</b>			
<b>11.1</b>	<b>2</b>	Overview of Perception, Attribution Theory, Perception and Individual Decision Making	<b>CO3</b> 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.
<b>11.2</b>	<b>2</b>	Attitude, Values and Job Satisfaction, Managerial implication & application in industry	<b>CO4</b> Examine individual and team behavior for effective people management	L4: Analyse	<u>Internal</u> Evaluation: Project, Class test Question in End term exam.
11.3	1	Defining Attitude, Components of Attitude, Attitude & Behaviour Relationship, Major Job Attitudes	<b>CO4</b> Examine individual and team behavior for effective	L4: Analyse	<u>Internal</u> Evaluation: Project, Class test Question in End term

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

		Organisation in managing employee stress, wellness at workplace and its importance.	management functions including human resource practices for improving holistic organization performance		Project, Class test Question in End term exam.
--	--	---	---	--	--

<b>Pedagogy</b>
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

<b>Evaluation:</b>	
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%
<b>End Term</b>	<b>60</b>	<b>10%</b>	<b>20%</b>	<b>20%</b>	<b>25%</b>	<b>25%</b>
<b>Total</b>	<b>100</b>	<b>15%</b>	<b>21%</b>	<b>21%</b>	<b>24%</b>	<b>21%</b>

#### Textbook:

1. Management Theory and Practice - Dr. P Subba Rao & Venkatram Tej Kumar,

(Text & Cases)

Himalaya Publishing House, 2<sup>nd</sup> Edition, 2014

**Reference Books:**

- |   |   |
|---|---|
| 1. New Era of Management  | - Richard L. Daft, CENGAGE Publisher, 2 <sup>nd</sup> edition, Reprint- 2012  |
| 2. Principles of Management   | - P C Tripathi & P N Reddy, Tata McGraw Hill, 5 <sup>th</sup> Edition, 2012   |
| 3. Essential of Management - An International, - Innovation, & Leadership Perspective | - Harold Koontz & Heinz Weihrich, Tata McGraw Hill, 10 <sup>th</sup> Edition, 2015.   |
| 4. Management & Organizational Behaviour  | - Ramesh B Rudani, Tata Mac Graw Hill, 1 <sup>st</sup> Edition, 2011  |
| 5. Human Resource Management  | - Gary Dessler & Biju Varkkey, Pearson, 14 <sup>th</sup> Edition, 2016  |
| 6. Human Resource Management –  | - Sharon Pande & Swapnalekha Basak, Vikas Text & Cases Publishing House Pvt. Ltd., 2 <sup>nd</sup> Edition, 2015              |
| 7. Human Resource Management  | - Seema Sanghi, Vikas Publishing House Pvt. Ltd., 1 <sup>st</sup> Edition, 2014.  |
| 8. Human Resource Management –  | - A. Din Pangotra, Asian Books Pvt. Ltd., with Practical Up-Gradation 1 <sup>st</sup> Edition, 2013                           |
| 9. Organizational Behaviour – Text & Cases  | - Kavita Singh, Vikas Publishing House Pvt. Ltd., 3 <sup>rd</sup> Edition, 2015.  |
| 10. Organizational Behaviour – A Modern   | - Arun Kumar & N Meenakshi, Vikas Approach Publishing House Pvt. Ltd., 1 <sup>st</sup> Edition, 1 <sup>st</sup> 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://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				
<b>CO1</b>	Understand the fundamental theories and concepts of managerial economics.	L2: Understand	3.75	Internal Evaluation: Class Test & Assignment End term: Theory Question
<b>CO2</b>	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
<b>CO3</b>	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
<b>CO4</b>	Analyze the impact of macroeconomic factors on business decision-making.	L4: Analyze	6.25	Internal Evaluation: Class Test & Assignment End term: Theory Question
<b>CO5</b>	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
<b>CO-1</b>	3	2	1	3	1
<b>CO-2</b>	3	3	2	3	2
<b>CO-3</b>	3	3	2	3	2
<b>CO-4</b>	3	3	2	3	2
<b>CO-5</b>	3	3	2	3	2
<b>CO</b>	3	2.8	1.8	3	1.8
<b>CO EQ</b>	3	3	2	3	2

**Session Plan:**

Session	Hours	Topic	COs	Cognition	Evaluation Tools
<b>1</b>	<b>1.25</b>	<b>The Nature and Scope of Managerial Economics and Theory of the Firm</b>			
	<b>1.25</b>	<p>12. What is Economics and Managerial Economics? - Scope of Managerial Economics.</p> <p>13. Economic Principles: Concept of Scarcity, Opportunity Cost, PPC, Margin, Increment &amp; Discounting Principle.</p> <p>14. Objective of the Firm: Maximization Theory of Profit, Sales Revenue, Growth, Managerial Utility Function &amp; the Wealth of Stockholders under risk and uncertainty.</p>	CO-1 Understand the fundamental theories and concepts of managerial economics.	L2: Understand	Class Test Assignment <u>End term</u> Theory Question
<b>2 &amp; 3</b>	<b>2.50</b>	<b>Demand, Supply, and Market Equilibrium</b>			
	<b>0.50</b>	<p>15. Definition of Demand - Demand Function - Law of Demand</p> <p>16. Law of Supply - Supply Function, Schedule</p>	CO-1 Understand the fundamental theories and concepts of managerial economics.	L2: Understand	Class Test Assignment <u>End term</u> Theory Question
	<b>2.00</b>	17. 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	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

		<p>Market Demand.</p> <p>18. Supply Schedule and Supply Curve - Determinants of Supply - Change in Quantity Supplied Vs. Change in Supply - Individual Supply and Market Supply.</p> <p>19. Market Equilibrium - Effects of Changes and Simultaneous Changes in Demand and Supply.</p>			
<b>4</b>	<b>1.25</b>	<b>Elasticity of Demand</b>			
	<b>1.25</b>	<p>20. Price Elasticity of Demand -Degrees of Elasticity - Point and Arc Elasticity - Price Elasticity and Total Revenue.</p> <p>21. Cross-Price Elasticity</p> <p>22. Income Elasticity</p>	<p>CO-2</p> <p>Apply the key concepts and techniques of microeconomics to recognize and solve business problems faced by an organization.</p>	L3: Apply	<p>Class Test</p> <p>Assignment</p> <p><u>End term</u></p> <p>Theory Question</p>
<b>5 &amp; 6</b>	<b>2.50</b>	<b>Supply-Side Economics: Theory of Production and Cost</b>			
	<b>2.50</b>	<p>23. Definition of Production - Short Run and Long Run Function of Production - Classification of Factors of Production - Law of Diminishing Marginal Returns.</p> <p>24. Concepts of Revenue: Total Revenue (TR) and Marginal Revenue (MR).</p> <p>25. Cost Concepts - Costs Curve in the Short Run and Long Run - Returns to Scale – Break-Even Analysis -</p>	<p>CO-3</p> <p>Examine the relationship between production function and cost for managerial decision-making.</p>	L4: Analyze	<p>Class Test</p> <p>Assignment</p> <p><u>End term</u></p> <p>Numerical/Theory Question</p>

		Margin of Safety - Total Economic Cost - Economic Profit.			
7	1.25	<b>Market Structure: Introduction and Basic Features</b>			
	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	<b>Nature and Scope of Macroeconomics and National Income: Concept and Measurement</b>			
	1.25	26. 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	27. 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	<b>Inflation: Theories and Control Measures</b>			
	2.50	<ul style="list-style-type: none"> <li>Inflation, Deflation, Disinflation, and Stagflation - Methods of Measuring Inflation: WPI/PPI, CPI and GDP Deflator - Kinds of Inflation - Degrees or Types of</li> </ul>	CO-4 Analyze the impact of macroeconomic factors on business	L4: Analyze	Class Test Assignment <u>End term</u> Theory Question

		<p>Inflation.</p> <ul style="list-style-type: none"> <li>• 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.</li> </ul>	decision-making.		
<b>12 &amp; 13</b>	<b>2.50</b>	<b>Monetary Policy</b>			
	<b>2.50</b>	<ul style="list-style-type: none"> <li>• Evolution of Money – Functions of Money - The Value of Money - The Quantity Theory of Money - The Neutrality of Money.</li> <li>• 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.</li> <li>• Monetary Policy: Meaning, Scope, and Quantitative and Qualitative Instruments.</li> </ul>	<p>CO-5</p> <p>Evaluate the intent and outcomes of monetary and fiscal policies to address the economic issues.</p>	L5: Evaluate	<p>Class Test</p> <p>Assignment</p> <p><u>End term</u></p> <p>Theory Question</p>
<b>14</b>	<b>1.25</b>	<b>Fiscal Policy and Union Budget</b>			
	<b>1.25</b>	<p>5. Meaning and Objectives of Fiscal Policy - Fiscal Instruments &amp; Target Variables - Fiscal Deficit - Union Budget 2022-2023.</p>	<p>CO-5</p> <p>Evaluate the intent and outcomes of monetary and fiscal policies to address the economic issues.</p>	L5: Evaluate	<p>Class Test</p> <p>Assignment</p> <p><u>End term</u></p> <p>Theory Question</p>
<b>15 &amp; 16</b>	<b>2.50</b>	<b>Balance of Payment</b>			
	<b>2.50</b>	<ul style="list-style-type: none"> <li>• Meaning, Purpose, and Structure of Balance of Payments: Basic Principles - Balance of Trade (BOT) - Assessment of BOP Disequilibrium - Capital Account Convertibility - Special Drawing Rights.</li> <li>• 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.</li> </ul>	<p>CO-4</p> <p>Analyze the impact of macroeconomic factors on business decision-making.</p>	L4: Analyze	<p>Class Test</p> <p>Assignment</p> <p><u>End term</u></p> <p>Theory Question</p>

### Pedagogy

1. Lecture

2. Case Study

3. News/Article Analysis	
4. Live Activity/Exercise	
5. Videos	
<b>Evaluation:</b>	
Internal	40%
External	60%
Total	100%

<b>Evaluation:</b>
Internal Assessment
External Assessment
Total

<b>External Assessment:</b>
-----------------------------

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 <sup>th</sup> Edition, Tata McGraw Hill Education Pvt Ltd, New Delhi, 2011.
Macroeconomics Policy Environment (MPE)	Shyamal Roy. 2 <sup>nd</sup> 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 <sup>th</sup> International Edition, Oxford University Press, 2015.
Macroeconomics	Dornbusch Rudiger, Fischer, Stanley, Startz, 12th Edition, McGraw Hill Education, 2018.

<b>eBooks:</b>	
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 Applications (MEPWA)	Dominick Salvatore and Siddhartha K. Rastogi, 9th edition, Oxford University Press, 2020.
Microeconomics: Markets, Methods, and Models	Douglas Curtis and Ian Irvine, LYRYX Service Course Solution, 2014. <a href="https://laecon1.lyryx.com/textbooks/OPEN_CURTIS_MIC_1/marketing/CurtisIrvine-Microeconomics-2017A.pdf">https://laecon1.lyryx.com/textbooks/OPEN_CURTIS_MIC_1/marketing/CurtisIrvine-Microeconomics-2017A.pdf</a>
Simplified Principles of Microeconomics	Hazbo Skoko, 1 <sup>st</sup> Edition, Bookboon.com, 2015. <a href="https://bookboon.com/en/simplified-principles-of-microeconomics-ebook#download">https://bookboon.com/en/simplified-principles-of-microeconomics-ebook#download</a>
Principles of Microeconomics for AP courses	Timothy Taylor, Openstax College, Rice University, 2015. <a href="https://d3bxy9euw4e147.cloudfront.net/oscms-prodcms/media/documents/PrinciplesofMicroeconomicsforAPCourses-OP.pdf">https://d3bxy9euw4e147.cloudfront.net/oscms-prodcms/media/documents/PrinciplesofMicroeconomicsforAPCourses-OP.pdf</a>
Principles of Economics	Timothy Taylor, Openstax College, Rice University, 2014. <a href="https://d3bxy9euw4e147.cloudfront.net/oscms-prodcms/media/documents/PrinciplesofEconomics-OP.pdf">https://d3bxy9euw4e147.cloudfront.net/oscms-prodcms/media/documents/PrinciplesofEconomics-OP.pdf</a>
Essentials of Macroeconomics	Peter Jochumzen, 1 <sup>st</sup> Edition, Bookboon.com, 2010. <a href="https://bookboon.com/en/macroeconomics-uk-ebook">https://bookboon.com/en/macroeconomics-uk-ebook</a>
Practical Guide to Contemporary Economics	Yuri Yevdokimov, Bookboon.com, 2012. <a href="https://bookboon.com/en/practical-guide-to-contemporary-economics-ebook">https://bookboon.com/en/practical-guide-to-contemporary-economics-ebook</a>

**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	Internal Quiz, Test End Term-Theory
CO2	Apply various information systems strategies and database concepts to upgrade decision-making practices.	L3: Apply	6	Internal-Practical End Term-Theory
CO3	Apply various e-commerce strategies to achieve innovative digital markets.	L3: Apply	2	Internal-Test, Practical End Term-Theory
CO4	Analyse enterprise systems strategies to gauge their impact on business decisions.	L4: Analyse	3	Internal-Test, Assignment End Term-Theory
CO5	Assess the impact of futuristic and challenging trends in enterprise systems.	L5: Evaluate	3	Internal-Assignment End Term-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
		<b>Introduction to ESM</b>			
1	2	28. Introduction to Enterprise Systems Management 29. Introduction to database concepts 30. 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 End Term-Theory</u>
		<b>ERP Module - 1</b>			
2	3	<ul style="list-style-type: none"> <li>● ERP Modules - An insight into TPS, MIS, DSS, ESS, and their applications</li> <li>● ERP, SCM, KMS, and CRM applications</li> <li>● ERP System Configuration and Integration</li> <li>● ERP implementation challenges</li> <li>● SCM implementation challenges</li> <li>● SCM Types</li> <li>● CRM implementation challenges</li> </ul>	CO2: Apply various information systems strategies and database concepts to upgrade decision-making practices.	L3: Apply	<u>Internal-Practical End Term-Theory</u>
		<b>ERP Module - 2</b>			
3	3	<ul style="list-style-type: none"> <li>● Database Management Systems</li> <li>● Structured Query Language Practical</li> <li>● Business Intelligence</li> <li>● Business Analytics</li> <li>● Big Data Analytics</li> <li>● Difference between Business Intelligence, Business Analytics, and Big Data Analytics</li> </ul>	CO2: Apply various information systems strategies and database concepts to upgrade decision-	L3: Apply	<u>Internal-Practical End Term-Theory</u>

			making practices.		
		<b>ERP Module - 2</b>			
4	3	<ul style="list-style-type: none"> <li>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.</li> </ul>	CO3: Apply various e-commerce strategies to achieve innovative digital markets.	L3: Apply	<u>Internal-Test, Practical End Term-Theory</u>
		<b>ERP Module - 1</b>			
5	1	<ul style="list-style-type: none"> <li>ERP, SCM, and CRM Project Design &amp; 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.</li> </ul>	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"> <li>How do DBMS, Business Intelligence, Business Analytics &amp; Big Data Analytics support Decision Making?</li> <li>Structured Query Language Analysis</li> </ul>	CO4: Analyse enterprise systems strategies to gauge their impact on business decisions.	L4: Analyse	<u>Internal-Test, Assignment End Term-Theory</u>
		<b>E-commerce</b>			
7	1	<ul style="list-style-type: none"> <li>E-Commerce</li> <li>Unique features of e-commerce, Assess digital markets, and digital goods strategies.</li> <li>How has e-commerce transformed marketing?</li> </ul>	CO4: Analyse enterprise systems strategies to gauge their	L4: Analyse	<u>Internal-Test, Assignment End Term-Theory</u>

			impact on business decisions.		
		<b>E-commerce</b>			
8	2	<ul style="list-style-type: none"> <li>How has e-commerce transformed marketing?</li> <li>How has e-commerce affected B2B transactions?</li> <li>What is the role of m-commerce in business and what are the most important m-commerce applications?</li> <li>What issues must be addressed when building an e-commerce presence?</li> <li>Types of E-Commerce</li> <li>E-Commerce Payment Systems</li> </ul>	CO 5: Assess the impact of futuristic and challenging trends in enterprise systems.	L5: Evaluate.	<u>Internal-Assignment</u> <u>End Term-Theory</u>

### Pedagogy

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

### Evaluation

Internal	40%
External	60%
<b>Total</b>	<b>100%</b>

### 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%
<b>End Term</b>	<b>60</b>			<b>30%</b>	<b>40%</b>	<b>30%</b>

#### 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 <sup>th</sup>	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			<a href="http://www.uotechnology.edu.iq/depts/mypdf/subjects/4is/4mis.pdf">http://www.uotechnology.edu.iq/depts/mypdf/subjects/4is/4mis.pdf</a>	
MIS			<a href="http://www.academia.edu/5275161/Management_Information_Systems_12th_Edition">http://www.academia.edu/5275161/Management_Information_Systems_12th_Edition</a>	

MIS			<a href="https://drive.google.com/file/d/1Arp1vggiOgxjksUrIScOBI7b5Q8vvNF/view">https://drive.google.com/file/d/1Arp1vggiOgxjksUrIScOBI7b5Q8vvNF/view</a>	
Introduction to MIS			<a href="https://drive.google.com/file/d/1DQ48mt_EbzBRRCX_Zyzmtz6SOhdsoagL/view">https://drive.google.com/file/d/1DQ48mt_EbzBRRCX_Zyzmtz6SOhdsoagL/view</a>	
MIS – Basic Concepts			<a href="https://drive.google.com/file/d/1xhxT8ReGYpmlfApE8IBXij0cCGH7Ji9F/view">https://drive.google.com/file/d/1xhxT8ReGYpmlfApE8IBXij0cCGH7Ji9F/view</a>	
MIS			<a href="https://www.sigc.edu/departments/mba/studymet/ManagementInformationSystem.pdf">https://www.sigc.edu/departments/mba/studymet/ManagementInformationSystem.pdf</a>	
MIS			<a href="http://dinus.ac.id/repository/docs/ajar/Kenneth_C.Laudon_Jane_P._Laudon_-_Management_Information_System_13th_Edition_.pdf">http://dinus.ac.id/repository/docs/ajar/Kenneth_C.Laudon_Jane_P._Laudon_-_Management_Information_System_13th_Edition_.pdf</a>	
MIS			<a href="http://www.pearsonmiddleeastawe.com/pdfs/SAMPLE-MIS.pdf">http://www.pearsonmiddleeastawe.com/pdfs/SAMPLE-MIS.pdf</a>	
MIS			Managing the digital firm - <a href="http://iefb.weebly.com/uploads/1/4/2/4/14240576/libri_per_msi.pdf">http://iefb.weebly.com/uploads/1/4/2/4/14240576/libri_per_msi.pdf</a>	
ERP - Making it happen			<a href="http://www.labee.ufsc.br/~luis/egcec/livros/ERP/ERP%20-%20Making%20It%20Happen.pdf">http://www.labee.ufsc.br/~luis/egcec/livros/ERP/ERP%20-%20Making%20It%20Happen.pdf</a>	
ERP - Global opportunities and challenges			<a href="http://www.csbd.edu.in/csbd-ol/pdf/Enterprise_Resource_Planning.pdf">http://www.csbd.edu.in/csbd-ol/pdf/Enterprise_Resource_Planning.pdf</a>	
Thinking about ERP -			<a href="https://www.syspro.com/dl/EB/SYSPRO-Thinking-About-ERP-ALL-EB.pdf">https://www.syspro.com/dl/EB/SYSPRO-Thinking-About-ERP-ALL-EB.pdf</a>	
Open ERP			<a href="http://brochures.sisalp.fr/openerp-book-v6.pdf">http://brochures.sisalp.fr/openerp-book-v6.pdf</a>	
Business Analysis	Steven P. Blais		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, project work, Viva <u>End Term-</u> Sums <u>Internal-</u> Assignment Viva project work <u>End Term-</u> Sums
CO2	Illustrate the use of statistical concepts to solve business problems	L3: Apply	7.5	<u>Internal</u> Project work <u>End term-</u> Sums
CO3	Analyze the statistical information for business decision making	L4: Analyze	9.0	<u>Internal</u> Project work <u>End term-</u> Sums
CO4	Assess the tools & techniques used in decision making for its appropriateness	L5: Evaluate	5.5	<u>Internal</u> Project work <u>End term-</u> Sums
CO5	Develop suitable statistical models for business decision making	L6: Create	3.0	<u>Internal</u> Project work <u>End term</u> <u>sums</u>

#### 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
<b>1</b>	<b>1</b>	<b>Introduction to Decision Sciences</b>			
(i)	1	Meaning and Importance of Decision Science	CO1: Understand the various statistical concepts used in Decision Science	L2: Understand	<u>Internal - Test</u>
<b>2</b>	<b>2.0</b>	<b>Representation of Data</b>			
(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>
<b>3</b>	<b>3.5</b>	<b>Measures of Central Tendency</b>			
(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>
<b>4</b>	<b>2.5</b>	<b>Measures of Dispersion</b>			
(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	L4: Analyse	<u>Internal -</u>

			statistical information for business decision making		Project work, Test
<b>5</b>	<b>1.5</b>	<b>Measures of Symmetry</b>			
(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>
<b>6</b>	<b>3.5</b>	<b>Probability &amp; its Distributions</b>			
(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>
<b>7</b>	<b>1.0</b>	<b>Theory of estimation</b>			
(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>
<b>8</b>	<b>3.5</b>	<b>Hypothesis Testing</b>			
(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>
<b>9</b>	<b>1</b>	<b>Chi-Square test</b>			



(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>
<b>10</b>	<b>2</b>	<b>Analysis of Variance</b>			
(i)	1	Concept of ANOVA	CO2 : Illustrate the use of statistical concepts to solve business problems	L3: Apply	<u>Internal-Project work End term-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 End term-Practical</u>
<b>11</b>	<b>4.0</b>	<b>Measures of Association</b>			
(i)	.5	Understand the various concepts related measures of association	CO1: Understand the various statistical concepts used in Decision Science	L2: Understand	<u>Internal-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 End term-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 End term-Practical</u>
<b>12</b>	<b>5</b>	<b>Regression Analysis</b>			
(i)	1	Understand the various concepts related with regression analysis	CO1: Understand the various statistical concepts used in Decision Science	L2: Understand	<u>Internal-Viva</u> <u>End term-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 End term-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 End term-Practical</u>
(iv)	1	Multiple Regression Analysis	CO5: Develop suitable statistical models for business	L6: Create	<u>Internal-Project work</u>

decision making

End term-  
Sums

13	1.5	Time Series and forecasting			
(i)	.5	Introduction and components of time series	CO1: Understand the various statistical concepts used in Decision Science	L2: Understand	<u>Internal</u> -Viva
(ii)	1	Forecasting Techniques : Moving Average & Weighted Moving Average	CO3 : Analyze the statistical information for business decision making	L4: Analyse	<u>End term</u> -Theory question <u>Internal-</u> Project work <u>End term</u> -Practical

### Pedagogy

6. Lecture
7. Case Studies
8. Presentation and assignments

### Evaluation

Internal	40%
External	60%
<b>Total</b>	<b>100%</b>

### Parameters of Internal Assessment:

31. Attendance
32. Class Participation
33. 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%
<b>End Term</b>	<b>60</b>	<b>16.7%</b>	<b>16.7%</b>	<b>25.0%</b>	<b>25.0%</b>	<b>16.7%</b>
<b>Total</b>	<b>100</b>	<b>17.0%</b>	<b>20.0%</b>	<b>25.0%</b>	<b>21.0%</b>	<b>17.0%</b>

### Text Book:

Statistical techniques in Business & Economics- Lind, Marchal & Wathen, Mc Graw Hill Education, 16<sup>th</sup> 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 <sup>nd</sup> Edition	2014
Statistics for Management Prentice	Levin and Rubin	Pearson	7 <sup>th</sup> 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 <sup>st</sup> Edition	2011
Business Statistics	S C Gupta	Himalaya Publishing	6 <sup>th</sup> Edition	2013

#### E-Books details:

Sr. No.	Name of the Book	Author's Name	Publication	link	Edition
1)	Introductory Statistics: Concepts, Models and Applications	David. W. Stockburger	Atomic dog publishing. com	<a href="http://www.pdftitles.com/book/13223/introductory-statistics-concepts-models-and-applications">http://www.pdftitles.com/book/13223/introductory-statistics-concepts-models-and-applications</a>	1996
2)	Business Statistics	Bajpai Naval	Pearson India	<a href="https://www.pinterest.com/pin/760404718307803413/">https://www.pinterest.com/pin/760404718307803413/</a>	2008
3)	Fundamentals of Business Statistics	Sharma J.K	Pearson India	<a href="https://docs.google.com/document/d/12xXI9UF2FEMuJ_uN6J6h7TJ1biiAp2kt1DKlh0yvA/edit">https://docs.google.com/document/d/12xXI9UF2FEMuJ_uN6J6h7TJ1biiAp2kt1DKlh0yvA/edit</a>	2008
4)	Problems & Solutions of Business Statistics	Sharma, J. K.	Pearson India	<a href="https://www.amazon.in/Business-Statistics-Problems-Solutions-Sharma-ebook/dp/B00CDIDNAG#reader_B00CDIDNAG">https://www.amazon.in/Business-Statistics-Problems-Solutions-Sharma-ebook/dp/B00CDIDNAG#reader_B00CDIDNAG</a>	2011
5)	Statistics	Michael	Financi	<a href="https://thenigerianprofessionalaccountant.files.wordpress.com/2013/0">https://thenigerianprofessionalaccountant.files.wordpress.com/2013/0</a>	2006

	for Economics, Accounting and business studies	Barrow	al Times/ Prentice Hall	<a href="#">4/statistics-for-economics-accounting-and-business-studies-4th-ed.pdf</a>	
6	Business Statistics	Ken black	Wiley India	<a href="https://www.pdfdrive.net/business-statistics-e23260267.html">https://www.pdfdrive.net/business-statistics-e23260267.html</a>	2010

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

**Course Outcome**

<b>Course Outcomes</b>	<b>Description</b>	<b>Cognition</b>	<b>Hours</b>	<b>Evaluation Tools</b>
CO1	<b>Explain</b> Yoga concepts and principles to regulate and discipline lifestyle.	L2: Understand	2.0	<u>Internal</u> , Practical, <u>End Term</u> Theory
CO2	<b>Apply</b> the HELM (Heartfulness Enabled Leadership Mastery) concepts for Inner strength and strength building.	L3: Apply	6.0	<u>Internal</u> - Practical
CO3	<b>Demonstrate</b> various yoga concept, , Mudras and asanas for energy conservation, Personality development and positive health	L3: Apply	7.0	<u>Internal</u> - Practical
CO4	<b>Assess</b> the impact of Pranayama and Meditations in reducing stress.	L5: Evaluate	2.0	<u>Internal</u> - Test, Practical <u>End Term</u> -
CO5	<b>Evaluate</b> 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	<b><u>Introduction to LSM</u></b> 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?	<b>CO1:</b> Explain Yoga concepts and principles to regulate and discipline lifestyle.	L2: Understand	<u>Internal, Practical, End Term Theory</u>
2	1 hrs	<b>HELM-CONNECT</b> 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.	<b>CO2:</b> Apply the HELM (Heartfulness Enabled Leadership Mastery) concepts for Inner strength and strength building.	L3: Apply	<u>Internal-Practical</u>
3	1 hrs	<b><u>Personality Development Tools</u></b> Suryanamaskar simplified in steps. Build your strength. <b>Guided Meditation 1:</b> Pranadharana -I Shavasana for relaxation.	<b>CO3:</b> Demonstrate various yoga concept, , Mudras and asanas for	L3: Apply	<u>Internal-Practical</u>

			energy conservation, Personality development and positive health		
4	1 hrs	<b>HELM-CORE</b> Here we move from outer connections to inner and we learn about our inner strengths, skills and values.	<b>CO2:</b> Apply the HELM (Heartfulness Enabled Leadership Mastery) concepts for Inner strength and strength building.	L3: Apply	<u>Internal-Practical</u>
5	1 hrs	<b><u>Yoga for improving Body Language.</u></b> Selected standing asanas - explanation, demonstration and practice. <b>Guided Meditation 3:</b> Pranadharana -I & II Shavasana for relaxation.	<b>CO3:</b> Demonstrate various yoga concept, , Mudras and asanas for energy conservation, Personality development and positive health	L3: Apply	<u>Internal-Practical</u>
6	1 hrs	<b><u>Yoga for Extra Energy.</u></b> Various stretches for loosening. Suryanamaskar Supine Asanas - explanation, demonstration and practice. <b>Pranayama-</b> Anuloma Viloma, Bhramari, Ujjai- explanation, demonstration and practice. <b>Guided Meditation:</b> Pranadharana I & II Shavasana for relaxation.	<b>CO3:</b> Demonstrate various yoga concept, , Mudras and asanas for energy conservation, Personality development and positive health	L3: Apply	<u>Internal-Practical</u>
7	1 hrs	<b><u>Yoga for Stress Management.</u></b> <b>Pranayama-</b> Kapalbhathi, Sheetali, Seetkari –demonstration, explanation and practice. Reflection Exercise. <b>Guided Meditation:</b> Pranadharana I, II & III Shavasana for relaxation.	<b>CO4:</b> Assess the impact of Pranayama and Meditations in reducing stress.	L5: Evaluate	<u>Internal-Test, Practical End Term-</u>

8	1 hrs	<b>HELM-Context</b> - 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	<b>CO2:</b> Apply the HELM (Heartfulness Enabled Leadership Mastery) concepts for Inner strength and strength building.	L3: Apply	<u>Internal-Practical</u>
9	1 hrs	<b>HELM-Choices</b> - Role of peer pressure in decision making and how to take the right decision in most situations.	<b>CO2:</b> Apply the HELM (Heartfulness Enabled Leadership Mastery) concepts for Inner strength and strength building.	L3: Apply	<u>Internal-Practical</u>
10	1 hrs	<b><u>Mudra Vighyan- Ancient science for Modern World.</u></b> Control Five basic elements for complete health. Explanation, Demonstration and Practice of important mudras. Shavasana for relaxation.	<b>CO3:</b> Demonstrate various yoga concept, , Mudras and asanas for energy conservation, Personality development and positive health	L3: Apply	<u>Internal-Practical</u>
11	1 hrs	<b>HELM-Causality</b> - Where we discuss the cause and effect of our actions.	<b>CO2:</b> Apply the HELM (Heartfulness Enabled Leadership Mastery) concepts for Inner strength and strength building.	L3: Apply	<u>Internal-Practical</u>
12	1 hrs	<b><u>Yoga for Studies &amp; for Creativity</u></b> Seven Chakras...Contd. Selected asanas – Explanation, Demonstration and practice. Relaxation.	<b>CO4:</b> Assess the impact of Pranayama and Meditations in reducing stress.	L5: Evaluate	<u>Internal-Test, Practical End Term-</u>
13	1 hrs	<b><u>Concentration building through Yoga.</u></b> Various asanas, Meditation	<b>CO3:</b> Demonstrate various yoga	L3: Apply	<u>Internal-Practical</u>



		Techniques. Jyoti Tratak / Bindu Tratak. Eye exercises	concept, , Mudras and asanas for energy conservation, Personality development and positive health		
14	1 hrs	<b>HELM-Causality</b> - Where we discuss the various resources available to the participants for deepening their Heartfulness practice	<b>CO2:</b> 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	<b>CO5:</b> 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	<b>CO5:</b> Evaluate the Yogic and Lifestyle Management techniques in developing value-based leadership	L5: Evaluate	<u>Internal-Test, Practical End Term-Test</u>

	<b>Pedagogy</b>
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%
<b>End Term</b>	<b>30</b>	<b>25%</b>	<b>15%</b>	<b>30%</b>	<b>20%</b>	<b>10%</b>

**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**

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

### Mapping CO with PO

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

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

## Session Plan

Sr. No	Hours	Units	COs	Cognition	Evaluation Tools
		<b>Introduction to the Latest Technologies</b>			
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>
		<b>Applications of the latest technologies</b>			
2	2	Understand the Basics of - • 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 - 9. Machine Learning and Deep Learning 10. 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 - • 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	L3: Analyse	<u>Internal-Test</u> <u>End Term-Theory</u>

			various business 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 End Term-Theory</u>
7	4	A Case Study on <ul style="list-style-type: none"> <li>Blockchain in Manufacturing: “FabRec”: A Prototype for Peer-to-Peer Network of Manufacturing Node</li> <li>Case Study: 7 Inspiring Case Studies on VR and AR --“Smart Home with Full Automation”</li> <li>Security-risks-of-cloud-computing</li> </ul>	CO5: Assess the impact of technology innovations to to measure its success and disruptions.	L5: Evaluate	<u>Internal-Project End Term-Theory</u>

### Pedagogy

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

### Evaluation

Internal	40%
External	60%
<b>Total</b>	<b>100%</b>

### Parameters of Internal Assessment:

1. Attendance
2. Class Participation
3. Class Test
4. 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%
<b>End Term</b>	<b>30</b>	<b>13.3%</b>	<b>26.7%</b>	<b>20.0%</b>	<b>20.0%</b>	<b>20.0%</b>
<b>Total</b>	<b>50</b>	<b>15.0%</b>	<b>24.0%</b>	<b>19.0%</b>	<b>20.0%</b>	<b>22.0%</b>

#### 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
<a href="#">The Digital Transformation Playbook – Rethink Your Business for the Digital Age</a>	David Rogers	Columbia Business School Publishing	2nd	2016
Digital Transformation	Lindsay Herbert	Bloomsbury Publication		2018
Demystifying Digital Transformation: A Practitioner's Companion	<a href="#">Nishith Sharan</a>			2018

#### E-Books:

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

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



**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
<b>CO</b>	<b>3</b>	<b>3</b>		<b>2</b>	<b>2</b>

## Session Plan

Sr. No.	Hours	Syllabus- Course Contents	Course Outcome (CO)	Cognition	Evaluation Tools
1	3	<b>Introduction to Operations Management</b> 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	<b>Future of Operations-</b> 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	<b>New Product/Service Development</b>  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	<b>Facility Location</b> 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-</u> Test, Case Study <u>End Term-</u>  Theory
6	2.50	<b>Facility Layout</b> 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-</u> Test, Case Study
7	3	<b>Production / Operations Planning &amp; Control</b> 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	<b>L4: Analyze</b>	<u>Internal-</u> Test, Case Study, Numericals
8	3	<b>Inventory Management:</b> 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	<b>L4: Analyze</b>	<u>Internal-</u> Test, Case Study, Numericals
9	2	<b>Quality management</b> 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-</u> Test, Case Study

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

### Evaluation

Internal	40%
External	60%
<b>Total</b>	<b>100%</b>

### 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%	
<b>End Term</b>	<b>30</b>	<b>20%</b>	<b>16%</b>	<b>22%</b>	<b>22%</b>	<b>20%</b>

<b>Total</b>	<b>50</b>	<b>20%</b>	<b>15%</b>	<b>22%</b>	<b>23%</b>	<b>20%</b>
--------------	-----------	------------	------------	------------	------------	------------

**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, 3<sup>rd</sup> 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:**

34. 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

35. Operations Management Nigel Slack, S Chambers & R Johnston

[http://carlbamford.weebly.com/uploads/4/4/1/3/4413567/operations\\_management\\_6th\\_ed.pdf](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](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	<b>Apply</b> basic excel fundamentals and commands to manage worksheet effectively.	L3: Apply	7.25	<u>Internal</u> Assignment, Test
CO2	<b>Solve</b> numerical, text, date, and lookup formula.	L3: Apply	13.0	<u>Internal-</u> Assignment, Test, Practical <u>End Term-</u> Test
CO3	<b>Analyse</b> the use of different charts.	L4: Analyse	11.0	<u>Internal-</u> Assignment, Test, Practical <u>End Term-</u> Test
CO4	<b>Analyse</b> 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	<b>Analyse</b> 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
<b>CO</b>	<b>2.0</b>	<b>3.0</b>	<b>1.4</b>	<b>1.0</b>	<b>1.4</b>

## Session Plan

Sr. No	Hrs	Units	COs	Cognition	Evaluation Tools
<b>1</b>	<b>1.5</b>	<b>Microsoft Excel Fundamentals:</b>			
(i)	1.5	<input type="checkbox"/> Launching Excel <input type="checkbox"/> Introduction to the Excel Interface <input type="checkbox"/> Customizing the Excel Quick Access Toolbar <input type="checkbox"/> Understanding the Structure of an Excel Workbook <input type="checkbox"/> Saving an Excel Document <input type="checkbox"/> Opening an Existing Excel Document	CO1: Apply basic excel fundamentals and commands to manage worksheet effectively.	L3: Apply	<u>Internal-Assignment, Test, Practical</u> <u>End Term-Test</u>
<b>2</b>	<b>3.0</b>	<b>Microsoft Excel Fundamentals:</b>			
(i)	3.0	<input type="checkbox"/> Launching Excel <input type="checkbox"/> Introduction to the Excel Interface <input type="checkbox"/> Customizing the Excel Quick Access Toolbar <input type="checkbox"/> Understanding the Structure of an Excel Workbook <input type="checkbox"/> Saving an Excel Document <input type="checkbox"/> Opening an Existing Excel Document	CO1: Apply basic excel fundamentals and commands to manage worksheet effectively.	L3: Apply	<u>Internal-Assignment, Test, Practical</u> <u>End Term-Test</u>
<b>3</b>	<b>3.0</b>	<b>Entering and Editing Text and Formulas</b>			

(i)	3.0	<ul style="list-style-type: none"> <li>Entering Text to Create Spreadsheet Titles</li> <li>Working with Numeric Data in Excel</li> <li>Entering Date Values in Excel</li> <li>Working with Cell References</li> <li>Data Linking within workbooks and worksheets.</li> <li>Creating Basic Formulas in Excel</li> <li>Relative Versus Absolute Cell References in Formulas</li> <li>Consolidate multiple sheets into single sheets.</li> </ul>	CO1: Apply basic excel fundamentals and commands to manage worksheet effectively.	L3: Apply	<u>Internal-Assignment, Test, Practical</u> <u>End Term-Test</u>
<b>4</b>	<b>2.0</b>	<b>Working with Basic Excel Functions</b>			
(i)	2.0	<input type="checkbox"/> The structure of an Excel Function <input type="checkbox"/> Working with the SUM() Function <input type="checkbox"/> Working with the MIN() and MAX() Functions <input type="checkbox"/> Working with the AVERAGE() Function <input type="checkbox"/> Working with the COUNT() Function <input type="checkbox"/> Using the AutoSum Command <input type="checkbox"/> Using the AutoFill Command to Copy Formulas	CO2: Solve numerical, text, date, and lookup formula.	L3: Apply	<u>Internal-Assignment, Test, Practical</u> <u>End Term-Test,</u>
<b>5</b>	<b>2.5</b>	<b>Study of Basic and Advance filter:</b>			
(i)	2.5	7. Introduction to Basic filter 8. Advance filter 9. Filter function	CO2: Solve numerical, text, date, and lookup formula.	L3: Apply	<u>Internal-Assignment, Test, Practical</u> <u>End Term-Test</u>
<b>6</b>	<b>2.0</b>	<b>Paste Special Functions and Protection of cells, workbook, and worksheets:</b>			
(i)	2.0	<input type="checkbox"/> Paste Special Transpose <input type="checkbox"/> Paste Special Values <input type="checkbox"/> Paste Special Formula <input type="checkbox"/> Paste Special Link <input type="checkbox"/> Protection of Cells <input type="checkbox"/> Protection of Workbook and Worksheets	CO2: Solve numerical, text, date, and lookup formula.	L3: Apply	<u>Internal-Assignment, Test, Practical</u> <u>End Term-Test</u>
<b>7</b>	<b>2.0</b>	<b>Working with Excel's Lookup Functions</b>			
(i)	2.0	<ul style="list-style-type: none"> <li>Using Excel's VLOOKUP() Function</li> <li>Using Excel's HLOOKUP() Function</li> </ul>	CO2: Solve numerical, text, date, and lookup formula.	L3: Apply	<u>Internal-Assignment, Test, Practical</u> <u>End Term-Test</u>



<b>8</b>	<b>2.5</b>	<b>Transpose and Date Functions</b>			
(i)	1.0	<input type="checkbox"/> TRANSPOSE using Paste special <input type="checkbox"/> Simple Transpose	CO2: Solve numerical, text, date, and lookup formula.	L3: Apply	<u>Internal-Assignment, Test, Practical End Term-Test</u>
(ii)	1.5	5. DAYS 6. WEEKDAY 7. EOMONTH 8. EDATE 9. WEEKNUM, 10. EMONTH, 11. YEARFRAC	CO2: Solve numerical, text, date, and lookup formula.	L3: Apply	<u>Internal-Assignment, Test, Practical End Term-Test</u>
<b>9</b>	<b>2.5</b>	<b>Text Based Functions and working with Match and Index:</b>			
(i)	1.5	<ul style="list-style-type: none"> <li>Using Excel's LEFT(), RIGHT() and MID() Functions</li> <li>Using Excel's LEN() Function</li> <li>Using Excel's SUBSTITUTE(),REPLACE(),TRIM() Function</li> <li>Using Excel's CONCATENATE() Function</li> <li>Using Excel's Text functions TEXT SPLIT() TEXT BEFORE() HSTACK() VSTACK() TAKE() DROP() CHOOSECOLS() CHOOSEROWS()</li> </ul>	CO2: Solve numerical, text, date, and lookup formula.	L3: Apply	<u>Internal-Assignment, Test, Practical End Term-Test</u>
(ii)	1.0	<ul style="list-style-type: none"> <li>Introduction to Match ()</li> <li>Introduction to Index ()</li> <li>Combination of Match &amp; Index()</li> </ul>	CO2: Solve numerical, text, date, and lookup formula.	L3: Apply	<u>Internal-Assignment, Test, Practical End Term-Test,</u>
<b>10</b>	<b>4.0</b>	<b>Analyse Basic Charts in Excel:</b>			
(i)	4.0	<ul style="list-style-type: none"> <li>Creating an Excel Column Chart</li> <li>Working with the Excel Chart Ribbon</li> <li>Adding and Modifying Data on an Excel Chart</li> <li>Formatting an Excel Chart</li> <li>Moving a Chart to another Worksheet</li> </ul>	CO3: Analyse the use of different charts.	L4: Analyse	<u>Internal-Practical, Test End Term-Test</u>

<b>11</b>	<b>7.0</b>	<b>Analyse different chart and its uses:</b>			
(i)	3.5	<ul style="list-style-type: none"> <li>• Candle Chart</li> <li>• Gantt Chart</li> </ul>	CO3: Analyse the use of different charts.	L4: Analyse	<u>Internal-Practical, Test End Term-Test</u>
(ii)	3.5	<ul style="list-style-type: none"> <li>• Forecast and Trend Chart</li> <li>• Histogram Chart</li> </ul>	CO3: Analyse the use of different charts.	L4: Analyse	<u>Internal-Practical, Test End Term-Test</u>
<b>12</b>	<b>2.5</b>	<b>Working with Google Drive, Google Calendar and Google forms</b>			
(i)	1.0	Google Drive: <ul style="list-style-type: none"> <li>36. Uploading and downloading files and folders in Google Drive.</li> <li>37. Exploring Shared drive</li> <li>38. Permission Settings</li> </ul>	CO4: Analyse applications on Google drive, Google forms and effective scheduling using Google Calendar.	L4: Analyse	<u>Internal-Test</u>
(ii)	2.5	Google forms and Google Calendar: <ul style="list-style-type: none"> <li>• Designing quizzes using google forms and downloading their responses in Google Sheets.</li> <li>• Scheduling using Google Calendars and its synchronization using mobile phone</li> </ul>	CO4: Analyse applications on Google drive, Google forms and effective scheduling using Google Calendar.	L4: Analyse	<u>Internal-Test</u>
<b>Working with Google Spreadsheets</b>					
<b>13</b>	<b>1.0</b>	<b>Introduction to Functions and Conditional Functions</b>			
(i)	1.0	Get familiar with Conditional Formatting column/row wise and filter functions with filter views.	CO5: Analyse different features and formulas on Google Spreadsheet.	L4: Analyse	<u>Internal-Test</u>
<b>14</b>	<b>2.0</b>	<b>Nested Conditional Functions</b>			
(i)	2.0	<ul style="list-style-type: none"> <li>● NESTED IF()</li> <li>● NESTED IF() with AND()</li> <li>● NESTED IF() with OR()</li> </ul>	CO5: Analyse different features and formulas on Google Spreadsheet.	L4: Analyse	<u>Internal-Test</u>

<b>15</b>	<b>2.0</b>	<b>Working with TEXT functions</b>			
(i)	2.0	<ul style="list-style-type: none"> <li>LEFT()</li> <li>RIGHT()</li> <li>LEN()</li> <li>TRIM()</li> <li>FIND() &amp; SEARCH()</li> </ul>	CO5: Analyse different features and formulas on Google Spreadsheet.	L4: Analyse	<u>Internal-Test</u>
<b>16</b>	<b>1.5</b>	<b>Working in a Collaborative environment and protection of worksheet and named ranges</b>			
(i)	1.5	<ul style="list-style-type: none"> <li>Learning different sharing techniques</li> <li>Getting familiar with owners' rights</li> <li>Protection of sheets in a collaborative environment</li> <li>Protection of named ranges in spreadsheet</li> </ul>	CO5: Analyse different features and formulas on Google Spreadsheet.	L4: Analyse	<u>Internal-Test</u>
<b>17</b>	<b>1.5</b>	<b>Stock Picking and Real Time Translators with GOOGLE FINANCE and GOOGLE TRANSLATE</b>			
(i)	1.5	<ul style="list-style-type: none"> <li><input type="checkbox"/> Get stock information instantly with GOOGLE FINANCE()</li> <li><input type="checkbox"/> Become a polyglot with GOOGLE TRANSLATE()</li> </ul>	CO5: Analyse different features and formulas on Google Spreadsheet.	L4: Analyse	<u>Internal-Test</u>

### **Pedagogy**

11. Lecture
12. Assignments
13. Presentation

### **Evaluation**

Internal	60%
External	40%
<b>Total</b>	<b>100%</b>

### **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%
<b>End Term</b>	<b>60</b>	<b>10%</b>	<b>70%</b>	<b>10%</b>	<b>5%</b>	<b>5%</b>

**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 <sup>st</sup>	2016

**E-Books:**

Book Title	Name of Author	Publisher	Link	Year
Microsoft Word 2013™ An Essential Guide (Level 1)	-	reading.ac.uk	<a href="http://www.reading.ac.uk/web/files/its/WordEssen13.pdf">http://www.reading.ac.uk/web/files/its/WordEssen13.pdf</a>	2014
Corporate Finance Institute-Excel	-	Corporatefinanceinstitute.com	<a href="https://corporatefinanceinstitute.com/resources/ebooks/excel-book-pdf/">https://corporatefinanceinstitute.com/resources/ebooks/excel-book-pdf/</a>	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
		<b>Presentation Skills</b>			
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
		<b>Persuasive Story Telling</b>			
4-5	2.5	Story Telling	CO4: Develop strategies to create compelling and persuasive stories.	<b>L4 - Analyse</b>	<u>Internal</u> Role Play <u>End Term</u> Theory
		<b>Business Writing Skills</b>			
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 Writing The 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
		<b>The Speaking Circle</b>			
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.	<b>L4 - Anlayse</b>	<u>Internal</u> Role Play <u>End Term</u> Theory

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

<b>Evaluation:</b>	
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%
<b>End Term</b>	<b>30</b>	<b>10%</b>	<b>20%</b>	<b>20%</b>	<b>20%</b>	<b>30%</b>

**Textbooks/Reference Books:**

Business Communication (Connecting at Work) Hory Sankar Mukerjee 1<sup>st</sup> 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	<b>Understand</b> the grammar rules to solve parts of speech questions.	<b>L2 -Understand</b>	2	<u>Internal Quiz</u> <u>End Term</u> Practical
CO2	<b>Apply</b> the principles of probability combined with permutation and combination to determine event dynamics.	<b>L3 -Apply</b>	3	<u>Internal Quiz</u> <u>End Term</u> Practical
CO3	<b>Apply</b> deduction techniques to solve reading comprehension and vocabulary questions.	<b>L3 - Apply</b>	3	<u>Internal Quiz</u> <u>End Term</u> Practical
CO4	<b>Apply</b> different tricks and techniques to solve mathematical problems.	<b>L3 - Apply</b>	9	<u>Internal Test</u> <u>End Term</u> Practical
CO5	<b>Analyze</b> the problems to decipher codes, patterns, directions, and relationships.	<b>L4 - Analyse</b>	3	<u>Internal Test</u> <u>End Term</u> Practical

#### Mapping with CO-PO

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

CO Code	PO 1	PO 2	PO 3	PO 4	PO 5
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
		<b>Verbal Skills</b>			
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>
		<b>Quantitative Aptitude</b>			
5-6	2.5	<b>Numbers:</b> Basics, Surds, and Indices, Factors and Multiples, Divisibility, LCM, HCM, BODMAS, PEMDAS, Cyclicity, 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	<b>Equations:</b> 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	<b>Percentages:</b> 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	<b>Profit and Loss:</b> Cost Price, Selling Price, Profit, Loss, Marked Price, Discounts,	CO4: Apply different tricks and techniques to solve	L3: Apply	<u>Internal Test</u> <u>End Term Practical</u>

		Successive discounts	mathematical problems.		
12	1.25	<b>Simple Interest, Compound Interest:</b> when interest is compounded annually, semi-annually, quarterly and monthly, amount, installments	CO4: Apply different tricks and techniques to solve mathematical problems.	L3: Apply	<u>Internal Test</u> <u>End Term</u> Practical
13	1.25	<b>Permutation and Combination:</b> 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 Test</u> <u>End Term</u> Practical
14	1.25	<b>Probability:</b> 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 Test</u> <u>End Term</u> Practical
		<b>Logical Reasoning</b>			
15	1.25	<b>Blood Relations, Direction, Coding-Decoding:</b> Basic Concepts and tricks	CO5: Analyze the problems to decipher codes, patterns, directions, and relationships.	L4: Analyze	<u>Internal Test</u> <u>End Term</u> Practical
16	1.25	<b>Number Series, and Analogies:</b> Basic Concepts and tricks. Internal Assessment	CO5: Analyze the problems to decipher codes, patterns, directions and relationships.	L4: Analyze	<u>Internal Test</u> <u>End Term</u> Practical

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

**Parameters of Internal Assessment:**

1. Class Test
2. Class Participation
3. Attendance

**Assessment Mapping**

<b>Internal</b>	<b>20</b>	<b>15.0%</b>	<b>20.0%</b>	<b>20.0%</b>	<b>22.5%</b>	<b>22.5%</b>
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%
<b>End Term</b>	<b>30</b>	<b>20 %</b>	<b>20%</b>	<b>20%</b>	<b>20%</b>	<b>20%</b>
<b>Total</b>	<b>50</b>	<b>18%</b>	<b>20%</b>	<b>20%</b>	<b>21%</b>	<b>21%</b>

**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	<b>Understand</b> basic Entrepreneurship concepts to learn the process of entrepreneurship	L2: Understand	2.5	<u>Internal Quiz, End Term-Theory</u>
CO2	<b>Apply</b> basic entrepreneur tools for generating new business ideas.	L3: Apply	5	<u>Internal-Assignment End Term-Theory</u>
CO3	<b>Analyze</b> tools, techniques, and frameworks for starting a business venture.	L4: Analyze	7.5	<u>Internal-Quiz, End Term-Theory</u>
CO4	<b>Evaluate</b> the business idea and its feasibility for creating a business model.	L5: Evaluate	2.5	<u>Internal-Group Presentation End Term-Theory</u>
CO5	<b>Create</b> the business model & MVP to start own business.	L6: Create	2.5	<u>Internal-Group Presentation 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: <b>Understand</b> 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 <b>Apply</b> 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: <b>Apply</b> 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 <b>Apply</b> 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: <b>Analyze</b> 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: <b>Analyze</b> the acquire knowledge of tools, techniques, and frameworks for starting a business venture and	L4: Analyze	<u>Internal-Quiz</u>
7	2.5	Lean Canvas Model			
(i)	2.5	Lean Canvas Business Model, The Business Plan, why some Business Plans fail?	CO3: <b>Analyze</b> the acquire knowledge of tools, techniques, and frameworks for starting a business venture and	L4: Analyze	<u>Internal-Assignment</u>  External - Theory
7	2.5	Entrepreneurial Finance			
(i)	2.5	Entrepreneurial Finance-Costing, Pricing, Funding & Sources of Capital Solution	CO3: <b>Analyze</b> 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: <b>Evaluate</b> 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: <b>Evaluate</b> 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 <b>Evaluate</b> the business idea and its feasibility and create the business model & MVP	L6: Create	<u>Internal-Presentation</u>

### Pedagogy

14. Lecture
15. Case Studies, collaboration
16. Presentation and assignments
17. Quiz

### Evaluation

Internal	40%
External	60%
<b>Total</b>	<b>100%</b>

**Parameters of Internal Assessment:**

- 39. Attendance
- 40. Class Participation
- 41. Test
- 42. 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%
<b>End Term</b>	<b>30</b>		<b>10%</b>	<b>30%</b>	<b>30%</b>	<b>30%</b>

**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, 10<sup>th</sup> 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	<u>Internal</u> Assignment <u>End Term</u> <u>Practical</u>
CO2	Develop the industry knowledge and skills to ace online and offline interviews for campus placements	L4 - Analyse	4	<u>Internal</u> GD <u>End Term</u> <u>Practical</u>
CO3	Apply elements of effective writing for developing engaging and impactful pieces of content.	L3 - Apply	3	<u>Internal</u> Assignment <u>End Term</u> <u>Practical</u>
CO4	Illustrate a summary of student's work experience, skills, and achievements on the professional social media platform, LinkedIn	L3 - Apply	5	<u>Internal</u> Role Play <u>End Term</u> <u>Practical</u>
CO5	Appraise self and peer contribution w.r.t verbal and non-verbal communication during Group Discussion for self-improvement	L5 - Evaluate	2	<u>Internal</u> GD, Role Play <u>End Term</u> <u>Practical</u>

## 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
		<b>Resume Building</b>			
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
		<b>Social Media Management</b>			
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
		<b>Resume Building</b>			
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 assessment)	CO5 - Appraise self and peer contribution w.r.t verbal and non-verbal communication during Group Discussion for self-improvement	L5: Evaluate	<u>Internal</u> GD, Role Play <u>End Term</u> Practical
		<b>Personal Interview</b>			
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

<b>Pedagogy</b>	
1. Lecture	
2. Case Study	
3. News/Article Analysis	
4. Live Activity/Exercise	
5. Videos	
<b>Evaluation:</b>	
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
<b>Internal</b>	<b>40</b>	<b>10%</b>	<b>30%</b>	<b>30%</b>	<b>10%</b>	<b>20%</b>
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%
<b>End Term</b>	<b>60</b>	<b>10%</b>	<b>30%</b>	<b>30%</b>	<b>20%</b>	<b>10%</b>

**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**

**Course code** : : 0207300311  
**Semester** : II  
**Course Title** : Research Methodology  
**No of Credits** : 2  
**Contact Hours** : 20 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	3.0	<u>Internal</u> Quiz, Test <u>End Term-</u> Theory
CO2	<b>Apply</b> the various concepts learnt in market research in solving business problems	K3: Apply	3.5	<u>Internal-</u> Assignments , project work,Viva <u>End Term-</u> Practical question in SPSS
CO3	<b>Analyze</b> a business research problem with the help of marketing research tools and techniques for effective decision making	K4: Analyze	4.5	<u>Internal-</u> Assignment Viva project work <u>End Term-</u> Question
CO4	<b>Assess</b> the results for business decision making in research	K5: Analyze	4.0	<u>Internal</u> :Project work <u>End term :</u> Question
CO5	<b>Evaluate</b> the output resulting from different analysis for effective decision making	K5: Evaluate	3.0	<u>Internal :</u> Project <u>End term</u> :Question

### 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

### Session Plan

Sr. No	Hrs	Units	Cos	Topics Mapped with CO	Evaluation Tools
<b>1</b>	<b>.5</b>	Introduction to Research Methodology			
	.5	Meaning and importance of Research Methodology	CO1: Explain the need and importance ,various concepts related to Market research	K2: Understand	<u>Internal</u> Quiz, Viva, Test
<b>2</b>	<b>1.0</b>	The research process			
(	.5	Various steps in market research process	CO1: Explain the various steps involved in the market research process.	K2: Understand	<u>Internal-Project</u> work, Viva <u>End Term-theory</u>
	.5	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>
<b>3</b>	<b>1.0</b>	Qualitative Research			
	.5	Introduction to qualitative research. Various types of qualitative research	CO1: Explain the various concepts related to qualitative research	K2: Understand	<u>Internal-Practical</u> <u>End Term-Sums</u>
	.5	Qualitative research procedures :focus group interview ,depth interview and projective techniques	CO2: Apply the various concepts in solving business problems	K3: Apply	<u>Internal : Project work</u>
<b>4</b>	<b>3.5</b>	Sampling and Sampling methods			
	.5	Sampling design process and classification of the sampling techniques	CO2: Explain the various concepts related with sampling	K4: Understand	<u>Internal-Test</u> , project work <u>End Term-Theory</u>



	3.0	Case study	CO3 : Apply the concepts learnt in solving business problems	K3: Apply	<u>Internal Project work</u> <u>End term -Theory</u>
<b>5</b>	<b>1.0</b>	<b>Questionnaire designing</b>			
	.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	<u>Internal-assignment</u> <u>End Term-theory</u>
	.5	Computer and internet questionnaire construction	CO3 : Apply the steps learnt in solution of a business problem	K3 : Apply	<u>Internal Project work</u> <u>End term -theory</u>
<b>6</b>	<b>1.0</b>	<b>Data Collection Methods</b>			
	.5	Various methods of data collection	CO1: Explain the various methods of data collection	K2: Understand	<u>Internal-Project work</u> <u>End Term-Theory</u>
	.5	Case Study	CO2 :Apply the various concepts learnt in solving business problems	K3:Apply	<u>Internal-Project work</u> <u>End Term-</u>
<b>7</b>	<b>1.5</b>	<b>Data analysis methods</b>			
	1.0	Methods of data analysis : an introduction	CO1: Explain the various methods involved in data analysis	K2: Understand	<u>Internal-Quiz, Test,</u> <u>End Term-Theory</u>
	.5	Univariate analysis, Bivariate analysis, Parametric and Non-parametric test -	CO2: Apply the various concepts learnt for business decision making	K2 -Understand	<u>Internal-Viva</u> <u>End Term-Theory</u>
<b>8</b>	<b>10.5</b>	<b>Performing Univariate, bivariate and parametric , non -parametric test in SPSS</b>			
	.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
	3.5	Analyze the SPSS output.	CO3:Analyze a business research	K4: Analyze	<u>Internal-Project</u>

			problem with the help of market research tools and techniques for effective decision making		work <u>End Term- Practical question</u>
	4.0	Assess the output for decision making	CO4 : Assess the output for business decision making	K4: Analyze	<u>Internal : Project work End term : Practical</u>
	2.5	Evaluate the output for decision making	CO5 :Evaluate the output for decision making	K5 : Evaluate	<u>Internal : Project work End term : Practical</u>
<b>9</b>	<b>1.0</b>	<b>Report preparation and presentation</b>			
	.5	Importance of report preparation and presentation process	CO1: Explain the various steps related to the preparation of the report	K2 :Understand	<u>Internal- Projectwork Viva End term- Theory question</u>
	.5	Report format and report writing	CO2 : Apply the various steps learnt in report of research report	K3:Apply	<u>Internal- Project End term :Question</u>

### **Pedagogy**

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

### **Evaluation**

Internal	80%
External	20%
<b>Total</b>	<b>100%</b>

### **Parameters of Internal Assessment:**

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

### **Assessment Mapping**

Parameter	Marks	CO 1	CO 2	CO 3	CO 4	CO 5
Internal	30	15%	18%	22%	24%	21%
Attendance	6	20%	20%	20%	20%	20%
Class Participation	6	20%	20%	20%	20%	20%
Class Test	5	30%	30%	15%	15%	10%
Viva	5	10%	20%	30%	20%	20%
Projects	8	-	-	30%	40%	30%
<b>End Term</b>	<b>20</b>	<b>5%</b>	<b>15%</b>	<b>30%</b>	<b>30%</b>	<b>20%</b>

**Pedagogy (different for subjects)**

4. Lecture
5. Case Studies (Company Annual Report); Analysis using AceKP Software
6. Presentation and assignments

**Evaluation**

Internal	80%
External	20%
<b>Total</b>	<b>100%</b>

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

7. Attendance
8. Class Participation
9. Class Test
10. Class Activity
11. Assignments
12. 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%
<b>End Term</b>	<b>20</b>	<b>5%</b>	<b>15%</b>	<b>30%</b>	<b>30%</b>	<b>20%</b>

**Semester** : **II**  
**Course Title** : **Research Methodology**  
**No of Credits** : **2**  
**Contact Hours** : **20 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	3.0	<u>Internal</u> Quiz, Test <u>End Term-</u> <u>Theory</u>
CO2	<b>Apply</b> the various concepts learnt in market research in solving business problems	K3: Apply	3.5	<u>Internal-</u> Assignments , project work,Viva <u>End Term-</u> Practical question in SPSS
CO3	<b>Analyze</b> a business research problem with the help of marketing research tools and techniques for effective decision making	K4: Analyze	4.5	<u>Internal-</u> Assignment Viva project work <u>End Term-</u> Question
CO4	<b>Assess</b> the results for business decision making in research	K5: Analyze	4.0	<u>Internal</u> :Project work <u>End term :</u> <u>Question</u>
CO5	<b>Evaluate</b> the output resulting from different analysis for effective decision making	K5: Evaluate	3.0	<u>Internal :</u> <u>Project</u> <u>End term</u> <u>: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

### Session Plan

Sr. No	Hrs	Units	Cos	Topics Mapped with CO	Evaluation Tools
<b>1</b>	<b>.5</b>	Introduction to Research Methodology			
	.5	Meaning and importance of Research Methodology	CO1: Explain the need and importance ,various concepts related to Market research	K2: Understand	<u>Internal</u> Quiz, Viva, Test
<b>2</b>	<b>1.0</b>	The research process			
(	.5	Various steps in market research process	CO1: Explain the various steps involved in the market research process.	K2: Understand	<u>Internal-Project</u> work, Viva <u>End Term-theory</u>
	.5	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>
<b>3</b>	<b>1.0</b>	Qualitative Research			
	.5	Introduction to qualitative research. Various types of qualitative research	CO1: Explain the various concepts related to qualitative research	K2: Understand	<u>Internal-Practical</u> <u>End Term-Sums</u>
	.5	Qualitative research procedures :focus group interview ,depth interview and projective techniques	CO2: Apply the various concepts in solving business problems	K3: Apply	<u>Internal : Project work</u>
<b>4</b>	<b>3.5</b>	Sampling and Sampling methods			
	.5	Sampling design process and classification of the sampling techniques	CO2: Explain the various concepts related with sampling	K4: Understand	<u>Internal-Test</u> , project work <u>End Term-Theory</u>

	3.0	Case study	CO3 : Apply the concepts learnt in solving business problems	K3: Apply	<u>Internal Project work</u> <u>End term -Theory</u>
<b>5</b>	<b>1.0</b>	<b>Questionnaire designing</b>			
	.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	<u>Internal-assignment</u> <u>End Term-theory</u>
	.5	Computer and internet questionnaire construction	CO3 : Apply the steps learnt in solution of a business problem	K3 : Apply	<u>Internal Project work</u> <u>End term -theory</u>
<b>6</b>	<b>1.0</b>	<b>Data Collection Methods</b>			
	.5	Various methods of data collection	CO1: Explain the various methods of data collection	K2: Understand	<u>Internal-Project work</u> <u>End Term-Theory</u>
	.5	Case Study	CO2 :Apply the various concepts learnt in solving business problems	K3:Apply	<u>Internal-Project work</u> <u>End Term-</u>
<b>7</b>	<b>1.5</b>	<b>Data analysis methods</b>			
	1.0	Methods of data analysis : an introduction	CO1: Explain the various methods involved in data analysis	K2: Understand	<u>Internal-Quiz, Test,</u> <u>End Term-Theory</u>
	.5	Univariate analysis, Bivariate analysis, Parametric and Non-parametric test -	CO2: Apply the various concepts learnt for business decision making	K2 -Understand	<u>Internal-Viva</u> <u>End Term-Theory</u>
<b>8</b>	<b>10.5</b>	<b>Performing Univariate, bivariate and parametric , non -parametric test in SPSS</b>			
	.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
	3.5	Analyze the SPSS output.	CO3:Analyze a business research	K4: Analyze	<u>Internal-Project</u>

			problem with the help of market research tools and techniques for effective decision making		work <u>End Term- Practical question</u>
	4.0	Assess the output for decision making	CO4 : Assess the output for business decision making	K4: Analyze	<u>Internal : Project work End term : Practical</u>
	2.5	Evaluate the output for decision making	CO5 :Evaluate the output for decision making	K5 : Evaluate	<u>Internal : Project work End term : Practical</u>
9	1.0	<b>Report preparation and presentation</b>			
	.5	Importance of report preparation and presentation process	CO1: Explain the various steps related to the preparation of the report	K2 :Understand	<u>Internal- Projectwork Viva End term- Theory question</u>
	.5	Report format and report writing	CO2 : Apply the various steps learnt in report of research report	K3:Apply	<u>Internal- Project End term :Question</u>

### **Pedagogy**

7. Lecture
8. Case Studies
9. Presentation and assignments

### **Evaluation**

Internal	80%
External	20%
<b>Total</b>	<b>100%</b>

### **Parameters of Internal Assessment:**

13. Attendance
14. Class Participation
15. Class Test
16. Viva
17. Assignments
18. Projects

### **Assessment Mapping**



Parameter	Marks	CO 1	CO 2	CO 3	CO 4	CO 5
Internal	30	15%	18%	22%	24%	21%
Attendance	6	20%	20%	20%	20%	20%
Class Participation	6	20%	20%	20%	20%	20%
Class Test	5	30%	30%	15%	15%	10%
Viva	5	10%	20%	30%	20%	20%
Projects	8	-	-	30%	40%	30%
<b>End Term</b>	<b>20</b>	<b>5%</b>	<b>15%</b>	<b>30%</b>	<b>30%</b>	<b>20%</b>

**Pedagogy (different for subjects)**

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

**Evaluation**

Internal	80%
External	20%
<b>Total</b>	<b>100%</b>

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

- 19. Attendance
- 20. Class Participation
- 21. Class Test
- 22. Class Activity
- 23. Assignments
- 24. 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%
<b>End Term</b>	<b>20</b>	<b>5%</b>	<b>15%</b>	<b>30%</b>	<b>30%</b>	<b>20%</b>

<b>Course Code</b>	<b>:</b>	<b>0205300311</b>
<b>Course Title</b>	<b>:</b>	<b>Service Operations Management</b>
<b>Semester</b>	<b>:</b>	<b>II</b>
<b>Credits</b>	<b>:</b>	<b>4</b>
<b>Contact Hours</b>	<b>:</b>	<b>40 hrs.</b>
<b>Course Faculty</b>	<b>:</b>	

Course Outcomes	Description	Cognition	Hours	Evaluation Tools
CO1	Illustrate the nature and importance of service sector in the economy.	K2: Understand	6.25	<u>Internal</u> Quiz, Test
CO2	Apply analytical thinking for effectively managing service operations and new services.	K3: Apply	6.25	<u>Internal-</u> Test <u>End Term-</u> Theory, case study
CO3	Apply various techniques specific to service operations for demand and capacity management, waiting time management, Inventory management,	K3: Apply	7.50	<u>Internal-</u> Test, case study
CO4	Analyze the service quality, for customer satisfaction and customer loyalty.	K4: Analyse	8.75	<u>Internal-</u> Test, Case Study <u>End Term-</u> Theory , case study
CO5	Evaluate the process, performance and productivity measurement for implementation of service improvement tools.	K4: Evaluate	10	<u>Internal-</u> Test, case Study ,

#### Mapping COs with POs

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

CO Code	PO1	PO2	PO3	PO4	PO5
<b>CO 1</b>	3	1		1	2
<b>CO 2</b>	3	3		2	1
<b>CO 3</b>	3	1	1	1	2
<b>CO 4</b>	1	2	1	2	2
<b>CO 5</b>	2	2	1	1	1
<b>CO</b>	<b>2.4</b>	<b>1.8</b>	<b>1</b>	<b>1.4</b>	<b>1.6</b>

#### Session Plan

Sr. No	Hrs	Units	COs	Topics mapped with CO	Evaluation Tools
--------	-----	-------	-----	-----------------------	------------------

1	3.75	<b><u>Introduction to Service Management</u></b> Importance of Service Sector, Imp of studying Operations in Services, Characteristics of Services, Classification Frameworks	CO1:Illustrate the nature and importance of service sector in the economy.	K2: Understand	<u>Internal</u> Quiz, Test
2	2.50	<b><u>Service Strategy</u></b> Strategic Service Vision, Understanding the competitive environment, Competitive Service Strategies, Strategic Analysis, Virtual Value Chain	CO1:Illustrate the nature and importance of service sector in the economy.	K2: Understand	<u>Internal</u> Quiz, Test
3	<b><u>3.75</u></b>	<b><u>New Service Design and Development</u></b> Innovation in services, New Service Development Process, Service Design Elements, Service Blueprinting, Generic approach to service system design	CO2;Apply analytical thinking for effectively managing service operations and new services.	K3: Apply	<u>Internal-Test</u> <u>End Term-</u> Theory, case study
4	2.50	<b><u>Technology in Services</u></b> Technology in the service encounter, Self Service, Automation, Internet as a service enabler, E-commerce	CO2;Apply analytical thinking for effectively managing service operations and new services.	K3: Apply	<u>Internal-Test</u> <u>End Term-</u> Theory, case study
5	3.75	<b><u>Service Quality</u></b> Defining & Measuring Service Quality, Gaps in Service Quality, SERVQUAL Model, Quality Service by Design, Service Recovery	CO4:Analyze the service quality, for customer satisfaction and customer loyalty .	K4: Analyse	<u>Internal-Test, Case Study</u> <u>End Term-</u> Theory , case study
6	2.50	<b><u>Service Facility location</u></b> Strategic Location Considerations, Modeling Considerations, Facility Location Techniques	CO4:Analyze the service quality, for customer satisfaction and customer loyalty .	K4: Analyse	<u>Internal-Test, Case Study</u> <u>End Term-</u> Theory , case study
7	2.50	<b><u>Facility Layout &amp; Process Flows</u></b> Servicescapes, Facility Design, Facility Layout, Process Analysis	CO4:Analyze the service quality, for customer satisfaction and customer loyalty .	K4: Analyse	<u>Internal-Test, Case Study</u> <u>End Term-</u> Theory , case study
8	2.50	<b><u>Process Improvement</u></b> Quality and Productivity Improvement Process, Quality tools, Benchmarking, Improvement Programs	CO5:Evaluate the process, performance and productivity measurement for implementation of service improvement tools.	K4: Evaluate	<u>Internal-Test, case Study ,</u>
9	2.50	<b><u>Service Encounter</u></b> Service Encounter Triad, Contact personnel, Customer	CO5:Evaluate the process, performance and productivity measurement for implementation of service improvement tools.	K4: Evaluate	<u>Internal-Test, case Study ,</u>
10	2.50	<b><u>Managing Capacity &amp; Demand</u></b> Generic strategies of level capacity or chase demand, Strategies for managing demand, Strategies for managing capacity, Yield Management	CO3:Apply various techniques specific to service operations for demand and capacity management, waiting time management, Inventory management,	K3: Apply	<u>Internal-Test, case study</u>
11	2.50	<b><u>Managing Waiting Lines</u></b> Queuing System, The psychology of	CO3:Apply various techniques specific to service	K3:	<u>Internal-Test, case study</u>

		waiting, Principles of waiting line, Essential features of queuing systems	operations for demand and capacity management, waiting time management, Inventory management,	Apply	
12	2.50	<b><u>Inventory Management in Services</u></b> Services vs Manufacturing Inventory, Product Substitution and Demand Variance, Practical Methods to reduce Stock outs, Shrinkage and Inventory Inaccuracy	CO3:Apply various techniques specific to service operations for demand and capacity management, waiting time management, Inventory management,	K3: Apply	<u>Internal-</u> Test, case study
13	2.50	<b><u>Operations in Various Service Sectors</u></b> Financial Services Companies, Hospitality, Hospitals, Information Technology	CO5:Evaluate the process, performance and productivity measurement for implementation of service improvement tools.	K4: Evaluate	<u>Internal-</u> Test, case Study ,
14	3.75	Emerging trends in Services	CO5:Evaluate the process, performance and productivity measurement for implementation of service improvement tools.	K4: Evaluate	<u>Internal-</u> Test, case Study ,

<b>Pedagogy</b>
1. Lecture
2. Case Study
3. presentation / Assignment
4. Activity/ Exercise
5. Videos

#### **Evaluation:**

<b>Internal Assessment</b>	<b>40Marks</b>
<b>External Assessment / End Term Exam</b>	<b>60Marks</b>
<b><i>Internal Assessment:</i></b>	
<b>Attendance</b>	<b>10 Marks</b>
<b>Class Participation</b>	<b>10 Marks</b>
<b>Presentation &amp; Report /Project</b>	<b>10 Marks</b>
<b>Class Test</b>	<b>5 Marks</b>
<b>Assignment</b>	<b>5 marks</b>
<b>Total</b>	<b>40Marks</b>

#### **Assessment Mapping**

<b>Parameter</b>	<b>Marks</b>	<b>CO 1</b>	<b>CO 2</b>	<b>CO 3</b>	<b>CO 4</b>	<b>CO 5</b>
Internal	40	16%	20%	15%	20%	29%
Attendance	10	20%	20%	20%	20%	20%
Class Participation	10	20%	20%	20%	20%	20%

Class Test	5	20%	20%	15%	30%	15%
Assignments	5	0%	20%	20%	30%	30%
Presentation & Report/ Project	10	20%	20%	0%	0%	60%
<b>End Term</b>	<b>60</b>	<b>20%</b>	<b>20%</b>	<b>18%</b>	<b>20%</b>	<b>22%</b>
Total	100	18%	20%	17%	20%	26%

### **Text Book:**

- 1) Service Management: - James A. Fitzsimmons, Mona J. Fitzsimmons, Operations, Strategy, Information Technology McGraw Hill, 7th Edition, 2014, Reprint 2016

### **Reference Book:**

- 1) Successful Service Operations Management - Metters, Kathryn, Pullman, Walton, Thomson, 2nd Edition, 2008, Reprint 2017.
- 2) Service Operations Management - Robert Johnston & Graham Clark, Michael Shulver, Pearson, 4<sup>th</sup> Edition, 2012, Reprint 2018
- 3) Services Operations Management - Vasanti Venugopal, Raghu V. N., Himalaya Publishing House, 2008
- 4) Service Management and Operations - Cengiz Haksever, Barry Render, Roberta S. Russell, Robert G. Murdick, Pearson, second Edition, 2000, Reprint 2005
- 5) Services - Marketing, Operations, and Management - Vinnie Jauhari, Kirti Dutta, Oxford, 1<sup>st</sup> Edition, 7<sup>th</sup> Impression, 2014

### **E-Book:**

- (1) Services Operations Management - NPTEL  
<http://nptel.ac.in/courses/110106046/2>
- (2) Managing Service Operations: Design and Implementation - Bill Hollins, Sadie Shinkins  
Sage Publications, 2006  
[http://www.ebook3000.com/Managing-Service-Operations\\_347446.html](http://www.ebook3000.com/Managing-Service-Operations_347446.html)
- (3) Service Management -- Cengiz Haksever & Barry Render, FT Press, Edition 1, 2013  
[http://ebook3000.com/Service-Management--An-Integrated-Approach-to-Supply-Chain-Management-and-Operations\\_208493.html](http://ebook3000.com/Service-Management--An-Integrated-Approach-to-Supply-Chain-Management-and-Operations_208493.html)
- (4) Service Science -- Robin Qui, 2014  
[http://ebook3000.com/Service-Science--The-Foundations-of-Service-Engineering-and-Management\\_227338.html](http://ebook3000.com/Service-Science--The-Foundations-of-Service-Engineering-and-Management_227338.html)

(5) Optimizing Data to Learning to Action - Steven Flinn, Apress Publication, Edition 1, 2018

[http://ebook3000.com/Optimizing-Data-to-Learning-to-Action--The-Modern-Approach-to-Continuous-Performance-Improvement-for-Businesses\\_499979.html](http://ebook3000.com/Optimizing-Data-to-Learning-to-Action--The-Modern-Approach-to-Continuous-Performance-Improvement-for-Businesses_499979.html)

(6) The power of Business Process Improvement - Susan Page, AMACON, Edition 2, 2015

<http://ebook3000.com/The-Power-of-Business-Process-Improvement--10-Simple-Steps-to-Increase-Effectiveness--Efficiency--and-Adaptability--re-474547.html>

(7) Quality Assurance: Applying methodologies for ----- D.H.Stamatis , CRC Press, 2015

Launching new products, services and Customer

Satisfaction

[http://ebook3000.com/Quality-Assurance--Applying-Methodologies-for-Launching-New-Products--Services--and-Customer-Satisfaction\\_320710.html](http://ebook3000.com/Quality-Assurance--Applying-Methodologies-for-Launching-New-Products--Services--and-Customer-Satisfaction_320710.html)

**Course Code** : 0205300312  
**Course Title** : Supply Chain & Logistics Management  
**Semester** : II  
**Credit** : 4  
**Contact Hours** : 40 hrs.  
**Course Faculty** :

Course Outcomes	Description	Cognition	Hours	Evaluation Tools
CO1	To outline the concept of Supply Chain & Logistics Management ,and its applications in business and industry.	K2: Understand	4	<u>Internal</u> Quiz, Test End Term- Theory
CO2	Apply the various sub-systems of SC , Logistics Mix and its integration for supply chain performance	K3: Apply	6	<u>Internal-</u> Test
CO3	Analyze the practises and regulations of Sustainable Logistics & Green SC .	K4: Analyse	5	<u>Internal-</u> Test, case study
CO4	Analyze various strategies for material storage, transportation, inventory, sourcing, and technology	K4: Analyse	9	<u>Internal-</u> Test, Case Study , Assignments, Numerical End Term- Theory

CO5	Evaluate Supply Chain Practices and models in Different Industries .	K5: Evaluate	8	<u>Internal-</u> Test, case Study , Assignment <u>End Term-</u> 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
<b>CO 1</b>	2				
<b>CO 2</b>	3		1	2	3
<b>CO 3</b>	3	1	1	3	3
<b>CO 4</b>	3	2	1	2	1
<b>CO 5</b>	3	1		3	3
<b>CO</b>	2.8	1.3	1	2.5	2.5

### **Session Plan**

Sr. No	Hrs	Units	Cos	Topics Mapped with CO	Evaluation Tools
1	3.75	<b><u>Understanding the Supply Chain</u></b> Supply Chain, Supply Chain integration, Linkages, Decisions in Supply Chain, Process Cycles, Push & Pull mechanism, Information distortion – Bullwhip effect, Causes of Bullwhip effect, Initiatives to control Bullwhip effect	CO1:To outline the concept of Supply Chain & Logistics Management ,and its applications in business and industry	K2: Understand	<u>Internal</u> Quiz, Test <u>End Term-</u> Theory
2	2.50	<b><u>Strategies in SC</u></b> Competitive and Supply Chain Strategies, Achieving Strategic Fit, Expanding Strategic Scope	CO1:To outline the concept of Supply Chain & Logistics Management ,and its applications in business and industry	K2: Understand	<u>Internal</u> Quiz, Test <u>End Term-</u> Theory
3	3.75	<b><u>Logistics management &amp; Logistics Mix</u></b> Logistics, Scope of Logistics, Warehousing, Transportation, Material handling, Storage	CO2:Apply the various sub-systems of SC , Logistics Mix and its integration for	K3: Apply	<u>Internal-</u> Test



		System, Packaging	supply chain performance		
4	2.50	<b><u>Logistics in E-commerce</u></b> E-Commerce: Requirements on Logistics, Logistics: Backbone of E Commerce, E-logistics Structure and Operation Logistics Resource Management	CO2:Apply the various sub-systems of SC , Logistics Mix and its integration for supply chain performance	K3: Apply	<b><u>Internal-Test</u></b>
5	2.50	<b><u>Sourcing &amp; Vendor Management</u></b> Role of Sourcing, Inhouse or Outsource? Benefits & Risks associated with outsourcing Third and Fourth Party Logistics Providers, Supplier Scoring and Assessment, Supplier Selection, Sourcing Portfolio, E-Procurement	CO4Analyze various strategies for material storage, transportation, inventory, sourcing, and technology	K4: Analyse	<b><u>Internal-Test, Case Study , Assignments, Numerical End Term-Theory</u></b>
6	2.50	<b><u>Transportation &amp; Freight Management</u></b> Transportation & Freight Management Transportation Infrastructure, Transportation Related Problems in SC, Transportation Networks Freight management, Freight Management Responsibilities, Factors impacting Freight cost, Milk run, Containerization	CO4 Analyze various strategies for material storage, transportation, inventory, sourcing, and technology	K4: Analyse	<b><u>Internal-Test, Case Study , Assignments, Numerical End Term-Theory</u></b>
7(i)	2.50	<b><u>Distribution Networks &amp; Channel Management</u></b> Factors influencing Distribution network design, Design options for a distribution network, Online sales and the distribution network	CO4 Analyze various strategies for material storage, transportation, inventory, sourcing, and technology	K4: Analyse	<b><u>Internal-Test, Case Study , Assignments, Numerical End Term-Theory.</u></b>
(ii)	2.50	Managing Channel relationship, Channel Power, Channel Conflict, Channel Policies, Retailing			
8	2.50	<b><u>Pricing &amp; Revenue Management in SC</u></b> Role of Pricing and Revenue Management in Supply Chain, Pricing and Revenue Management for multiple customer segments, Perishable assets, Seasonal demand, Bulk and Spot contracts	CO5:Evaluate Supply Chain Practices and models in Different Industries .	K5: Evaluate	<b><u>Internal-Test, case Study , Assignment End Term-Theory</u></b>
9	2.50	<b><u>Information Technology in SCM</u></b> Role of IT in SC, Supply Chain IT Framework, Customer Relationship Management, Internal Supply Chain Management, Supplier Relationship Management, The	CO4Analyze various strategies for material storage, transportation, inventory, sourcing, and technology	K4: Analyse	<b><u>Internal-Test, Case Study , Assignments, Numerical End Term-Theory</u></b>

		Transaction Management Foundation, Future of IT in Supply Chain			
10	2.50	<b><u>Cold Chain Logistics &amp; Reverse Supply Chain</u></b> Cold Chain Logistics, Drivers to cold chain infrastructure, Cold Chain Technologies, Quality Control Measures, Cold Supply Chain problems & issues Why Reverse Supply Chain, Reverse Supply Chain Design, Subsystems in Reverse Supply Chain, Reverse SC Challenges	CO3 Analyze the practises and regulations of Sustainable Logistics & Green SC .	K4: Analyse	<u>Internal-Test, case study</u>
11	3.75	<b><u>Best Practices of Supply Chain</u></b> Tierization of Suppliers, Milk Round System, Bar Coding, RFID, Hub and Spoke Concept, Postponement, Cross Docking, Trans-shipment, Risk Management, Digitization in SCM, Agile SC, Green SC, Lean SC, EVA in SC, IOT	CO3 Analyze the practises and regulations of Sustainable Logistics & Green SC .	K4: Analyse	<u>Internal-Test, case study</u>
12	6.25	<b><u>Supply Chain Management in Different Industries</u></b> <ul style="list-style-type: none"> <li>• Automotive Industry</li> <li>• Pharmaceutical Industry</li> <li>• FMCG Industry</li> <li>• Fashion Industry</li> <li>• Various Service Industry</li> <li>• SMEs</li> </ul>	CO5:Evaluate Supply Chain Practices and models in Different Industries .	K5: Evaluate	<u>Internal-Test, case Study Assignment, End Term-Theory</u>

<b>Pedagogy</b>
1. Lecture 2. Case Study 3. presentation / Assignment 4. Activity/ Exercise 5. Videos

### **Evaluation:**

<b>Internal Assessment</b>	<b>40Marks</b>
<b>External Assessment / End Term Exam</b>	<b>60Marks</b>
<b><i>Internal Assessment:</i></b>	
<b>Attendance</b>	<b>10 Marks</b>
<b>Class Participation</b>	<b>10 Marks</b>
<b>Presentation &amp; Report /Project</b>	<b>10 Marks</b>
<b>Class Test</b>	<b>5 Marks</b>
<b>Assignment</b>	<b>5 marks</b>
<b>Total</b>	<b>40Marks</b>

### Assessment Mapping

Parameter	Marks	CO 1	CO 2	CO 3	CO 4	CO 5
Internal	40	16.00%	21.00%	17.00%	17.00%	29.00%
Attendance	10	20%	20%	20%	20%	20%
Class Participation	10	20%	20%	20%	20%	20%
Class Test	5	20%	25%	25%	15%	15%
Assignments	5	-	20%	20%	30%	30%
Presentation & Report/ Project	10	20%	20%			60%
<b>End Term</b>	<b>60</b>	<b>18%</b>	<b>21%</b>	<b>19%</b>	<b>19%</b>	<b>23%</b>
Total	100	17%	21%	18%	18%	26%

#### **Text Book:**

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

#### **Reference Book:**

- 1) Supply Chain Management-Strategy, Planning and Operation Impression, 2017 - Sunil Chopra, Peter Meindl and Dharam Vir Kalra, Pearson, 6th Edition, 2016, Third
- 2) Logistics Management - V. V. Sople, Pearson, 3rd Edition, 2012
- 3) Supply Chain Management - Janat Shah, Pearson, 2<sup>nd</sup> Edition, 2016
- 4) Supply Chain Management: Concepts and Cases - Rahul V. Altekar, PHI, 2<sup>nd</sup> Edition, 2006
- 5) Designing & Managing the Supply Chain - Simchi-Levi, D. Kaminnsky Philip, McGraw-Hill, 3<sup>rd</sup> Edition, 2008, 21<sup>st</sup> Reprint 2017
- 6) Supply Chain Management 1<sup>st</sup> Edition, - K. Shridhara Bhat, Himalaya Publishing House, 2010

#### **E-Book:**

- (1) 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](http://www.ebook3000.com/Supply-Chain-Management--Strategy--Planning--and-Operation_412659.html)

- (2) Supply Chain - Vedran Kordic, Publisher: InTech 2008  
[https://www.intechopen.com/books/supply\\_chain](https://www.intechopen.com/books/supply_chain)
- (3) Supply Chain Management - Pengzhong Li, Publisher: InTech 2011  
<https://www.intechopen.com/books/supply-chain-management>
- (4) Essentials of Supply Chain Management -- Michael Hugos, Wiley, Edition 4, 2018  
[http://ebook3000.com/Essentials-of-Supply-Chain-Management\\_508529.html](http://ebook3000.com/Essentials-of-Supply-Chain-Management_508529.html)
- (5) Essentials of Supply Chain Management - Hokey Min, FT Press, Edition 1, 2015  
[http://ebook3000.com/The-Essentials-of-Supply-Chain-Management--New-Business-Concepts-and-Applications\\_325796.html](http://ebook3000.com/The-Essentials-of-Supply-Chain-Management--New-Business-Concepts-and-Applications_325796.html)
- (6) Global Supply Chain and OM - Dmitry Ivanov & John Schonberger, Springer, 2017  
[http://ebook3000.com/Global-Supply-Chain-and-Operations-Management--A-Decision-Oriented-Introduction-to-the-Creation-of-Value\\_419279.html](http://ebook3000.com/Global-Supply-Chain-and-Operations-Management--A-Decision-Oriented-Introduction-to-the-Creation-of-Value_419279.html)
- (7) Supply Chain Management & Advanced Planning -- Hartmut Stadler & Christoph Kitger, Springer, 2014  
[http://ebook3000.com/Supply-Chain-Management-and-Advanced-Planning\\_481415.html](http://ebook3000.com/Supply-Chain-Management-and-Advanced-Planning_481415.html)
- (8) Contemporary Approaches & Strategies for Logistics - Lincoln Wood, IGI Global, 2018  
[http://ebook3000.com/Contemporary-Approaches-and-Strategies-for-Applied-Logistics\\_510051.html](http://ebook3000.com/Contemporary-Approaches-and-Strategies-for-Applied-Logistics_510051.html)

**Course Code** : 0205300319  
**Course Title** : Business Process Management  
**Semester** : II  
**Credit** : 4  
**Duration** : 40 hrs.  
**Course Faculty:**

Course Outcomes	Description	Cognition	Hours	Evaluation Tools
CO1	Compare the concept of Process Orientation vs. Functional Organization.	K2: Understand	4	Internal Quiz, Test

CO2	Apply the current trends and process mapping tools for Business Process Management.	K3: Apply	7	<u>Internal-Test</u> , Case Study , Assignment <u>End Term-Theory</u>
CO3	Analyse the process flow measurement applications and BPR implementation methodologies.	K4: Analyse	7	<u>Internal-Test</u> , case study , Assignment
CO4	Analyse issues related to performance, quality, legal, and regulatory in BPO.	K4: Analyse	8	<u>Internal-Test</u> , Case Study , Assignments <u>End Term-Theory</u>
CO5	Evaluate the current trends in BPO/ KPO/ ECM/ ECS	K5: Evaluate	6	<u>Internal-Test</u> , case Study, Assignment

#### **Mapping COs with POs**

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

CO Code	PO1	PO2	PO3	PO4	PO5
<b>CO 1</b>					
<b>CO 2</b>	3	2			2
<b>CO 3</b>	3	3	1		
<b>CO 4</b>	3	3	1	2	2
<b>CO 5</b>	2				2
<b>CO</b>	<b>2.7</b>	<b>2.6</b>	<b>1</b>	<b>2</b>	<b>2</b>

#### **Session Plan**

<b><u>Session</u></b>	<b><u>Hrs</u></b>	<b><u>Topics</u></b>	<b><u>Cos</u></b>	<b><u>Topics Mapped with CO</u></b>	<b><u>Evaluation Tools</u></b>
1	<b><u>3.75</u></b>	<b><u>Introduction to BPR</u></b> What is Business Process? Classification of Business Process, Why Reengineering, History of BPR, Principles and rules of Reengineering, Quality & Reengineering, Integrating reengineering & Process improvement	CO1: Compare the concept of Process Orientation vs. Functional Organization.	K2: Understand	<u>Internal</u> Quiz, Test
2	<b><u>2.5</u></b>	<b><u>Managing Business</u></b>	CO2: Apply the	K3:	<u>Internal-</u>

		<b><u>Process Flows</u></b> Process View of Organization, Performance measures, Process flow chart	current trends and process mapping tools for Business Process Management.	Apply	Test , Case Study , Quiz, Assignment <u>End Term-</u> Theory
3	<b><u>3.75</u></b>	<b><u>Process mapping &amp; Simulation</u></b> Process Goals, Objectives & Design, Process Management, Process Mapping Tools, Process Mapping Approach, What is Simulation? Simulation & KPI	CO2:Apply the current trends and process mapping tools for Business Process Management.	K3: Apply	<u>Internal-</u> Test , Case Study , Assignment, Quiz <u>End Term-</u> Theory
4	<b><u>3.75</u></b>	<b><u>Implementation of BPR</u></b> Key enablers of BPR, BPR Methodologies, Tools & Techniques, Organizing & Managing BPR, Models & Methodologies of BPR, BPR Projects, Barriers of BPR, Success Factors & Guidelines for BPR	CO3:Analyse the process flow measurement applications and BPR implementation methodologies.	K4: Analyse	<u>Internal-</u> Test, case study , Assignment
5	<b><u>2.5</u></b>	<b><u>Business Process Management: Overview</u></b> Overview of BPM, Principles of Process Management, Uses of BPM, Application of BPM, Benefits of BPM, Change Management	CO2:Apply the current trends and process mapping tools for Business Process Management.	K3: Apply	<u>Internal-</u> Test , Case Study , Assignment , Quiz <u>End Term-</u> Theory
6	<b><u>3.75</u></b>	<b><u>BPM Models &amp; Measurement</u></b> BPM Models, CMM, CMMI, BPMM, Business Process Performance Measurements, Work Flow Management System, Implementing BPR & ERP	CO2:Apply the current trends and process mapping tools for Business Process Management.	K3: Apply	<u>Internal-</u> Test , Case Study , Assignment , Quiz <u>End Term-</u> Theory
		<b><u>Class Test</u></b>			
7	<b><u>2.5</u></b>	<b><u>BPO, KPO: Overview</u></b> Introduction, Benefits, BPO Models, Evolution of BPO, BPO companies in India, Career opportunities, KPO	CO4:Analyse issues related to performance, quality, legal, and regulatory in BPO.	K4: Analyse	<u>Internal-</u> Test, Case Study , Assignments <u>End Term-</u> Theory
8	<b><u>3.75</u></b>	<b><u>BPO Business Models</u></b> Contact Centre/ Call Centre, Healthcare, Transaction Processing, Human Resources, Media & Entertainment, Publishing, Offshoring	CO4:Analyse issues related to performance, quality, legal, and regulatory in BPO.	K4: Analyse	<u>Internal-</u> Test, Case Study , Assignments , Quiz <u>End Term-</u> Theory
9	<b><u>3.75</u></b>	<b><u>BPO Governance, Legal and Regulatory Issues</u></b> Corporate Governance, Challenges in BPO Industry, Model for BPO	CO5:Evaluate the current trends in BPO/ KPO/ ECM/ ECS	K5: Evaluate	<u>Internal-</u> Test, case Study, Assignment

		Governance Intellectual Property Rights, Transfer Pricing Guidelines, Laws in International Contract, BPO and Compliance, BPO Regulation			
10	<b>2.5</b>	<b><u>Service Level Agreement</u></b> Contents of SLAs, Metrics for SLAs, SLA Guidelines, Other issues in SLAs	CO4:Analyse issues related to performance, quality, legal, and regulatory in BPO.	K4: Analyse	<u>Internal-Test, Case Study , Assignments ,Quiz</u> <u>End Term-Theory</u>
11	<b>3.75</b>	<b><u>Service Quality Issues in BPO</u></b> Quality Issues, • Addressing Service Quality Issues Quality Governance, Quality Certifications	CO4:Analyse issues related to performance, quality, legal, and regulatory in BPO.	K4: Analyse	<u>Internal-Test, Case Study , Assignments</u> <u>End Term-Theory</u>
12	<b>3.75</b>	<b><u>Performance Evaluation in BPO</u></b> Performance Management in BPO, Performance Measurement and Controls	CO4:Analyse issues related to performance, quality, legal, and regulatory in BPO.	K4: Analyse	<u>Internal-Test, Case Study , Assignments</u> <u>End Term-Theory</u>

#### **Pedagogy**

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

#### **Evaluation:**

<b>Internal Assessment</b>	<b>40Marks</b>
<b>External Assessment / End Term Exam</b>	<b>60Marks</b>
<b><i>Internal Assessment:</i></b>	
<b>Attendance</b>	<b>10 Marks</b>
<b>Class Participation</b>	<b>10 Marks</b>
<b>Presentation &amp; Report /Project</b>	<b>10 Marks</b>
<b>Class Test</b>	<b>5 Marks</b>
<b>Assignment</b>	<b>5 marks</b>
<b>Total</b>	<b>40Marks</b>

#### **Assessment Mapping**

Parameter	Marks	CO 1	CO 2	CO 3	CO 4	CO 5
Internal	40	20.0%	20.0%	21.00%	22.00%	17.00%

Attendance	10	20%	20%	20%	20%	20%
Class Participation	10	20%	20%	20%	20%	20%
Class Test	5	20%	20%	15%	30%	15%
Assignments/ Quiz	5	30%	20%	20%	20%	10%
Presentation & Report/ Project	10	10%	20%	30%	20%	20%
<b>End Term</b>	<b>60</b>	<b>20%</b>	<b>20%</b>	<b>21%</b>	<b>22%</b>	<b>17%</b>
<b>Total</b>	<b>100</b>	<b>20%</b>	<b>20%</b>	<b>21%</b>	<b>22%</b>	<b>17%</b>

#### **Textbook:**

- 1) Business Process Reengineering - K. Shridhara Bhat, Himalaya Publishing House, 2nd revised Edition, 2011, reprint 2017
- 2) Business process outsourcing - V. V. Sople, PHI, 2<sup>nd</sup> Edition, 4<sup>th</sup> Reprint 2016

#### **Reference Book:**

- 1) Business Process Reengineering & Change Management - B.R. Dey, Biztantra, Dreamtech Press, Reprint 2014
- 2) Business process Outsourcing - Sarika Kulkarni, Jaico, 2012
- 3) Business Process Outsourcing Excel books, - Saxena K.B., Sangeeta Shah Bharadwaj 1st Edition, 2007
- 4) Business Process Outsourcing House, 1<sup>st</sup> - K.Shridhara Bhat, Himalaya Publishing Edition, 2016
- 5) Business Process Management, Society, Rigorous Approach - Martyn A. Ould, The British Computer 1<sup>st</sup> edition, 2007
- 6) Business Process Management Heinemann 1<sup>st</sup> - John Jeston, Johan Nelis, Butterworth-  
Edition, 2006
- 7) The essence of Business Process Re-engineering - Joe Pepperd, Philip Rowland, PHI, 2002
- 8) BPO KPO Management an Industry Perspective - 2008 - Gopal R, Manjrekar Pradip, 1<sup>st</sup> Edition,

#### **E- Book:**



- (1) Fundamentals of Business Process Management - Marlon Dumas Marcello La Rosa

Jan Mendling Hajo A. Reijers F, 2013

[http://otgo.tehran.ir/Portals/0/pdf/Fundamentals%20of%20Business%20Process%20Management\\_1.pdf](http://otgo.tehran.ir/Portals/0/pdf/Fundamentals%20of%20Business%20Process%20Management_1.pdf)

- (2) Business Process Management & BSC -- Ralph Smith, Wiley Publications, Edition 1, 2006

[http://ebook3000.com/Business-Process-Management-and-the-Balanced-Scorecard---Focusing-Processes-on-Strategic-Drivers\\_400052.html](http://ebook3000.com/Business-Process-Management-and-the-Balanced-Scorecard---Focusing-Processes-on-Strategic-Drivers_400052.html)

- (3) Business Process Management -- Mathias Weske, Springer Publication, Edition 2, 2012

[http://ebook3000.com/Business-Process-Management--Concepts--Languages--Architectures--2nd-edition\\_213731.html](http://ebook3000.com/Business-Process-Management--Concepts--Languages--Architectures--2nd-edition_213731.html)

- (4) Business Process Mapping Workbook -- J. Mike Jacka & Paulette Keller, Wiley Publication, Edition 2, 2009

[http://ebook3000.com/Business-Process-Mapping-Workbook--Improving-Customer-Satisfaction\\_437957.html](http://ebook3000.com/Business-Process-Mapping-Workbook--Improving-Customer-Satisfaction_437957.html)

- (5) Business Process Outsourcing: Process, Strategies, and Contracts - John K. Halvey, Barbara Murphy Melby, Wiley; 2nd edition

[http://www.ebook3000.com/Business-Process-Outsourcing--Process--Strategies--and-Contracts\\_35076.html](http://www.ebook3000.com/Business-Process-Outsourcing--Process--Strategies--and-Contracts_35076.html)

- (6) Outsourcing Success: The Management Imperative - Alpesh B. Patel

[http://www.ebook3000.com/Outsourcing-Success--The-Management-Imperative\\_249049.html](http://www.ebook3000.com/Outsourcing-Success--The-Management-Imperative_249049.html)

- (7) Process Innovation: Reengineering Work Through Information Technology -Harvard Business School Press

[http://www.ebook3000.com/Process-Innovation--Reengineering-Work-Through-Information-Technology\\_23038.html](http://www.ebook3000.com/Process-Innovation--Reengineering-Work-Through-Information-Technology_23038.html)

**Course Code** : **0205300320**  
**Course Title** : **Materials Management**  
**Semester** : **II**  
**Credit** : **2**  
**Contact Hours** : **20 hrs.**  
**Course Faculty:**

<b>Course Outcome: Material Management (0205300320)</b>				
<b>Course Outcomes</b>	<b>Description</b>	<b>Cognition</b>	<b>Hours</b>	<b>Evaluation Tools</b>
<b>CO1</b>	Illustrate the concept of Material function, importance of material cost for material department as a profit center.	Understanding -K2	3	Internal – Test , case study End Term

<b>CO2</b>	Apply the trends in automation of Material Management functions .	Applying K3	2	Internal – Class Test End Term
<b>CO3</b>	Apply the importance of Material function to enable Inventory Management & Control in a globally competitive environment.	Applying K3	3	Internal – Class test, Assignment End Term
<b>CO4</b>	Analyze various approaches for Material Procurement in different types of Organizations.	Analysing K4	4	Internal – Test , case study End Term
<b>CO5</b>	Analyse various steps involved in Vendor selection, rating, and Vendor management, storage, E-procurement and Reverse Auctions.	Analysing K4	4	Internal – Test, case study End Term- Theory and Numericals

### **Mapping COs with POs**

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

<b>CO Code</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO 1</b>	3	1			
<b>CO 2</b>	3	3			
<b>CO 3</b>	2		1	3	1
<b>CO 4</b>	3			2	
<b>CO 5</b>	3	2	1		3
<b>CO</b>	<b>2.8</b>	<b>2</b>	<b>1</b>	<b>2.5</b>	<b>2</b>

### **Session Plan**

<b><u>Session</u></b>	<b><u>Hrs</u></b>	<b><u>Topics</u></b>	<b><u>COs</u></b>	<b><u>Topics Mapped with CO</u></b>		<b><u>Evaluation Tools</u></b>
1	<b><u>2.5</u></b>	<b><u>Introduction to Materials Management</u></b> Importance of Materials Management, Definition & Scope, Material Management	CO1: Illustrate the concept of Material function, importance of material cost for material department as a profit center.	Understanding -K2	3	Internal – Test , case study End Term

		concepts, Modern Trends in Material Management				
2	<b><u>1.25</u></b>	<b><u>Organizing for Materials Management</u></b> Organizational Structure, Scope , limitations & Compliance management in Materials Management	CO1: Illustrate the concept of Material function, importance of material cost for material department as a profit center.	Understanding -K2	3	Internal – Test , case study End Term
3	<b><u>2.5</u></b>	<b><u>Materials Budget, Planning &amp; Control</u></b> Factors influencing Material Planning, Guidelines, Material Budgeting, Material Control	CO3: Apply the importance of Material function to enable Inventory Management & Control in a globally competitive environment.	Applying K3	3	Internal – Class test, Assignment End Term
4	<b><u>2.5</u></b>	<b><u>Vendor Development</u></b> Need for Vendor Development, Levels of Vendor assessment, Vendor evaluation and selection process, Vendor Rating Plan	CO5: Analyse various steps involved in Vendor selection, rating, and Vendor management, storage, E-procurement and Reverse Auctions.	Analysing K4	4	Internal – Test, case study End Term-Theory and Numericals
5	<b><u>2.5</u></b>	<b><u>Purchasing Management</u></b> Functions, Importance, Objectives, Negotiation, Purchasing Cycles, Purchasing Policy, Make or Buy Decisions	CO4: Analyze various approaches for Material Procurement in different types of Organizations.	Analysing K4	4	Internal – Test , case study End Term
6	<b><u>2.5</u></b>	<b><u>Stores Management</u></b> Types of Stores, Location and Layout, Measurement of Stores Efficiency, Classification and Codification, Stock Valuation methods	CO4: Analyze various approaches for Material Procurement in different types of Organizations.	Analysing K4	4	Internal – Test , case study End Term
7	<b><u>2.5</u></b>	<b><u>Inventory Management</u></b> Classification of Inventory, Functions of Inventory, Inventory Costs, Inventory Models, EOQ, Quantity	CO5: Analyse various steps involved in Vendor selection, rating, and Vendor management, storage, E-procurement and	Analysing K4	4	Internal – Test, case study End Term-Theory and Numericals

		Discount	Reverse Auctions.			
8	<b>1.25</b>	<b><u>Computers in MM</u></b> Integrated Computer System for Material Management, Materials Planning, Purchasing & Inventory Management, Integrated Management Information System	CO2:Apply the trends in automation of Material Management functions .	Applying K3	2	Internal – Class Test End Term
9	<b>2.5</b>	<b><u>E-Procurement &amp; Reverse Auction</u></b> Process, advantages, challenges, Types of E-procurement models, Reverse auction, Open trading	CO5:Analyse various steps involved in Vendor selection, rating, and Vendor management, storage, E-procurement and Reverse Auctions.	Analysing K4	4	Internal – Test, case study End Term-Theory and Numericals

#### **Pedagogy**

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

#### **Evaluation**

Internal	40%
External	60%
<b>Total</b>	<b>100%</b>

#### **Parameters of Internal Assessment:**

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

#### **Assessment Mapping**

Parameter	Marks	CO 1	CO 2	CO 3	CO 4	CO 5
Internal	20	20.0%	15.00%	23.8%	22.50%	18.8%
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	20%		30%	30%	20%
<b>End Term</b>	<b>30</b>	<b>20.0%</b>	<b>18%</b>	<b>22%</b>	<b>21%</b>	<b>19%</b>
<b>Total</b>	<b>50</b>	<b>20%</b>	<b>16%</b>	<b>23%</b>	<b>22%</b>	<b>19%</b>

#### **Text Book:**

- |                                   |   |  |
|-----------------------------------|---|--|
| 1) Material Management House, 3rd | - | K. Shridhara Bhat, Himalaya Publishing Edition, 2007 |
|-----------------------------------|---|--|

#### **Reference Book:**

- |   |   |   |
|---|---|---|
| • Materials Management– An integrated approach -            | - | P Gopalakrishnan & M Sunderesan, PHI, 2002, 36th Reprint 2016                         |
| • Handbook of Material Management Edition, 16 <sup>th</sup> | - | P. Gopalkrishnan, Abid Haleem, PHI, 2 <sup>nd</sup> Printing, 2015                    |
| • Material Management Procedures, 2004                      | - | A.K. Datta, PHI, 2 <sup>nd</sup> Edition, 9 <sup>th</sup> reprint                     |
| Text and Cases  |   |   |
| 1) Operations & Supply Management:                          | - | Chase, Ravi Shankar, Jacobs Mc Graw Hill, 14th  |
| Edition, 2014, Reprint 2017                                 |   |   |
| 5) Supply Chain Management                                  | - | V. V. Sople, Pearson, 2012  |
| 6) Purchasing & Supply Management                           | - | Dobler. Donald W and Burt David N, Tata McGraw Hill, 6 <sup>th</sup> Edition, Reprint |

1996

#### **E- Book:**

- |   |   |                 |
|---|---|-----------------|
| (1) Materials Management Procedures, Text and cases | - | A.K. Datta, PHI |
|---|---|-----------------|

[https://books.google.co.in/books?id=nHBen\\_Tpr0EC&printsec=frontcover#v=onepage&q&f=false](https://books.google.co.in/books?id=nHBen_Tpr0EC&printsec=frontcover#v=onepage&q&f=false)

- |  |    |  |
|--|----|--|
| (2) Introduction to Materials Management | -- | Tony Arnold, Stephen Chapman, Pearson Publication, 7 <sup>th</sup> Edition, 2011 |
|--|----|--|

<http://ebookscart.com/download-introduction-materials-management-7th-edition-j-r-arnold-stephen-n-chapman-lloyd-m-clive-pdf-free/>

(3) Procurement principles and Management

-- Peter Baily & David Farmer, Pearson  
Publication, 2015

[http://ebook3000.com/Procurement--Principles---Management--11-edition\\_510795.html](http://ebook3000.com/Procurement--Principles---Management--11-edition_510795.html)

**Course Code** : 0205300809  
**Course Title** : Project Management  
**Semester** : II  
**Credit** : 4  
**Contact Hours** : 40 hrs.  
**Course Faculty:**

Course Outcomes	Description	Cognition	Hours	Evaluation Tools
CO1	Explain the concept and role of Project management.	K2: Understand	7	<u>Internal</u> Quiz, Test <u>End Term-</u> Theory
CO2	Apply the importance of Project Management for launch of new initiatives, products, services and technologies	K3: Apply	5	<u>Internal-</u> Test , Case Study , Assignment <u>End Term-</u> Theory
CO3	Analyse Project Management planning, control, practices & tools. for successful completion of projects.	K4: Analyse	8	<u>Internal-</u> Test, case study , Assignment <u>End Term-</u> Theory
CO4	Analyse resource allocation, scheduling, costs & risks in Project Management.	K4: Analyse	6	<u>Internal-</u> Test, Case Study , Assignments <u>End Term-</u> Theory
CO5	Evaluate role of control & audits in Projects.	K5: Evaluate	6	<u>Internal-</u> Test, case Study, Assignment , Assignment <u>End Term-</u> Theory

### Mapping COs with POs

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

CO Code	PO2	PO3	PO4	PO5	PO6
CO 1	1			1	1
CO 2	3	2	1	2	3
CO 3	3	3	1	3	3
CO 4	3	2	1	3	3
CO 5	3	3	1	3	3
CO	2.6	2.5	1	2.4	2.6

### Session Plan

Sr. no	Hrs	Topics	COs	Topics Mapped with CO	Evaluation Tools
1	2.5	<b><u>Project in Contemporary Organization</u></b> Definition of Project, Why Project Management, Project Life Cycle, Agile Project Management	CO1: Explain the concept and role of Project management.	K2: Understand	<u>Internal</u> Quiz, Test <u>End Term-</u> Theory

<b><u>2</u></b>	<b><u>3.75</u></b>	<b><u>Strategic Management and Project Selection</u></b> Project Management Maturity, Project Selection Criteria and Models, Types of Project Selection Models, Risk Considerations in Project Selection, Project Portfolio Management, Project Bids and RFP's, Feasibility of Project	CO2: Apply the importance of Project Management for launch of new initiatives, products, services and technologies	K3: Apply	<u>Internal-</u> Test , Case Study , Assignment
<b><u>3</u></b>	<b><u>2.5</u></b>	<b><u>The Project Manager</u></b> Project Management and Project Manager, Special Demands of Project Manager, Attributes of effective Project Managers, Problems of Cultural Differences, PMO	CO1: Explain the concept and role of Project management.	K2: Understand	<u>Internal</u> Quiz, Test, Case study
<b><u>4</u></b>	<b><u>3.75</u></b>	<b><u>Managing Conflict and Art of negotiation</u></b> Identifying and Analyzing Stakeholders, Conflict and Project Life Cycle, Dealing with Conflict, Nature of negotiation, Partnering, Chartering and Scope Change, Some Requirements and Principles of negotiation	CO3: Analyse Project Management planning, control, practices & tools. for successful completion of projects.	K4: Analyse	<u>Internal-</u> Test, case study , Assignment



<u>5</u>	<u>3.75</u>	<b><u>Project in Organizational Structure</u></b> Projects in Functional organization, Projects in Projectized Organization, Projects in Matrix Organization, Projects in Composite Organizational Structures, Selecting a Project Form, Project Management Office, Project Team, Human Factors and Project Team	CO1: Explain the concept and role of Project management.	K2: Understand	<u>Internal</u> Quiz, Test, Case study
<u>6</u>	<u>3.75</u>	<b><u>Project Activity and Risk Planning</u></b> Initial Project Coordination and Project Charter, Work Breakdown Structure, Human Resources: RACI Matrix and Agile Projects, Interface Coordination through Integration Management, Project Risk Management, Project Uncertainty	CO3: Analyse Project Management planning, control, practices & tools. for successful completion of projects.	K4: Analyse	<u>Internal</u> Quiz, Test, numericals
<u>7</u>	<u>2.5</u>	<b><u>Budgeting: Estimating Costs and Risks</u></b> Estimating Project budgets, Improving the process of cost estimating, Risk Estimation	CO4: Analyse resource allocation, scheduling, costs & risks in Project Management.	K4: Analyse	<u>Internal</u> Quiz, Test, numericals
<u>8</u>	<u>3.75</u>	<b><u>Scheduling</u></b> Importance of Scheduling, Network Techniques: CPM and PERT, Risk Analysis using Simulation, Using various tools to Schedule projects	CO4: Analyse resource allocation, scheduling, costs & risks in Project Management.	K4: Analyse	<u>Internal</u> Quiz, Test, numericals

<b><u>9</u></b>	<b><u>2.5</u></b>	<b><u>Resource Allocation</u></b> Crashing a Project, Resource Allocation Problem, Resource Loading, Resource Levelling, Constrained Resource Scheduling, Multi project Scheduling and Resource Allocation, Critical Chain Project Management	CO4:Analyse resource allocation, scheduling, costs & risks in Project Management.	K4: Analyse	<b><u>Internal</u></b> Quiz, Test, numericals
<b><u>10</u></b>	<b><u>2.5</u></b>	<b><u>Monitoring and Information Systems</u></b> Planning Monitoring Controlling Cycle, Information Needs and Reporting, Earned Value Analysis, Project Management Information Systems	CO3:Analyse Project Management planning, control, practices & tools. for successful completion of projects.	K4: Analyse	<b><u>Internal</u></b> Quiz, Test, numericals
<b><u>11</u></b>	<b><u>2.5</u></b>	<b><u>Project Control</u></b> Fundamental Purposes of Control, Three types of Control processes, Design of Control Systems, Control of Change and Scope Creep, Control: A primary function of management	CO5:Evaluate role of control & audits in Projects.	K5: Evaluate	<b><u>Internal</u></b> Quiz, Test, Case study
<b><u>12</u></b>	<b><u>2.5</u></b>	<b><u>Project Auditing</u></b> The Project Audit, Project Audit Life Cycle, Essential features of Audit/ Evaluation, Measurement	CO5:Evaluate role of control & audits in Projects.	K5: Evaluate	<b><u>Internal</u></b> Quiz, Test, Case study
<b><u>13</u></b>	<b><u>3.75</u></b>	<b><u>Project Termination</u></b> Varieties of Project termination, When to terminate a project, The termination process	CO3:Analyse Project Management planning, control, practices & tools. for successful completion of projects.	K4: Analyse	<b><u>Internal</u></b> Quiz, Test

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

**Evaluation:**

<b>Internal Assessment</b>	<b>40Marks</b>
<b>External Assessment / End Term Exam</b>	<b>60Marks</b>
<i>Internal Assessment:</i>	
<b>Attendance</b>	<b>10 Marks</b>
<b>Class Participation</b>	<b>10 Marks</b>
<b>Presentation &amp; Report /Project</b>	<b>10 Marks</b>
<b>Class Test</b>	<b>5 Marks</b>
<b>Assignment</b>	<b>5 marks</b>
<b>Total</b>	<b>40Marks</b>

**Assessment Mapping**

<b>Parameter</b>	<b>Marks</b>	<b>CO 1</b>	<b>CO 2</b>	<b>CO 3</b>	<b>CO 4</b>	<b>CO 5</b>
Internal	40	24.00%	18.00%	23.00%	24.00%	11.00%
Attendance	10	20%	20%	20%	20%	20%
Class Participation	10	20%	20%	20%	20%	20%
Class Test	5	20%	20%	25%	20%	15%
Assignments	5	10%	30%	30%	30%	
Presentation & Report/ Project	10	50%	-	20%	30%	
<b>End Term</b>	<b>60</b>	<b>24.0%</b>	<b>18%</b>	<b>20%</b>	<b>21%</b>	<b>17%</b>
<b>Total</b>	<b>100</b>	<b>24.0%</b>	<b>18%</b>	<b>21.5%</b>	<b>22.5%</b>	<b>14%</b>

**Text Book:**

- 1) Project Management – A Managerial Approach - Jack R. Meredith, Samuel J. Mantel,

**References Book:**

- |   |   |   |
|---|---|---|
| 1. Project Management edition, 2012   | - | V. C. Sontakki, Himalaya Publication, 3 <sup>rd</sup>                         |
| 2. Projects, Planning, Analysis selection, Financing implementation and review Reprint 2012 | - | Chandra Prasanna, Tata McGraw Hill, 7th Edition, 2009, 4 <sup>th</sup>        |
| 3. Project Management   | - | Rajeev M. Gupta, PHI, 2 <sup>nd</sup> edition, 2014                           |
| 4. Project Management, Achieving Competitive Advantage Reprinting 2015                      | - | Jeffrey K. Pinto, Pearson, 2009,  |
| 5. Project Management   | - | K. Nagarajan, New Age International Publishers, 5 <sup>th</sup> Edition, 2010 |

**E-Book:**

- |   |     |  |
|---|-----|--|
| 1) Project Management – A Managerial  |     |  |
| 2) Approach   | -   | Jack Meredith, Samuel Mantel, Wiley India, 8 <sup>th</sup> Edition, 2012 |
| <a href="https://bangkamil.files.wordpress.com/2008/08/project-management-a-managerial-approach-7th-ed.pdf">https://bangkamil.files.wordpress.com/2008/08/project-management-a-managerial-approach-7th-ed.pdf</a>   |     |  |
| 2) Project Management: Metrics, KPI's and Dashboards  | --  | Harold Kerzner, Edition 3, IIL Publications                              |
| <a href="http://www.ebook3000.com/Project-Management-Metrics--KPIs--and-Dashboards--A-Guide-to-Measuring-and-Monitoring-Project-Performance--3rd-Edition_488665.html">http://www.ebook3000.com/Project-Management-Metrics--KPIs--and-Dashboards--A-Guide-to-Measuring-and-Monitoring-Project-Performance--3rd-Edition_488665.html</a> |     |  |
| 3) Leading Complex projects   | --  | Edward Merrow & Neeraj Nandurdikar, Wiley, 2018                          |
| <a href="http://ebook3000.com/Leading-Complex-Projects--A-Data-Driven-Approach-to-Mastering-the-Human-Side-of-Project-Management_501575.html">http://ebook3000.com/Leading-Complex-Projects--A-Data-Driven-Approach-to-Mastering-the-Human-Side-of-Project-Management_501575.html</a>   |     |  |
| 4) A guide to Project Management  | --- | Gerrit van der Waldt & William Fox, JUTA, 2015                           |
| <a href="http://ebook3000.com/The-Guide-to-Project-Management--Second-Edition_492921.html">http://ebook3000.com/The-Guide-to-Project-Management--Second-Edition_492921.html</a>   |     |  |
| 5) Critical Chain Project Management  | --  | Lawrence Leach, Artech House, 2014                                       |
| <a href="http://ebook3000.com/Critical-Chain-Project-Management--Third-Edition_486162.html">http://ebook3000.com/Critical-Chain-Project-Management--Third-Edition_486162.html</a>   |     |  |
| 6) Project Management: Managerial Process with MS Project   | --  | Erik Larson & Clifford Gray, Edition 6, 2013                             |
| <a href="http://ebook3000.com/Project-Management--The-Managerial-Process-with-MS-Project---6th-edition_470483.html">http://ebook3000.com/Project-Management--The-Managerial-Process-with-MS-Project---6th-edition_470483.html</a>   |     |  |
| 7) Project Management: Achieving Competitive Advantage  | --  | Jeffrey Pinto, Pearson, edition 4, 2015                                  |
| <a href="http://ebook3000.com/Project-Management--Achieving-Competitive-Advantage--4th-Edition_420392.html">http://ebook3000.com/Project-Management--Achieving-Competitive-Advantage--4th-Edition_420392.html</a>   |     |  |

## Operations Research

Course Code	
Course Title	Operations Research
Semester	II
Credit	2
Duration	20 hrs.
Batch	2023-2025
Course Faculty	Vijayanta Pawase

Course Code	Description	Cognition	Hours	Evaluation Tools
CO-1	Understand the relevance and scope of Operations Research in providing solutions to various business problems.	L2: Understand	1.25	End term: Theory
CO-2	Apply Operations Research methods and techniques to solve business problems.	L3: Applying	10.75	Internal Evaluation: Class Test & Assignment End term: Sum and Theory
CO-3	Analyze the Operations Research techniques for solving business constraints/problems.	L4: Analyzing	4	Internal Evaluation: Class Test & Assignment End term: Sum and Theory
CO-4	Interpret the mathematical solution/output generated by the OR techniques for a business problem.	L5: Evaluating	2.25	Internal Evaluation: Class Test & Assignment End term: Sum and Theory
CO-5	Formulate business situations/problems into mathematical OR models for the finding pragmatic solutions.	L6: Creating	1.75	Internal Evaluation: Class Test & Assignment End term: Sum and Theory

### Mapping COs with POs

Scale: 1= Low Alignment, 2=Moderate Alignment, 3=High Alignment, - =No Alignment

COs / POs Code	PO1	PO2	PO3	PO4	PO5
CO-1	2	2	0	3	1
CO-2	3	3	2	3	3
CO-3	3	3	2	3	3
CO-4	3	3	2	3	3
CO-5	3	3	0	3	3
CO	2.8	2.8	1.2	3	2.6
CO EQ	3	3	1	3	3

## Session Plan

Session No.	Hours	Units	COs	Topics Mapped with CO	Evaluation Tools
<b>1</b>	<b>1.25</b>	<b>Introduction to Operations Research</b>			
	1.25	Introduction to Operations Research subject matter and importance of quantification for achieving better results or decisions.	CO-1	L2: Understand	End term: Theory
<b>2 to 4</b>	<b>3.75</b>	<b>Linear Programming</b>			
	1.25	Formulation of LPP, and model formulation for more than 2 variables.	CO-5	L6: Creating-	Internal Evaluation: Class Test & Assignment End term: Sum and Theory
	1.25	Graphical solutions, and Simplex	CO-2	L3: Applying	Internal Evaluation: Class Test & Assignment End term: Sum and Theory
	1.25	Sensitivity Analysis	CO-3	L4: Analyzing-	Internal Evaluation: Class Test & Assignment End term: Sum and Theory
<b>5 to 7</b>	<b>3.75</b>	<b>Transportation Models</b>			
	2.5	Methods of Feasible Solution: North-West Corner Rule, Row Mini-Max, Column Mini-Max, Least Cost Method, Vogel's, Modi Method, Degeneracy, Unbalanced Transportation Problems,	CO-2	L3: Applying	Internal Evaluation: Class Test & Assignment End term: Sum and Theory
	1.25	Maximization, and Minimization Types Problem, Allocation Restrictions.	CO-3	L4: Analyzing-	Internal Evaluation: Class Test & Assignment End term: Sum and Theory
<b>8 &amp; 9</b>	<b>2.5</b>	<b>Assignment Models</b>			
	1.5	HAM Method, Balanced and Unbalanced problem	CO-2	L3: Applying	Internal Evaluation: Class

					Test & Assignment End term: Sum and Theory
	1	Maximization and Minimization Types	CO-3	L4: Analyzing-	Internal Evaluation: Class Test & Assignment End term: Sum and Theory
<b>10 &amp; 11</b>	<b>2.5</b>	<b>Markov Chains</b>			
	2.5	Introduction of Matrices (Matrix Multiplication), Transition matrix, and prediction for next year.	CO-2	L3: Applying	Internal Evaluation: Class Test & Assignment End term: Sum and Theory
<b>12</b>	<b>1.25</b>	<b>Simulation</b>			
	1.25	Process of Simulation, Monte Carlo Simulation Techniques, and Simulation Queuing Models, Inventory Models, Planning, etc.	CO-2	L3: Applying	Internal Evaluation: Class Test & Assignment End term: Sum and Theory
<b>13</b>	<b>1.25</b>	<b>Decision Theory</b>			
	0.5	Payoff Table, and Opportunity Loss or Regret Table	CO-5	L6: Creating-	Internal Evaluation: Class Test & Assignment End term: Sum and Theory
	0.75	Decision Rules, and Decision making under the conditions of certainty, uncertainty, risk, and competition or conflict.	CO-2	L3: Applying	Internal Evaluation: Class Test & Assignment End term: Sum and Theory
<b>14 &amp; 15</b>	<b>2.5</b>	<b>Game Theory</b>			
	1	Game Models, Two-person Zero-Sum Game,	CO-2	L3: Applying	Internal Evaluation: Class Test & Assignment End term: Sum and Theory
	1	Solution of 2 x n and n x 2 Games, Games of Pure and Mixed Strategy,	CO-4	L5: Evaluating-	Internal Evaluation: Class

					Test & Assignment End term: Sum and Theory
	0.5	Principle of Dominance	CO-3	L4: Analyzing-	Internal Evaluation: Class Test & Assignment End term: Sum and Theory
16	1.25	Excel applications for model solving using Solver software.	CO-4	K5: Evaluating -	Internal Evaluation: Assignment

#### Assessment Criteria:

<b>Evaluation:</b>	
Internal Assessment	20 Marks
External Assessment	30 Marks
Total	50 Marks

<b>Internal Assessment:</b>	
Class Attendance	5 Marks
Class Participation	5 Marks
Class Test	5 Marks
Assignment	5 Marks

<b>External Assessment:</b>	
End Term Examination	30 Marks

#### Assessment Mapping

Parameter	Marks	CO-1	CO-2	CO-3	CO-4	CO-5
Internal	20	10%	40%	20%	15%	15%
Class Attendance	5	20%	20%	20%	20%	20%
Class Participation	5	20%	20%	20%	20%	20%
Class Test	5		60%	20%	10%	10%
Assignment	5		60%	20%	10%	10%



End Term	30	10%	50%	20%	10%	10%
Total	50	10%	46%	20%	12%	12%

**Text Book:**

**Introduction to Operations research, Frederick S. Hillier, 10<sup>th</sup> Edition, McGraw Hill Education, Special Indian edition 2017**

**Reference Books:**

Quantitative Techniques in Management, N D Vohra, 4th Edition, Tata McGraw Hill, 2nd reprint, 2010.

Quantitative Methods Theory and applications, J K Sharma, Mac Milan, 2010.

Operations research, Prem Kumar Gupta, S Chand, Edition seventh, 2014

Quantitative Techniques for Decision making - Anand Sharma Himalaya Publishing – reprint 2011

Quantitative Methods for Business - Anderson, Sweeney & Williams, Cengage Learning, Edition sixth, 2010.

**eText Book:**

Operations Research by [Dr. Yazan K.A-A. Migdadi](https://bookboon.com/en/operations-research-ebook) <https://bookboon.com/en/operations-research-ebook>

**Course Title : Service Selling for Managers**

**No. of Credits : 2**

**Contact Hours : 20**

**Course Description:** Selling and Customer interaction forms the backbone of all the departments. It is therefore imperative to instil 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, whereas 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 Outcomes	Description	Cognition
<b>CO 1</b>	Describe the introductory concepts related to selling and salesperson	<b>L2- Understand</b>
<b>CO 2</b>	Build a list of the competitors to classify them	<b>L3 - Apply</b>

<b>CO 3</b>	Solve the various ethical dilemmas associated with selling practices	<b>L3 - Apply</b>
<b>CO 4</b>	Develop a plan of action for pre-selling preparations	<b>L3 - Apply</b>
<b>CO5</b>	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.	<b>L3 - Apply</b>

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

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

<b>COs / Pos</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>
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

### **Course content:**

25. Sales Process
26. Product information
27. Stores Operation
28. FABing technique
29. Customer analysis
30. Buying pattern
31. Closing the sales call

### **Session Plan:**

<b>Session</b>	<b>Topic</b>	<b>TOPIC Mapped with CO</b>	<b>Cognition</b>
1	Introduction to Sales Define selling & the sales process	CO1	Analyse

	Difference between a product and a service		
2-3	Understanding Customer Base Customer profiling – why is it necessary? Demographics & Segmentation Types of customer personalities Handling different types of customers Influencers	CO2	Analyse
4	How and Why of Competitor Analysis Current products and real-life competitors	CO1	Analyse
5-6	FABing technique Real-life products and their FAB attributes	CO2	Analyse
7	Introduction to SPANCO Suspecting and Prospecting	CO2	Analyse
8	Methods of Prospecting BTL Marketing	CO3	Analyse
9	Introduction to ODPEC Approaching the client	CO3	Analyse
10	Persuasive Communication (Ethos/ Pathos/ Logos)	CO3	Analyse
11	Identifying Customer Needs Listening skills (SPIN) Probing and questioning skills	CO2	Analyse
12	Proposing a Solution & Eliminating Doubts through the Art of Storytelling	CO3	Analyse
13	Closing a Call Handling uncertain situations	CO3	Analyse
14	Identifying the right customers	CO2 ,CO4	Analyse and

	Selling your product		Create
15	Recap & Practicing Selling Skills through Role-Play	CO4	Create
16	Assessment	CO4	Create

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

<b>Evaluation:</b>	
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	15%	25%	25%	15%	20%
Attendance	5	20%	20%	20%	20%	20%
Class Participation	5	20%	20%	20%	20%	20%
Class Test	5	25%	25%	10%	20%	20%
Group Discussion	5	-	40%	40%	-	20%
<b>End Term</b>	<b>30</b>	<b>10</b>	<b>10%</b>	<b>25%</b>	<b>25%</b>	<b>30%</b>

### Reference Book:

Reading and references and the latest cases are also provided

**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	

<b>0206300801.2</b>	Apply management concepts and tools to help the poor and underprivileged communities	Applying	
<b>0206300801.3</b>	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

<b>CO Code</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>0206300801.1</b>	3	2	3	2	-
<b>0206300801.2</b>	3	3	3	2	2
<b>0206300801.3</b>	1	1	2	2	3
<b>PO Attainment 0206300801</b>	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
<b>TOTAL</b>	<b>50 marks</b>

**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 build greater self-awareness.	L5-Analysing	
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	2,3, 4, 5



		resources	
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:

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

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

<b>Evaluation:</b>	
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 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:**

1. Emotional intelligence
2. Critical Thinking with 6 thinking hats
3. The Speaking Circle
4. 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 presentations.	K3: Apply	14	Internal- Presentation End Term- Case Study
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

<b>CO 3</b>	1	3	1	3	
<b>CO4</b>		3	1	3	
<b>CO5</b>	1	3	3	3	3
<b>CO5</b>	<b>1.5</b>	<b>3</b>	<b>22</b>	<b>3</b>	<b>1.66</b>

### 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  1. News Room 2. Make a Ted 3. Questions Battle 4. Picture Storytelling 5. 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:

1. Attendance
2. Class Participation
3. 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%
<b>End Term</b>	<b>30</b>	<b>10%</b>	<b>25%</b>	<b>25%</b>	<b>20%</b>	<b>20%</b>

### Text Book:

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

### Reference Books:

Business Communication

(Connecting At work) - Hory Sankar Mukerjee. 1st Ed.,Oxford

Technical Communication - Meenakshi Raman & Prakash Singh, Oxford University Press, 2010

### Course code:

**Semester: II**

**Course Title: Advance Excel**

**No of Credits:** 2

**Contact Hours:** 20 hrs (75 minutes per session)

**Course Faculty:** Prof. Gayatri Sheth

Course Outcome s	Description	Cognition	Hours	Evaluation Tools
CO1	<b>Understand</b> custom sorting techniques, identifying and removing duplicate entries	K2: Understand	2.0	<u>Internal</u> Test, Practical, Project Presentation
CO2	<b>Compute</b> financial, logical, database and statistical, lookup and nesting of formulae on databases.	K3: Apply	10.0	<u>Internal</u> Test, Practical, Project Presentation
CO3	<b>Analyze</b> 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	<b>Infer</b> reports using pivot tables and slicers. <b>Infer</b> dashboards for effective report creation.	K4: Analyze	3.5	<u>Internal</u> Test, Practical, Project Presentation <u>End Term-</u> Test
CO5	<b>Examine</b> 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	-	-
<b>CO</b>	<b>1.2</b>	<b>1.75</b>	<b>2.2</b>	<b>-</b>	<b>1.0</b>

### Session Plan

Sr. No	Hrs	Units	Cos	Topics Mapped with CO	Evaluation Tools
<b>1</b>	<b>2.0</b>	<b>Working with Excel List functions</b>			
(i)	2.0	1. Sorting a List Using Single Level Sort 2. Sorting a List Using Multi-Level Sorts 3. Using Custom Sorts in an Excel List 4. Filter an Excel List Using the AutoFilter Tool 5. Creating Subtotals in a List 6. Format a List as a Table 7. Using Conditional Formatting to Find Duplicates 8. Removing Duplicates	CO1: <b>Understand</b>	K2: Understand	<u>Internal</u> Test, Practical, Project Presentation

<b>2</b>	<b>3.0</b>	<b>Excel Database and Statistical formulae</b>			
(i)	<b>1.5</b>	Database formulae: 1. Excel Function: DSUM() 2. Excel Function: DAVERAGE() 3. Excel Function: DCOUNT() 4. Excel Function: DCOUNTA() 5. Excel Function: DMAX() 6. Excel Function: DMIN()	CO2: <b>Compute</b>	K3: Apply	<u>Internal</u> Test, Practical, Project Presentation
ii)	<b>1.5</b>	Statistical formulae 7. Using Excel's IF() Function 8. Using Excel's COUNTIF() Function 9. Using Excel's COUNTIFS() Function 10. Using Excel's AVERAGEIF() Function 11. Using Excel's AVERAGEIFS() Function 12. Using Excel's SUMIFS() Function 13. Using Excel's SUMIF() Function	CO2: <b>Compute.</b>	K3: Apply	<u>Internal</u> Test, Practical, Project Presentation
<b>3</b>	<b>3.0</b>	<b>Excel Logical and Financial formulae</b>			
(i)	1.0	Logical formulae 1. Using Excel's IF() Function 2. Nesting Excel's IF() with AND() Function 3. Nesting Excel's IF() with OR() Function	CO2: <b>Compute</b>	K3: Apply	<u>Internal</u> Test, Practical, Project Presentation
(ii)	2.5	Financial formulae 4. Using Excel's FV() and PV() Function	CO2: <b>Compute</b>	K3: Apply	<u>Internal</u> Test, Practical, Project



		5. Using Excel's RRI() with PMT() Function 6. Using Excel's NPV() with IRR() Function			Presentation
<b>4</b>	<b>4.0</b>	<b>Working with Excel's Lookup Functions</b>			
(i)	4.0	1. Using Excel's VLOOKUP() Function 2. Using Excel's HLOOKUP() Function 3. Using Excel's INDEX() and MATCH() OFFSET() and CHOOSE() Functions 4. Nested VLOOKUP() 5. VLOOKUP() using MATCH() and INDEX()	CO2: <b>Compute</b>	K3: Apply	<u>Internal</u> Test, Practical, Project Presentation
<b>5</b>	<b>1.5</b>	<b>Data Validation In Excel</b>			
(i)	1.0	1. Data Validation using Indirect() 2. Creating a Validation List 3. Adding a Custom Validation Error 4. Department Specific Formulae	CO3: <b>Analyze</b>	K4: Analyze	<u>Internal</u> Test, Practical, Project Presentation <u>End Term-</u> Test
<b>6</b>	<b>1.5</b>	<b>Mastering Excel's "What If?" Tools</b>			
(i)	1.5	5. Working with Excel's Goal Seek Tool 6. Working with Excel's Solver Tool 7. Building Effective Data Tables in Excel 8. Analysing Scenario's in Excel	CO3: <b>Analyze</b>	K4: Analyze	<u>Internal</u> Test, Practical, Project Presentation <u>End Term-</u> Test
<b>7</b>	<b>3.5</b>	<b>Excel Pivot Tables, Pivot Charts, and working on Dashboard</b>			
(i)	2.5	1. Working with Excel PivotTable	CO4: <b>Infer</b>	K4:	<u>Internal</u> Test,

		2. Modifying Excel PivotTable Calculations 3. Grouping PivotTable Data 4. Formatting PivotTable Data 5. Drilling Down into PivotTable Data 6. Working with Pivot Charts 7. Filtering PivotTable Data		Analyze	Practical, Project Presentation <u>End Term-Test</u>
(ii)	1.0	8. Filtering with the Slicer Tool 9. Working with Dashboard using the above tool.	CO4: <b>Infer</b>	K4: Analyze	<u>Internal</u> Test, Practical, Project Presentation <u>End Term-Test</u>
<b>8</b>	<b>1.5</b>	<b>Microsoft Excel Macros and VBA</b>			
(i)	1.5	1. Working with Excel Macros 2. Activating the Developer Tab in Excel 3. Working with the Macro Recorder 4. Editing a Macro with VBA 5. Working Buttons to run Macros	<b>CO5: Examine</b>	K4: Analyze	<u>Internal</u> Test, Practical, Project Presentation <u>End Term-Test</u>

### **Pedagogy**

6. Lecture
7. Test
8. Project Presentation

### **Continuous Evaluation-50 Marks**

#### **Parameters of Internal Assessment:**

1. Attendance-5 Marks
2. Class Participation-5 Marks
3. MCQ-10 Marks

4. Project-10 Marks
5. Viva-5 Marks
6. 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%
<b>End Term</b>	<b>30</b>	<b>15%</b>	<b>40%</b>	<b>15%</b>	<b>30%</b>	<b>-</b>

#### 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 <sup>st</sup>	2016

#### E-Books:

Book Title	Name of Author	Publisher	Link	Year
Microsoft Word 2013™ An Essential Guide	-	reading.ac.uk	<a href="http://www.reading.ac.uk/web/files/its/WordEssen13.pdf">http://www.reading.ac.uk/web/files/its/WordEssen13.pdf</a>	2014

(Level 1)				
Corporate Finance Institute-Excel	-	Corporatefinanceinstitute.com	<a href="https://corporatefinanceinstitute.com/resources/ebooks/excel-book-pdf/">https://corporatefinanceinstitute.com/resources/ebooks/excel-book-pdf/</a>	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**

13. Time, Speed and Distance
14. Time and Work
15. Data Interpretation
16. Mensuration
17. Clocks and Calendars
18. Syllogism and Venn Diagrams
19. Logical Reasoning: Linear Arrangements
20. Logical Reasoning: Circular Arrangements
21. Logical Reasoning: Matrix Arrangements
22. Advanced Tenses
23. Advanced Prepositions
24. Sentence Completion Questions
25. Para jumbles

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

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

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

CO Code	PO 1	PO 2	PO 3	PO 4	PO 5
<b>CO1</b>	1	3	1	1	1
<b>CO2</b>	-	3	-	2	1
<b>CO3</b>	1	3	-	-	-
<b>CO4</b>	1	3	-	1	2
<b>CO5</b>	1	3	-	1	1
<b>CO</b>					

## 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	CO1-Apply tricks and short-cuts to solve mathematical problems in the easiest and the fastest manner.	Apply	Internal Test,

		cisterns			
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,	CO2- Understand the patterns of clocks, calendars, Venn diagrams to encourage higher order thinking.	Understand	Internal Test,

		odd days, decoded day of the week			
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,

<b>Pedagogy</b>
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%			
<b>Class Test 2 Quants</b>	<b>10</b>			<b>50%</b>	50%	
<b>Class Test Verbal</b>	<b>10</b>					<b>100%</b>

#### 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 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:**

1. Cover Letter
2. Building effective video resumes
3. 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	L3-	2	Internal -

	verbal and non-verbal communication during Case based Group Discussion for self-improvement	<b>Apply</b>		<b>Group Discussion</b>
<b>CO3</b>	Outline an effective cover letter highlighting their suitability for the role to stand out among the pool of applicants	<b>L3- Apply</b>	<b>10</b>	<b>Internal  External - Case Study</b>
<b>CO4</b>	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	<b>L4- Analyze</b>	<b>2</b>	<b>Internal Class Test</b>
<b>CO5</b>	Determine the industry of their choice by shortlisting the roles, profiles & sector for internship placements.	<b>L5- Evaluate</b>	<b>1</b>	<b>Class Test</b>

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

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

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

### Session Plan

<b>Session No.</b>	<b>Hrs</b>	<b>Topic/Subtopic</b>	<b>TOPIC Mapped with CO</b>	<b>Cognition</b>	<b>Evaluation Tools</b>
--------------------	------------	-----------------------	-----------------------------	------------------	-------------------------

<b>1</b>	1	Road Map and Placement Guidance	CO5- Determine the industry of their choice by shortlisting the roles, profiles & sectors for internship placements.	Evaluate	
<b>2</b>	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
<b>3</b>	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

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

#### Parameters of Internal Assessment:

- 32. Personal Interview
- 33. Class Participation
- 34. 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%
<b>End Term</b>	<b>30</b>	<b>15%</b>	<b>15%</b>	<b>20%</b>	<b>20%</b>	<b>30%</b>

#### 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	<b>L2: Understand</b>	
	CO2 – To identify a business problem and to make a functional research topic	<b>L2: Understand</b>	
	C03 : Ability to compare existing literature , theories and evidence	<b>L2 : Understand</b>	
	CO4 : Able to identify gap in existing literature and develop scope for additional research	<b>L3: Apply</b>	
	CO5 – They will be able to apply research outcomes and prepare research design	<b>L3: Apply</b>	

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

CO Code	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
<b>CO1</b>	3	3	2	1	3	2	3	1
<b>CO2</b>	3	3	3	1	3	2	3	1
<b>CO3</b>	3	3	3	1	3	2	3	1
<b>CO4</b>	3	3	3	1	3	2	3	1
<b>CO 5</b>	3	3	3	1	3	2	3	1

<b>PO attainment</b>	3	3	2.8	1	3	2	3	1

**Course Code :** 0206300803  
**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.

<b>Course Outcome:</b> Industry Internship Project (0206300803)			
<b>Course Outcomes</b>	<i>After the completion of course, students should be able to</i>	<b>Cognition</b>	<b>Remarks</b>
0206300803.1	Familiarizing the organization culture and its management functions	<b>Analyzing</b>	
0206300803.2	Application of knowledge and techniques of Business Management in organizational context.	<b>Applying</b>	
0206300803.3	Acquiring problem solving and decision-making skills and evaluating business strategies and plan through critical thinking skills	<b>Evaluating</b>	
0206300803.4	Framing suitable domain specific solutions to business problems.	<b>Creating</b>	

**Mapping COs with POs**

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

<b>COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
0206300803.1	-	1	1	3	-

0206300803.2	<b>3</b>	<b>2</b>	<b>-</b>	<b>3</b>	<b>1</b>
0206300803.3	<b>-</b>	<b>3</b>	<b>3</b>	<b>1</b>	<b>-</b>
0206300803.4	<b>-</b>	<b>3</b>	<b>1</b>	<b>2</b>	<b>3</b>
<b>PO Attainment level</b>	<b>3</b>	<b>2.2</b>	<b>1.6</b>	<b>2.2</b>	<b>2</b>



### **SEMESTER III**

<b>Course Code</b>	<b>:</b>	<b>0205300356</b>
<b>Course Title</b>	<b>:</b>	<b>Strategic Management</b>
<b>Semester</b>	<b>:</b>	<b>III</b>
<b>Credit</b>	<b>:</b>	<b>2</b>
<b>Duration</b>	<b>:</b>	<b>20 hrs. (75 minutes per session)</b>

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	<b>Explain</b> the Business Environment and its relation to the Strategic Management process.	<b>K2 Understanding</b>	4	<u>Internal Quiz</u> <u>End Term-Theory</u>
CO 2	<b>Apply</b> the Strategic Management tools for the optimum organizational performance.	<b>K3 Applying</b>	4	<u>Internal-Case</u> <u>End Term-Theory</u>

<b>CO 3</b>	<b>Construct</b> the strategic tools and techniques for corporate /business/functional levels of the decision making.	<b>K3 Applying</b>	3	<u>Internal-Test, Presentation</u> <u>End Term-Application Questions</u>
<b>CO 4</b>	<b>Examine and infer</b> the various strategic alternatives and determine the appropriate strategy in real world scenarios.	<b>K 4 Analyzing</b>	6	<u>Internal-Test, Presentations</u> <u>End Term-Theory &amp; Case</u>
<b>CO 5</b>	<b>Assess and integrate</b> knowledge from Strategic Management to solve problems in a large multi-disciplinary context.	<b>K5 Evaluating</b>	3	<u>Internal-Test, Project</u> <u>End Term-Case/Theory</u>

### Mapping COs with POs

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

<b>COs / POs</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>
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
<b>CO</b>	<b>2.4</b>	<b>2.0</b>	<b>1.2</b>	<b>2.2</b>	<b>2.4</b>

### Session Plan

<b>Sr. No</b>	<b>Hrs</b>	<b>Units</b>	<b>COs</b>	<b>Topics Mapped with CO</b>	<b>Evaluation Tools</b>
<b>1</b>	<b>4</b>	<b>Introduction to Strategic Management</b>			
(i)	4	Organizations and strategy- What is Strategy? What	CO1: <b>Explain</b> the Business Environment	K2: Understa	<u>Internal-Quiz</u>

		makes a strategy winner? Strategic Management and competitiveness	and its relation to the Strategic Management process.	nd	End Term-Theory/Short Notes
<b>2</b>	<b>6</b>	<b>Environmental Analysis</b>			
(i)	<b>4</b>	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: <b>Apply</b> 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)	<b>2</b>	The Internal Organization: Resources, Tests of Resource's Competitive Power. Capabilities, Competencies, and Competitive Advantages, Distinctive Competence, Resource Based Model	CO4: <b>Examine and infer</b> the various strategic alternatives and determine the appropriate strategy in real world scenarios.		<u>Internal-Case Study</u> <u>End Term-Theory Questions</u>
<b>3</b>	<b>7</b>	<b>Competition Analysis and Types of Strategy</b>			
(i)	<b>3</b>	Business-Level Strategy, Competitive Rivalry and dynamics, Quest for competitive advantage and Dynamics, Industry Analysis. Outcomes of Environment and industry analysis. (The Herfindahl-Hirschman Index)	CO3: <b>Construct</b> the strategic tools and techniques for corporate, business and functional levels of the decision making.	K3 & K4 Apply & Analyse	<u>Internal-Test</u> <u>End Term-Theory Questions</u>
	<b>4</b>	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: <b>Examine and infer</b> the various strategic alternatives and determine the appropriate strategy in real world scenarios.		<u>Internal-Test/Presentations</u> <u>End Term-Comprehensive Case</u>
<b>4</b>	<b>3</b>	<b>Cooperative Strategies and Organizational Structure Decisions</b>			
(i)	<b>3</b>	Cooperative Implications for Strategy, Structure and Controls with Organizations, Stages of Development of Organization, Organization Design and Change.	CO5: <b>Assess and integrate</b> 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**

- 26. Lecture
- 27. Case Studies
- 28. Flipped Classroom

### **Evaluation**

Internal	60%
External	40%
<b>Total</b>	<b>100%</b>

### **Parameters of Internal Assessment:**

- 36. Attendance & Class Participation
- 37. Class Test and Assignments
- 38. Reflection Journals
- 39. 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%
<b>End Term</b>	<b>20</b>	<b>5%</b>	<b>15%</b>	<b>30%</b>	<b>30%</b>	<b>20%</b>



**Textbook:**

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

**Reference Books:**

<b>Book Title</b>	<b>Name of Author</b>	<b>Publisher</b>	<b>Edition No.</b>
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 <sup>th</sup>
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	<b>Outline</b> the scope and importance of ethics and ethical behaviour in personal and professional life	K2-Understand	5	<u>Internal</u> Quiz, test
CO2	<b>Manage</b> 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



<b>CO</b>	<b>2.8</b>	<b>2.2</b>	<b>1.8</b>	<b>3</b>	<b>2.2</b>
-----------	------------	------------	------------	----------	------------

### Syllabus and CO mapped

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

(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
<b>5</b>	<b>4</b>	<b>Corporate Social Mechanism</b>			
(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
<b>1</b>	<b>Introduction to Business Ethics and Overview,</b>	<b>CO1</b>
<b>2</b>	Theoretical approaches to Business Ethics, Ethics and Morality, , Ethical Dilemma	<b>CO1</b>
<b>3</b>	Various theories of Ethics	<b>CO1</b>
<b>4</b>	Ethical issues in the Business and responsibility towards Environment. Discussing various theories of business ethics	<b>CO2</b>
<b>5</b>	Ethical issues in the Business and responsibility towards Environment. Discussing various theories of business ethics	<b>CO2</b>
<b>6</b>	Ethical issues in Marketing and Consumer Protection Act,	<b>CO2</b>
<b>7</b>	Ethical issues in HRM,	<b>CO2</b>
<b>8</b>	Ethical issues Finance, IT	<b>CO2</b>
<b>9</b>	Significance of Corporate Governance in business environment, regulatory framework,	<b>CO3</b>
<b>10</b>	Cadbury Committee Report ,Narayan Murthy, Committee Report, Role of SEBI,	<b>CO3</b>
<b>11</b>	Companies Act 2013	<b>CO3</b>
<b>12</b>	Understanding the Indian scenario of Corporate Social	<b>CO3</b>

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

### **Pedagogy**

1. Lecture, Case Studies , Videos, Presentation and Assignments\_

### **Evaluation**

Internal	80%
External	20%
<b>Total</b>	<b>100%</b>

<b>Internal Assessment</b>	<b>40 Marks</b>
<b>End Tem</b>	<b>10 Marks</b>
<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%
<b>End Term</b>	<b>10</b>					

**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** : 0205300357  
**Course Title** : Business Simulation  
**Semester** : III  
**Credit** : 2  
**Duration** : 20 hrs.  
**Course Faculty:**

<b>Course Outcomes</b>	<b>Description</b>	<b>Cognition</b>	<b>Hours</b>	<b>Evaluation Tools</b>
<b>CO1</b>	Explain the concept of Business Simulation.	K2: Understand	<b>2</b>	<u>Internal-Practices-Simulation games</u>
<b>CO2</b>	Apply Simulation in a virtual organization through Simulation games.	K3: Apply	<b>4</b>	<u>Internal-Practices-Simulation games</u>
<b>CO3</b>	Analyze the concept of Business Simulation.	K4: Analyse	4	<u>Internal-Practices-Simulation games-Individual mode</u> End Term – Tournament
<b>CO4</b>	Analyse the simulation games for different business scenarios	K4: Analyse	5	<u>Internal-Practices-Simulation games-Individual mode</u> End Term – Tournament
<b>CO5</b>	Evaluate the various business scenarios for decision making.	K5: Evaluate	5	<u>Internal-Practices-Simulation games-Individual mode</u> End Term – Tournament

#### **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				
CO2	3	2		1	
CO3	3	2		1	
CO4	3	3		3	1
CO5	3	3		3	2
CO	3	3		2	2

### Session Plan

Sr. No	Hrs	Units	Cos	Topics Mapped with CO	Evaluation Tools
1	<u>2</u>	<u>Introduction to Business Simulation</u>	CO1:Explain the concept of Business Simulation.	K2: Understand	<u>Internal-Practices-Simulation games</u>
1(i)	1	Company Policy, Management Team, Methodology	CO1:Explain the concept of Business Simulation.	K2: Understand	<u>Internal-Practices-Simulation games</u>
2	1	<u>Business Simulation Game (By LearnBiz) Operationale</u>	CO2:Apply Simulation in a virtual organization through Simulation games.	K3: Apply	<u>Internal-Practices-Simulation games</u>
2(i)	2	Forecast Demand, Set up factories, Introduce new product techniques, training,	CO3:Analyze the concept of Business Simulation.	K4: Analyse	<u>Internal-Practices-Simulation games-Individual mode End Term – Tournament</u>
2(ii)	2	TQM and newer version of products	CO4:Analyse the simulation games for different business scenarios	K4: Analyse	<u>Internal-Practices-Simulation games-Individual mode End Term – Tournament</u>

2(iii)	3.5	Evaluation of the results and play the Tournament	CO5:Evaluate the various business scenarios for decision making.	K5: Evaluate	<u>Internal-Practices-Simulation games-Individual mode</u> End Term – Tournament
3	<b>1</b>	<b><u>Whipped Beer</u></b>	CO2:Apply Simulation in a virtual organization through Simulation games.	K3: Apply	<u>Internal-Practices-Simulation games</u>
3(i)	<b>2</b>	Bull-Whip Effect, Lead Time, Stock-Out Cost, Inventory Holding Cost	CO3:Analyze the concept of Business Simulation.	K4: Analyse	<u>Internal-Practices-Simulation games-Individual mode</u> End Term – Tournament
3(ii)	<b>2</b>	Bull-Whip Effect, Lead Time, Stock-Out Cost, Inventory Holding Cost- The game gets complex	CO4:Analyse the simulation games for different business scenarios	K4: Analyse	<u>Internal-Practices-Simulation games-Individual mode</u> End Term – Tournament
3(iii)	<b>3.5</b>	Evaluation of the results and play the Tournament , - the tournament reflects the complete supply chain	CO5:Evaluate the various business scenarios for decision making.	K5: Evaluate	<u>Internal-Practices-Simulation games-Individual mode</u> End Term – Tournament

<b>Pedagogy</b>
1. Lecture 2. Case Study 3. presentation / Assignment 4. Activity/ Exercise 5. Videos

### **Parameters of Internal Assessment:**



<b>Internal Assessment</b>	<b>20Marks</b>
<b>External Assessment / End Term Exam</b>	<b>30Marks</b>
<i>Internal Assessment:</i>	
<b>Attendance</b>	<b>5 Marks</b>
<b>Class /Individual Participation</b>	<b>10Marks</b>
<b>Performance</b>	<b>5 Marks</b>
<b>Total</b>	<b>20Marks</b>

### Assessment Mapping

Parameter	Marks	CO 1	CO 2	CO 3	CO 4	CO 5
Internal	20	11.0%	17.0%	26%	26%	20.0%
Attendance	5	20%	20%	20%	20%	20%
Class Participation	10	10%	10%	30%	30%	20%
Performance	5		20%	30%	30%	20%
<b>End Term</b>	<b>30</b>	11.0%	17.0%	26%	26%	20.0%
<b>Total</b>	<b>50</b>	11.0%	17.0%	26%	26%	20.0%

#### Textbook for Business Simulation:

Study Material will be provided.

**Course Code** : 0205300358  
**Course Title** : Enterprise Applications  
**Semester** : III  
**Credit** : 2  
**Duration** : 20 hrs.  
**Course Faculty:**

Course Outcomes	Description	Cognition	Hours	Evaluation Tools
CO1	Explain and correlate the fundamentals of ERP & CRM and the various functional modules for an organisation	K2: Understand	3.75	<u>Internal-</u> Test, Viva
CO2	Apply ERP & CRM and the functional modules in the organisation and across various customer contact points.	K3: Apply	2.5	<u>Internal-</u> Test, Viva, Assignments <u>End Term-</u> Theory
CO3	Analyse the implementation process of ERP for vendors , CRM for planning , and other aspects of the organisation	K4: Analyse	7.5	<u>Internal-</u> Test, Viva, case study <u>End Term-</u> Theory
CO4	Analyse the strategies for implementation of ERP & CRM.	K4: Analyse	3.75	<u>Internal-</u> Test, Viva, case study <u>End Term-</u> Theory
CO5	Evaluate the role and impact of technology in ERP & CRM.	K5: Evaluate	2.5	<u>Internal-</u> Test, Viva, Assignment <u>End Term-</u> Theory

### Mapping COs with POs

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

### 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		1	
CO2	3	3		1	2
CO3	3	3		2	2
CO4	3	2		2	3
CO5	2	2		2	2
CO	3	2		2	2

### Session Plan

Session	Hrs	Topics	COs	Topics Mapped with CO	Evaluation Tool
1	<b>2.5</b>	<b><u>Introduction to ERP</u></b> Definition, concept, Integrated MIS, Seamless Integration, Integrated Data Model, Scope of ERP, Technology, Benefits	CO1: Explain the fundamentals of ERP & CRM and the various functional modules	K2: Understand	<u>Internal-Test</u> , Viva
2	<b>2.5</b>	<b><u>Functional modules of ERP</u></b> Finance Module, HR Module, Material Management Module, Planning and Production Module, Sales and Distribution Module, Business Intelligence Module, Interface between the modules	CO2: Apply ERP & CRM and the functional modules in the organisation	K3: Apply	<u>Internal-Test</u> , Viva, Assignments <u>End Term-Theory</u>
3	<b>2.5</b>	<b><u>ERP Implementation Process</u></b> As-Is, To-Be, Gap Analysis, Training, Minimizing Customization, Phases in ERP Implementation, Change Management issues, Data Migration from legacy system to ERP, Role of Consultants, Report	CO3: Analyse the implementation process of ERP for vendors , CRM for planning , and other aspects of the organisation	K4: Analyse	<u>Internal-Test</u> , Viva, case study <u>End Term-Theory</u>

		Generation, Why ERP fails? Post Implementation Issues, Cloud based ERP			
4	<b>1.25</b>	<b>ERP Vendors</b> SAP, Oracle, J.D. Edwards, Ramco systems	CO3:Analyse the implementation process of ERP for vendors , CRM for planning , and other aspects of the organisation	K4: Analyse	<u>Internal-Test, Viva, End Term-Theory</u>
5	<b>1.25</b>	<b>Introduction to CRM</b> Evolution of Relationship Marketing, Concept of CRM, Types of CRM, CRM Models	CO1:Explain the fundamentals of ERP & CRM and the various functional modules	K2: Understand	<u>Internal-Test, Viva</u>
		<b>Class Test</b>			
6	<b>1.25</b>	<b>CRM Planning</b> Planning CRM, Estimation of ROI, Selection process of CRM, Business Goals and objectives, Training	CO3:Analyse the implementation process of ERP for vendors , CRM for planning , and other aspects of the organisation	K4: Analyse	<u>Internal-Test, Viva, End Term-Theory</u>
7	<b>2.5</b>	<b>Implementation of CRM</b> Scoping and Prioritizing CRM, How to choose a right CRM solution, Implementing CRM: A step by step process	CO3:Analyse the implementation process of ERP for vendors , CRM for planning , and other aspects of the organisation	K4: Analyse	<u>Internal-Test, Viva, End Term-Theory</u>
8	<b>2.5</b>	<b>CRM Solutions</b> e-CRM, CRM vs. e-CRM, CRM software (salesforce.com), Mobile-CRM	CO5:Evaluate the role and impact of technology in ERP & CRM.	K5: Evaluate	<u>Internal-Test, Viva, Assignment End Term-Theory</u>
9	<b>3.75</b>	<b>CRM Operations</b> Customer Life time value, Loyalty program, recovery management, Customer Complaint management, Customer experience management, Customer retention management, Managing a waiting customer	CO4:Analyse the strategies for implementation of ERP & CRM.	K4: Analyse	<u>Internal-Test, Viva, case study End Term-Theory</u>

<b>Pedagogy</b>
1. Lecture
2. Case Study

- |                              |
|------------------------------|
| 3. presentation / Assignment |
| 4. Activity/ Exercise        |
| 5. Videos                    |

**Parameters of Internal Assessment:**

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

**Assessment Mapping**

<b>Parameter</b>	<b>Marks</b>	<b>CO 1</b>	<b>CO 2</b>	<b>CO 3</b>	<b>CO 4</b>	<b>CO 5</b>
Internal	20	20.0%	15.0%	23.0%	23.0%	19.0%
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	20%		30%	30%	20%
<b>End Term</b>	<b>30</b>	<b>20.0%</b>	<b>17%</b>	<b>23%</b>	<b>22%</b>	<b>18%</b>
<b>Total</b>	<b>50</b>	<b>20%</b>	<b>16%</b>	<b>23%</b>	<b>22%</b>	<b>19%</b>

**Text Book:**

- |   |   |   |
|---|---|---|
| 1) Enterprise Resource Planning<br>Venkitakrishnan, PHI,      | - | Vinod Kumar Garg, N.K.<br>2 <sup>nd</sup> Edition, 23 <sup>rd</sup> Reprinting 2014 |
| 2) Customer Relationship Management<br>House, 1 <sup>st</sup> | - | Dr. K. Govinda Bhat, Himalaya Publishing<br>Edition, 2010, Reprint 2017             |

**Reference Book:**

- |   |   |  |
|---|---|--|
| 1) Enterprise Resource Planning<br>2014         | - | Alexis Leon, Mc Graw Hill, 3 <sup>rd</sup> Edition,                      |
| 2) Enterprise Resource Planning<br>Publication, | - | S. Parthasarathy, New Age International<br>1 <sup>st</sup> Edition, 2007 |
| 3) Customer Relationship Management             | - | Mullick N.H., Oxford, 2016   |
| 4) Customer Relationship Management<br>TMH,     | - | Urvashi Makkar, Harinder Kumar Makkar,<br>2012                           |
| 5) The CRM Handbook<br>2011                     | - | Jill Dyche, Pearson, 2002, 10 <sup>th</sup> Impression,                  |

**E-Book:**

- 1) Modern ERP: Select, Implement and use Today's Advanced Business Systems - Marianne Bradford.  
Edition 3

[http://www.ebook3000.com/Modern-ERP--Select--Implement--and-Use-Today-s-Advanced-Business-Systems\\_415824.html](http://www.ebook3000.com/Modern-ERP--Select--Implement--and-Use-Today-s-Advanced-Business-Systems_415824.html)

- 2) Enterprise Resource Planning for Global Economies: Managerial Issues and Challenges - Carlos Ferran,  
Ricardo Salim,  
Information  
Science Reference,  
2004

[http://www.ebook3000.com/Enterprise-Resource-Planning-for-Global-Economies--Managerial-Issues-and-Challenges\\_246774.html](http://www.ebook3000.com/Enterprise-Resource-Planning-for-Global-Economies--Managerial-Issues-and-Challenges_246774.html)

- 3) CRM in Financial Services -- Bryan Foss & Merlin Stone, Kogan Page, 2002

[http://ebook3000.com/CRM-in-Financial-Services--A-Practical-Guide-to-Making-Customer-Relationship-Management-Work\\_248686.html](http://ebook3000.com/CRM-in-Financial-Services--A-Practical-Guide-to-Making-Customer-Relationship-Management-Work_248686.html)

- 4) ERP Systems and Organisational Change: A Socio-technical Insight, Publisher: Springer

[http://www.ebook3000.com/ERP-Systems-and-Organisational-Change--A-Socio-technical-Insight\\_111300.html](http://www.ebook3000.com/ERP-Systems-and-Organisational-Change--A-Socio-technical-Insight_111300.html)

- 6) The Definitive Guide to Customer Relationship Management (Collection)

[http://www.ebook3000.com/The-Definitive-Guide-to-Customer-Relationship-Management--Collection-\\_205586.html](http://www.ebook3000.com/The-Definitive-Guide-to-Customer-Relationship-Management--Collection-_205586.html)

**Course Code** : 0205300359  
**Course Title** : World Class Manufacturing  
**Semester** : III  
**Credit** : 2  
**Contact Hours** : 20 hrs.  
**Course Faculty:**

Course Outcomes	Description	Cognition	Hours	Evaluation Tools
CO1	Explain the concepts , principals & processes for modern manufacturing systems and models	K2: Understand	1.25	<u>Internal-Test</u> , Case study <u>End Term-Theory</u>
CO2	Apply the WCM models for gaining competitive advantage and value added manufacturing processes.	K3: Apply	3.75	<u>Internal-Test</u>
CO3	Analyse the Modern manufacturing systems and models.	K4: Analyse	5	<u>Internal-Test</u> , Case study <u>End Term-Theory</u>
CO4	Analyse the various process improvement methods, such as Lean, Six Sigma and Kaizen.	K4: Analyse	5	<u>Internal-Test</u> , <u>End Term-Theory</u>

CO5	Evaluate systems and tools for implementation of WCM.	K5: Evaluate	5	<u>Internal- Test, Case study</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			3	
CO2	3	2		3	
CO3	2	2	1	2	2
CO4	3	3	1	2	2
CO5	3	3	1	2	2
CO	3	3	1	2	2

### **Session Plan**

Session	Hrs	Topics	COs	Topics mapped with CO	Evaluation Tool
1	1.25	<b><u>Introduction to World Class Manufacturing</u></b> Global manufacturing scenario, Evolution of manufacturing, Manufacturing excellence using lean, Globalization – Global Companies, Concept of WCM	CO1: Explain the concepts , principals for modern manufacturing systems	K2: Understand	<u>Internal- Test, Case study End Term- Theory</u>



2	1.25	<b><u>WCM – Overview and Models</u></b> Gaining competitive edge through world class manufacturing Value added manufacturing – eliminating waste –Toyota Production System	CO2:Apply the WCM models for gaining competitive advantage and value added manufacturing processes.	K3: Apply	Internal-Test <u>End Term-</u> Theory
3	2.50	WCM Models- EFQM Model (European Foundation for Quality Management), Hall's Framework, Schomberger's Framework, Gunn's Model, Maskell's Model Business Excellence Models - Deming Awards, Malcom Baldrige National Quality Award		K3: Apply	Internal-Test, <u>End Term-</u> Theory
4	2.50	<b><u>System &amp; tools for World Class Manufacturing</u></b> Improving Product & Process Design – Lean Production – SQC, FMS, Rapid Prototyping, Poka-Yoke, 5-S , 3 M, use of IT, JIT, Product Mix, Optimizing, Procurement & stores practices, Total Productive maintenance, Visual Control, ZED (Zero Effect Zero Defect), TRIZ, DOE	CO5:Evaluate systems and tools for implementation of WCM.	K5: Evaluate	Internal-Test, Case study

5	<b><u>2.50</u></b>	<b><u>Implementation of WCM</u></b> Strategic thinking in Manufacturing, Issues in strategic planning for WCM, Implementing WCM, Performance measurement, HR issues in WCM, Morale and Team Work	CO5: Evaluate systems and tools for implementation of WCM.	K5: Evaluate	<u>Internal-Test</u> ,
6	2.50	<b><u>Indian Scenario – Case Studies</u></b> Competitiveness of Indian Manufacturing, Manufacturing objectives and strategy, IT infrastructure and Practices, manufacturing application, Leading Indian companies towards world class manufacturing - Examples	CO3: Analyse the Modern manufacturing systems and models.	K4: Analyse	<u>Internal-Test</u> , Case study <u>End Term-Theory</u>
7	<b><u>2.50</u></b>	<b><u>Toyota production Systems</u></b>	CO3: Analyse the Modern manufacturing systems and models.	K4: Analyse	<u>Internal-Test</u> , Case study <u>End Term-Theory</u>
		<b><u>Class Test</u></b>			

8	1.25	<b><u>Lean – Concept, Principals, Value stream mapping</u></b> Concept and Benefits of Lean, <b><u>Principals:</u></b> Work Place Organization, Visual Controls (Jidhoka, Andon), Batch Size Reduction (JIT), Pull System, Cellular Manufacturing, Kanban & Kanban	CO4:Analyse the various process improvement methods, such as Lean, Six Sigma and Kaizen.	K4: Analyse	<b><u>Internal-Test, End Term-Theory</u></b>
9	1.25	<b><u>Value Stream Mapping</u></b> Value Flow, Identifying Value and Perfection, Lean Product and Process Development		K4: Analyse	<b><u>Internal-Value Stream Mapping Exercise</u></b>
10	2.50	<b><u>Lean Tools &amp; Implementation</u></b> Quick Changeovers, Mistake Proofing, Line Balancing, Cellular Design, Kaizen, Role of Management in developing Lean culture, Managing Change, Steps in implementing Lean, Lean Accounting System	CO4:Analyse the various process improvement methods, such as Lean, Six Sigma and Kaizen.	K4: Analyse	<b><u>Internal-Test, Case study End Term-Theory</u></b>

<b>Pedagogy</b>
1. Lecture 2. Case Study 3. presentation / Assignment 4. Activity/ Exercise 5. Videos

### **Parameters of Internal Assessment:**

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

### Assessment Mapping

Parameter	Marks	CO 1	CO 2	CO 3	CO 4	CO 5
Internal	20	21%	16%	25%	24%	14%
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	20%	20%	30%	30%	
<b>End Term</b>	<b>30</b>	<b>20%</b>	<b>17%</b>	<b>22%</b>	<b>24%</b>	<b>17%</b>
<b>Total</b>	<b>50</b>	<b>20.5%</b>	<b>16.5%</b>	<b>23.5%</b>	<b>24%</b>	<b>15.5%</b>

#### Text Book:

- 1) World Class Manufacturing: A Strategic Perspective - B S Sahay, K B C Saxena, Ashish Kumar, Macmillan  
2010  
Publishers India Limited, 1<sup>st</sup> Edition, 2000, Reprint

#### Reference Book:

- 1) Operations Management- Theory and Practice - B. Mahadevan, Pearson, 3rd Edition, 2015  
2) Operations & Supply Management: - Chase, Ravi Shankar, Jacobs  
Mc Graw Hill, 14th Edition, 2014,  
Reprint 2017

- |  |   |   |
|--|---|---|
| 3) World Class Manufacturing House, 1 <sup>st</sup>                  | - | K. Shridhara Bhat, Himalaya Publishing<br>Edition, 2007, Reprint, 2016                        |
| 4) Lean Thinking: Banish Waste and create wealth in your corporation | - | James P. Womack, Daniel T. Jones<br>2nd edition, Simon & Schuster, 2003                       |
| 5) "Toyota production system: beyond large-scale production"         | - | Taiichi Ohno, CRC Press, Productivity Press.<br>(India) Pvt. Ltd., Second Indian Reprint 2014 |
| 6) The Toyota Way  | - | Jeffrey K Liker, Tata McGraw Hill, 2004   |
| 7) The Machine that changed the world<br>Roos,                       | - | James P Womack, Daniel T Jones, Daniel<br>Simon & Schuster, 2007                              |

### **E- Book:**

- (1) Fundamental Principles of Lean Manufacturing - Shigo Shiengo  
<https://enna.com/preview-book/?file=https://enna.com/wp-content/uploads/2015/08/enna-fundamental-principles-of-Lean.pdf#>
- (2) The Lean Anthology -- Rebecca Goldberg, Elliot Weiss, CRC press, 2014  
[http://ebook3000.com/The-Lean-Anthology--A-Practical-Primer-in-Continual-Improvement\\_236291.html](http://ebook3000.com/The-Lean-Anthology--A-Practical-Primer-in-Continual-Improvement_236291.html)
- (3) Enterprise Excellence -- Normand Frigon, Harry Jackson, Wiley, Edition 1, 2008  
[http://ebook3000.com/Enterprise-Excellence--A-Practical-Guide-to-World-Class-Competition\\_251213.html](http://ebook3000.com/Enterprise-Excellence--A-Practical-Guide-to-World-Class-Competition_251213.html)
- (4) Building Lean Supply Chains with Theory of Constraints -- Mandyam Srinivasan, Mc Graw Hill Education, Edition 1, 2011  
[http://ebook3000.com/Building-Lean-Supply-Chains-with-the-Theory-of-Constraints\\_488433.html](http://ebook3000.com/Building-Lean-Supply-Chains-with-the-Theory-of-Constraints_488433.html)
- 5) Manufacturing Best Practices (Wiley and SAS Business Series) - - 1st Edition  
[http://www.ebook3000.com/Manufacturing-Best-Practices--Wiley-and-SAS-Business-Series-\\_127286.html](http://www.ebook3000.com/Manufacturing-Best-Practices--Wiley-and-SAS-Business-Series-_127286.html)

**Course Code** : 0205300360  
**Course Title** : Operations Strategy  
**Semester** : III  
**Credit** : 2  
**Contact Hours** : 20 hrs.  
**Course Faculty:**

Course Outcomes	Description	Cognition	Hours	Evaluation Tools
CO1	Explain Operations Strategy and its role to meet Corporate Strategy	K2: Understand	2.50	<u>Internal-Test</u> , Case study, <u>End Term-Theory</u>
CO2	Apply various methodologies available to Operations Manager to implement operations strategy.	K3: Apply	2.50	<u>Internal-Test</u> , Case study, <u>End Term-Theory</u>
CO3	Analyse advanced analytical methods to achieve the Vision, Mission and Business Strategy.	K4: Analyse	3.75	<u>Internal-Test</u> , Case study, <u>End Term-Theory</u>
CO4	Analyse the linkage between various operational parameters and financial performance of the organization.	K5: Analyse	2.50	<u>Internal-Test</u> , numerical
CO5	Evaluate strategies for inventory control, scheduling, sequencing and capacity management.	K5: Evaluate	7.50	<u>Internal-Test</u> , numerical, <u>External Theory</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	2			2	
CO2	3	1		1	
CO3	3	3	2	3	3
CO4	2	2	1	2	2
CO5	3	3	1	2	2
CO	3	2	1	2	2

#### Session Plan

Session	Hrs	Topics	COs	Topics Mapped with CO	Evaluation Tool
---------	-----	--------	-----	-----------------------	-----------------

1	<b><u>2.50</u></b>	<b><u>Operations Strategy: Developing resources and processes for strategic impact</u></b> What is Strategy, Operations Strategy, Operations Strategy Matrix, Process of Operations Strategy, How is Operations Strategy Developing	CO1: Explain Operations Strategy and its role to meet Corporate Strategy	K2: Understand	<u>Internal-Test, Case study</u> <u>End Term-Theory</u>
2	<b><u>2.50</u></b>	<b><u>Operations Performance</u></b> What is Operations Performance, Five generic performance objectives, Trade-offs, Targeting and Operations focus, Theory of Constraints	CO2: Apply various methodologies available to Operations Manager to implement operations strategy.	K3: Apply	<u>Internal-Test, Case study</u> <u>End Term-Theory</u>
3	<b><u>2.50</u></b>	<b><u>Scheduling and Sequencing</u></b> Flow Shop Scheduling: Two Machines, Three Machines, Johnson's Algorithm, Job Shop Scheduling: Gantt Chart, Different Dispatching rules, Line Balancing	CO5: Evaluate strategies for inventory control, scheduling, sequencing and capacity management.	K5: Evaluate	<u>Internal-Test, numerical</u>
4	<b><u>2.50</u></b>	<b><u>Inventory Models: Deterministic and Probabilistic Models</u></b> Deterministic Models: EOQ, Shortage, Quantity Discount, Probabilistic Models: Newsvendor Model	CO5: Evaluate strategies for inventory control, scheduling, sequencing and capacity management.	K5: Evaluate	<u>Internal-Test, numerical</u> <u>End Term-Theory</u>
5	<b><u>3.75</u></b>	<b><u>Evaluating Process Capacity</u></b> Process Flow Diagram, Bottleneck, Process Capacity & Flow Rate, Process Utilization & Capacity Utilization	CO5: Evaluate strategies for inventory control, scheduling, sequencing and capacity management.	K5: Evaluate	<u>Internal-Test, numerical</u>
6	<b><u>2.50</u></b>	<b><u>Link between Operations and Finance</u></b> Building ROIC Tree, Valuing Operational Improvements, Analyzing Operations based on Financial Data	CO4: Analyse the linkage between various operational parameters and financial performance of the organization.	K5: Analyse	<u>Internal-Test, numerical</u>

7	<b>3.75</b>	<b><u>Process of Operations Strategy:</u></b> <b><u>Formulation,</u></b> <b><u>Implementation,</u></b> <b><u>Monitoring, Control</u></b> Formulating Operations Strategy, Analysis needed for formulation, Challenges to formulation, Operations Strategy Implementation, Operational and Strategic monitoring and control, Tracking of progress of strategy objectives, Risk management, Disaster Management	CO3:Analyse advanced analytical methods to achieve the Vision, Mission and Business Strategy.	K4: Analyse	<u>Internal-Test, Case study</u> <u>End Term-Theory</u>
---	-------------	---	---	----------------	--

<b>Pedagogy</b>
1. Lecture
2. Case Study
3. presentation / Assignment
4. Activity/ Exercise
5. Videos

### **Parameters of Internal Assessment:**

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

### **Assessment Mapping**

Parameter	Marks	CO 1	CO 2	CO 3	CO 4	CO 5
Internal	20	24%	16%	28%	16%	16%



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	30%	30%	40%		
<b>End Term</b>	<b>30</b>	<b>22%</b>	<b>18%</b>	<b>25%</b>	<b>17%</b>	<b>18%</b>
<b>Total</b>	<b>50</b>	<b>23%</b>	<b>17%</b>	<b>26.5%</b>	<b>16.5%</b>	<b>17%</b>

#### **Text Book:**

- 1) Operations Strategy - Nigel Slack and Michael Lewis, Pearson, 4<sup>th</sup> edition, 2015

#### **References Book:**

- 1) Matching Supply with Demand: - Cachon, Terwiesch, McGraw Hill, 3<sup>rd</sup> Edition, 2018  
 An Introduction to Operations Management
- 2) Operations Management- Theory and Practice - B. Mahadevan, Pearsons, 3<sup>rd</sup> Edition, 2015
- 3 Production and Operations Management - K. Ashwathappa & K. Shridhara Bhat, Himalaya Publications, 2<sup>nd</sup> Edition, 2008, Reprint 2013
- 4) Operations Management - William J. Stevenson, Mc Graw Hill, 12th Edition, 2017
- 5) Operations & Supply Management: - Chase, Ravi Shankar, Jacobs, Mc Graw Hill, 14th Edition, 2014, Reprint 2017
- 6) Production and Operations Management - Kanishka Bedi, OXFORD, 3rd Edition, 2013

#### **E-Book:**

- (1) Operations Strategy - Ted James  
<http://www.e-booksdirectory.com/details.php?ebook=6896>
- (2) Matching Supply with Demand: - Cachon / Terwiesch, McGraw Hill, 2nd An edition, 2009  
 Introduction to Operations Management  
[https://www.researchgate.net/publication/230770880\\_Matching\\_Supply\\_with\\_Demand](https://www.researchgate.net/publication/230770880_Matching_Supply_with_Demand)
- (3) The Execution Premium --- Robert Kaplan & Norton, HBS, 2008

[http://ebook3000.com/The-Execution-Premium--Linking-Strategy-to-Operations-for-Competitive-Advantage\\_163972.html](http://ebook3000.com/The-Execution-Premium--Linking-Strategy-to-Operations-for-Competitive-Advantage_163972.html)

- (4) Strategic Management: Concepts & Cases -- Hitt, Ireland, 2016  
[http://ebook3000.com/Strategic-Management--Concepts-and-Cases--Competitiveness-and-Globalization--12th-edition\\_473696.html](http://ebook3000.com/Strategic-Management--Concepts-and-Cases--Competitiveness-and-Globalization--12th-edition_473696.html)
- (5) [http://ebook3000.com/Strategic-Management--Concepts-and-Cases--Competitiveness-and-Globalization--12th-edition\\_473696.htm](http://ebook3000.com/Strategic-Management--Concepts-and-Cases--Competitiveness-and-Globalization--12th-edition_473696.htm)

**Course Code** : 0205300361  
**Course Title** : Technology Management  
**Semester** : III  
**Credit** : 2  
**Contact Hours** : 20 hrs.  
**Course Faculty** :

Course Outcomes	Description	Cognition	Hours	Evaluation Tools
CO1	Explain the role and importance of Technology in business.	K2: Understand	2.5	<u>Internal-Test</u> , Case study <u>End Term-Theory</u>
CO2	Apply new technologies for innovation, building product strategies and its life cycle .	K3: Apply	5	<u>Internal-Test</u> , <u>End Term-Theory</u>
CO3	Analyse various technologies and methods for sustainable growth.	K4: Analyse	5	<u>Internal-Test</u> ,
CO4	Analyse risk associated with new technologies	K4: Analyse	2.5	<u>Internal-Test</u>
CO5	Evaluate its application in Operations & Supply chain management.	K5: Evaluate	5	<u>Internal-Test</u> , <u>End Term-Theory</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	
CO2	3	2		2	3
CO3	3	3		3	3
CO4	3	2			2
CO5	3	3		3	3
CO	3	3		2	3

### Session Plan

<u>Session</u>		<u>Topics</u>	<u>COs</u>	<u>Topics mapped with CO</u>	<u>Evaluation Tools</u>
1	<u>2.5</u>	<b><u>Introduction to Technology Management</u></b> Definition of Technology, MOT at firm level, MOT at national level, Conceptual framework of MOT	CO1: Explain the role and importance of Technology in business.	K2: Understand	<u>Internal-Test</u> , Case study <u>End Term-Theory</u>
2	<u>2.5</u>	<b><u>Technology Strategy and Organization</u></b> Formulation of Technology Strategy, Methods used in Strategic Analysis and Decision Making, Technology and concept of core competence	CO2: Apply new technologies for innovation, building product strategies and its life cycle .	K3: Apply	<u>Internal-Test</u> , <u>End Term-Theory</u>
3	<u>2.5</u>	<b><u>Technological Innovation</u></b> Types of Innovation, Innovation and Creative Transformation, Entrepreneurship, Ventures in Large Organization, Factors influencing Technological Innovation	CO2: Apply new technologies for innovation, building product strategies and its life cycle .	K3: Apply	<u>Internal-Test</u> , Case study <u>End Term-Theory</u>
4	<u>2.5</u>	<b><u>Technology Life Cycle</u></b> S Curves, Technology & Market Interaction, Product Life Cycle, Technology Diffusion	CO4: Analyse risk associated with new technologies	K4: Analyse	<u>Internal-Test</u>
5	<u>2.5</u>	<b><u>Change Management</u></b> General Impact of Technological change in progress, Impact of Technological change and progress on Environment, Environment and Sustainable Development, Tradeoff	CO3: Analyse various technologies and methods for sustainable growth.	K4: Analyse	<u>Internal-Test</u> ,

		between Technological progress and Industrial Policies			
6	<b>2.5</b>	<b>Design Thinking</b> Introduction to Design thinking, Defining and Visualizing Challenges, Introduction to Service Design and Design Research	CO3:Analyse various technologies and methods for sustainable growth.	K4: Analyse	<u>Internal-Test,</u>
7	<b>5.0</b>	<b>Emerging Technologies and their Applications in Operations &amp; Supply Chain</b> Data Analytics, Artificial Intelligence, Virtual Reality, Machine Learning, Cloud Computing, Internet of Things (IOT), 3D Printing, Robotic Process Automation (RPA), Smart Factory	CO5:Evaluate its application in Operations & Supply chain management.	K5: Evaluate	<u>Internal-Test, End Term-Theory</u>

<b>Pedagogy</b>
1. Lecture
2. Case Study
3. presentation / Assignment
4. Activity/ Exercise
5. Videos

### **Parameters of Internal Assessment:**

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

### **Assessment Mapping**

Parameter	Marks	CO 1	CO 2	CO 3	CO 4	CO 5
Internal	20	15%	23%	16%	25%	21%
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		30%		40%	30%
<b>End Term</b>	<b>30</b>	<b>18%</b>	<b>24%</b>	<b>18%</b>	<b>21%</b>	<b>19%</b>
<b>Total</b>	<b>50</b>	<b>16.5%</b>	<b>23.5%</b>	<b>17%</b>	<b>23%</b>	<b>20%</b>

**Text Book:**

- 1) Management of Technology Publication, 2<sup>nd</sup> - Tarek Khalil, Ravi Shankar, McGraw Hill edition, 2013

**Reference Book:**

- 1) Management of Technology & Innovation Edition 2007, - Vijay Kumar Khurana, Ane Books, 1st Reprint, 2012
- 2) Technology Management 1<sup>st</sup> edition, - C S V Murthy, Himalaya Publishing House, 2006, Reprint, 2012
- 3) Technology Management - Norma Harrison & Danny Samson, McGraw Hill, 1<sup>st</sup> edition, 2001
- 4) Managing Technology and Innovation for Impression, 2006 - V. K. Narayanan, Pearson, 2001, 1<sup>st</sup> Competitive Advantage
- 5) Change by Design - Tim Brown, Harper Collins Publishers, 2009
- 6) This is Service Design Thinking - Marc Stickdorn, Jakob, 2012

**E Book:**

- (1) Strategic Management of Technological Innovation – by Melissa A Schilling  
[www.scribd.com/doc/267786537/ Strategic Management of Technological Innovation – by Melissa A Schilling](http://www.scribd.com/doc/267786537/Strategic-Management-of-Technological-Innovation-by-Melissa-A-Schilling)
- (2) Internet of Things and Big Data Analytics towards --- Nilanjan Dey & Others, Springer, 2018  
[http://ebook3000.com/Internet-of-Things-and-Big-Data-Analytics-Toward-Next-Generation-Intelligence\\_489605.html](http://ebook3000.com/Internet-of-Things-and-Big-Data-Analytics-Toward-Next-Generation-Intelligence_489605.html)
- (3) Design Thinking for Strategic Innovation --- Idris Mootee, Wiley, Edition 1, 2013

[http://ebook3000.com/Design-Thinking-for-Strategic-Innovation--What-They-Can-t-Teach-You-at-Business-or-Design-School\\_221364.html](http://ebook3000.com/Design-Thinking-for-Strategic-Innovation--What-They-Can-t-Teach-You-at-Business-or-Design-School_221364.html)

(4) Artificial Intelligence -- Richard Neapolitan, CRC Press, 2018

[http://ebook3000.com/Artificial-Intelligence\\_508528.html](http://ebook3000.com/Artificial-Intelligence_508528.html)

(5) Machine Learning Simplified -- Raul Garreta, Trent Hauck, Packt Publishers, 2017

[http://ebook3000.com/Artificial-Intelligence\\_508528.html](http://ebook3000.com/Artificial-Intelligence_508528.html)

**Course Code** : 0205300362  
**Course Title** : Business Analytics For OM & SCM  
**Semester** : III  
**Credit** : 2  
**Contact Hours** : 20 hrs.  
**Course Faculty** :

Course Outcomes	Description	Cognition	Hours	Evaluation Tools
CO1	Explain the role and importance of Analytics in Business Operations & SCM	K2: Understand	5	<u>Internal-Test,</u> <u>End Term-Theory</u>
CO2	Apply simulation for analytics	K3: Apply	2.50	<u>Internal-Test,</u> <u>End Term-Theory</u>
CO3	Analyse the data for predictive , prescriptive and descriptive analysis .	K4: Analyse	7.50	<u>Internal-Test,</u> numericals
CO4	Analyse the appropriate type of analytics .	K4: Analyse	2.50	<u>Internal-Test,</u> numericals <u>End Term-Theory</u>
CO5	Evaluate the various business scenarios for decision making.	K5: Evaluate	2.50	<u>Internal-Test,</u> numericals <u>End Term-Theory</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	2	1		2	1
CO2	3	3		2	1
CO3	3	3		3	1
CO4	3	3		1	1
CO5	3	3		2	2
CO	3	3		2	1

### **Content:**

- Introduction to Business Analytics
- Descriptive Analytics
- Predictive Analytics
- Prescriptive Analytics
- Introduction to OM & Supply chain Analytics
- Descriptive Analytics in OM & SCM
- Predictive Analytics in OM & SCM
- Prescriptive Analytics in OM & SCM

### **Session Plan**

Session	Hrs	Topics	COs	Topics Mapped with CO	Evaluation Tool
1	<b><u>2.50</u></b>	<b><u>Introduction to Business Analytics</u></b>  Introduction to Business Analytics, Analytics on Spreadsheets, Visualizing and Exploring Data	CO1: Explain the role and importance of Analytics in Business Operations & SCM	K2: Understand	<u>Internal-Test, End Term-Theory</u>
2	<b><u>2.50</u></b>	<b><u>Descriptive Analytics</u></b>  Descriptive Statistical Measures, Probability Distributions, Analysis of Variance	CO3: Analyse the data for predictive , prescriptive and descriptive analysis .	K4: Analyse	<u>Internal-Test, numericals</u>
3	<b><u>2.50</u></b>	<b><u>Predictive Analytics</u></b>  Simple Linear Regression, Multiple Regression, Decision Trees	CO3: Analyse the data for predictive , prescriptive and descriptive analysis .	K4: Analyse	<u>Internal-Test, numericals</u>
4	<b><u>2.50</u></b>	<b><u>Prescriptive Analytics</u></b>  Monte Carlo Simulation, Linear Optimization, Applications of Linear Optimization, Integer Optimization	CO3: Analyse the data for predictive , prescriptive and descriptive analysis .	K4: Analyse	<u>Internal-Test, numericals</u>

5	<b>2.50</b>	<b><u>Introduction to OM &amp; Supply chain Analytics</u></b> Role of Business Analytics in OM & SCM. Identification of various areas for application of business analytics	CO1: Explain the role and importance of Analytics in Business Operations & SCM	K2: Understand	<u>Internal-Test, numericals</u> <u>End Term-Theory</u>
6	<b>2.50</b>	<b><u>Descriptive Analytics in OM &amp; SCM</u></b> Operational Decision Problem, Forecasting with past historical data, Forecasting with trends and seasonality, Forecasting for new products	CO5: Evaluate the various business scenarios for decision making.	K5: Evaluate	<u>Internal-Test, numericals</u> <u>End Term-Theory</u>
7	<b>2.50</b>	<b><u>Predictive Analytics in OM &amp; SCM</u></b> Making Decisions in Low Uncertainty vs High Uncertainty Settings, Reward and Risk, Connecting Random Inputs and random outputs, Simulating uncertain outcomes in Excel, Interpreting Simulation results for Short term vs Long Term Simulations, Using Histogram to visualize Simulation Results	CO4: Analyse the appropriate type of analytics .	K4: Analyse	<u>Internal-Test, numericals</u> <u>End Term-Theory</u>
8	<b>2.50</b>	<b><u>Prescriptive Analytics in OM &amp; SCM</u></b> Using Simulation within Decision Trees, Using Optimization together with Simulation	CO2: Apply simulation for analytics	K3: Apply	<u>Internal-Test, numericals</u> <u>End Term-Theory</u>

<b>Pedagogy</b>
1. Lecture
2. Case Study
3. presentation / Assignment
4. Activity/ Exercise
5. Videos

### **Parameters of Internal Assessment:**

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



### Assessment Mapping

Parameter	Marks	CO 1	CO 2	CO 3	CO 4	CO 5
Internal	20	20.0%	20.0%	23%	22%	15%
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	20%	20%	30%	30%	
<b>End Term</b>	<b>30</b>	20.0%	20.0%	21.0%	21.0%	18.0%
<b>Total</b>	<b>50</b>	<b>20%</b>	<b>20%</b>	<b>22%</b>	<b>21%</b>	<b>17%</b>

#### Textbook:

1) Business Analytics – Science of Data Driven Decision Making - U Dinesh Kumar, Wiley , 1<sup>st</sup> edition, 2017

#### Reference Books:

- 1) Business Analytics - James R. Evans, Pearson, 2<sup>nd</sup> Edition, 2017
- 2) Essentials of Business Analytics - Jeffrey Camm, James Cochran  
Cengage Learning Publishers, New Delhi, 2015
- 3) Analytics in Operations/Supply Chain Management - [Muthu Mathirajan](#) (Editor), [Chandrasekharan Rajendran](#), I K International Publishing house, 2016
- 4) Supply Chain Management-Strategy, Planning and Operation - Sunil Chopra, Peter Meindl and Pearson, 6th Edition, 2016
- 5) Supply Chain Management: - Janat Shah, Pearson Publications, 2016

**E-Book:**

- 1) Data Analysis and Big Data -- Soraya Sedkaoui, Wiley, 2018  
[http://ebook3000.com/Data-Analytics-and-Big-Data\\_510704.html](http://ebook3000.com/Data-Analytics-and-Big-Data_510704.html)
- 2) Applied Big Data Analytics in OM -- Manish Kumar, IGI Global, 2017  
[http://ebook3000.com/Applied-Big-Data-Analytics-in-Operations-Management\\_454490.html](http://ebook3000.com/Applied-Big-Data-Analytics-in-Operations-Management_454490.html)
- 3) Advances in Business, Operations & Product Analytics -- Matthew Drake, 2015  
[http://ebook3000.com/Advances-in-Business--Operations--and-Product-Analytics\\_295367.html](http://ebook3000.com/Advances-in-Business--Operations--and-Product-Analytics_295367.html)
- 4) Supply Chain Management in Big Data Era -- Hing Kai Chan, IGI Global, 2017  
[http://ebook3000.com/Supply-Chain-Management-in-the-Big-Data-Era\\_457705.html](http://ebook3000.com/Supply-Chain-Management-in-the-Big-Data-Era_457705.html)

Course Code : 0205300358  
 Course Title : Comprehensive Review Module  
 Semester : III  
 Credit : 2  
 Contact Hours : 20 hrs.  
 Course Faculty:

Course Outcomes	Description	Cognition	Hours	Evaluation Tools
CO1	Explain operations and supply chain management functions	K2: Understand	3	<u>Internal-</u> Test, Viva <u>End Term-</u> Theory
CO2	Apply the concepts of material, information , fund flow and replenishment with reference to supply chain management	K3: Apply	3	<u>Internal-</u> Test, Viva, Case study <u>End Term-</u> Theory
CO3	Analyse capacity planning, inventory management ,and supply chain management in decision making	K4: Analyse	3.50	<u>Internal-</u> Test, Viva, Case study <u>End Term-</u> Theory
CO4	Analyse the contemporary issues related to production and service management in order to meet uncertainty.	K4: Analyse	5.50	<u>Internal-</u> Test, Viva , Case study
CO5	Evaluate the various planning, inventory and quality management tools and their application	K5:	5	<u>Internal-</u>

	to make strategies .	Evaluate		Test, Viva, 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	
CO2	3	2		2	2
CO3	3	3		2	3
CO4	3	3		2	3
CO5	3	3		2	3
CO	3	3		2	3

### **Contents:**

- Operations Management
- Supply Chain Management
- Project Management
- Total Quality Management, Six Sigma
- Service Operations Management
- BPR/ BPM
- Material Management

### **Session Plan**

Sr. No		Topics / Sub Topics	COs	Topic Mapped with CO	Evaluation Tools
--------	--	---------------------	-----	----------------------------	---------------------

1	<u>3</u>	<b><u>Operations Management</u></b> Introduction, New Product/Service Development, Facility Location , Facility Layout, Production / Operations Planning & Control , Inventory Management, Quality Management, Future of Operations & Role of Operations in Various Sectors	CO1:Explain operations and supply chain management functions	K2: Understand	<u>Internal-Test, Viva End Term-Theory</u>
2	<u>3</u>	<b><u>Supply Chain Management</u></b> Understanding the Supply Chain, Strategies in SC, Logistics management & Logistics Mix , Logistics in E-commerce, Transportation & Freight Management, Distribution Networks & Channel Management, Pricing & Revenue Management in SC, Information Technology in SC, Cold Chain Logistics & Reverse Supply Chain, Best Practices of Supply Chain , Supply Chain Management in Different Industries	CO2:Apply the concepts of material, information , fund flow and replenishment with reference to supply chain management	K3: Apply	<u>Internal-Test, Viva, Case study End Term-Theory</u>
3	<u>3.50</u>	<b><u>Project Management</u></b> Project in Contemporary Organization ,The Project Manager ,Managing Conflict and art of negotiation ,Project in organizational structure , Project Activity and Risk Planning ,Budgeting, Scheduling , Resource Allocation ,Project Control ,Project Auditing ,Project Termination	CO3:Analyse capacity planning, inventory management , Quality and supply chain management in decision making	K4: Analyse	<u>Internal-Test, Viva, Case study End Term-Theory</u>
4	<u>2.50</u>	Total Quality Management, Six Sigma	CO5:Evaluate the various planning, inventory and quality management tools and their application to make strategies .	K5: Evaluate	<u>Internal-Test, Viva</u>
5	<u>2.50</u>	<b><u>Service Operations</u></b>	CO4: Analyse	K4:	<u>Internal-</u>

		<b>Management</b> Introduction to Service Operations Management, Service Strategy, New Service Development, Technology in Services, Service Quality, Facility Layout & Process Flows, Process Improvement, Service Encounter, Service Operations in Various Sectors	the contemporary issues related to production and service management in order to meet uncertainty.	Analyse	Test, Viva , Case study
6	<u>3</u>	<b>BPR/ BPM</b> Introduction to BPR & Business Process, Managing Business Process Flows, Process mapping & Simulation, Implementation of BPR, Business Process Management: Overview, BPM Models & Measurement, Work Flow Management, BPO Business Models , BPO Governance, Legal and Regulatory Issues , Service Quality Issues in BPO, Performance Evaluation in BPO	CO4: Analyse the contemporary issues related to production and service management in order to meet uncertainty.	K4: Analyse	<u>Internal-Test, Exercise</u>
7	<u>2.50</u>	<b>Material Management</b> Introduction ,Organizing for Materials Management ,Materials Budget, Planning & Control, Vendor Development, Purchasing Management, Stores Management, Inventory Management, E-Procurement & Reverse Auction	CO5:Evaluate the various planning, inventory and quality management tools and their application to make strategies .	K5: Evaluate	<u>Internal-Test, Viva, case study</u>

<b>Pedagogy</b>
1. Lecture 2. Case Study 3. presentation / Assignment 4. Activity/ Exercise 5. Videos

### **Parameters of Internal Assessment:**

<b>Internal Assessment</b>	<b>20Marks</b>
<b>External Assessment / End Term Exam</b>	<b>30Marks</b>
<b>Internal Assessment:</b>	
<b>Attendance</b>	<b>5 Marks</b>
<b>Class Participation</b>	<b>5Marks</b>

<b>Presentation /Project /Assignment</b>	<b>5Marks</b>
<b>Class Test</b>	<b>5 Marks</b>
<b>Total</b>	<b>20Marks</b>

### Assessment Mapping

Parameter	Marks	CO 1	CO 2	CO 3	CO 4	CO 5
Internal	20	20.0%	20.0%	23%	22%	15%
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	20%	20%	30%	30%	
<b>End Term</b>	<b>30</b>	<b>20.0%</b>	<b>20.0%</b>	<b>21.0%</b>	<b>21.0%</b>	<b>18.0%</b>
<b>Total</b>	<b>50</b>	<b>20%</b>	<b>20%</b>	<b>22%</b>	<b>21%</b>	<b>17%</b>

Assignment: The students will be asked to submit a two-page document highlighting their background and also indicating their preferred job areas ranked from 1 to 3. Depending on this information collected, relevant subject knowledge questions will be asked during individual Viva Exam of the students.

#### Text Book:

- 1) Production and Operations Management - K. Ashwathappa & K. Shridhara Bhat, Himalaya Publications, 2nd Edition, 2008, Reprint 2013
- 2) Operations Management- Theory and Practice - B. Mahadevan, Pearsons, 3<sup>rd</sup> Edition, 2015
- 3) Operations & Supply Management: - Chase, Ravi Shankar, Jacobs  
Mc Graw Hill, 14th Edition, 2014, Reprint 2017

#### Reference Books:

- 1) Production and Operations Management - S.N. Chary, Mc Graw Hill Education (India) Pvt Ltd  
5th Edition, Reprint 2013,
- 2) Service Management: Strategy, Information Technology - James A. Fitzsimmons, Mona J. Fitzsimmons, Operations, McGraw Hill, 7th Edition, 2014, Reprint 2016
- 3) Supply Chain Management - V. V. Sople, Pearson, 2012

- 4) Material Management - K. Shridhara Bhat, Himalaya Publishing House, 3<sup>rd</sup> Edition, 2007
- 5) Business Process Reengineering - K. Shridhara Bhat, Himalaya Publishing House, 2nd revised Edition, 2011, reprint 2017
- 6) Business process outsourcing - V. V. Sople, PHI, 2<sup>nd</sup> Edition, 4<sup>th</sup> Reprint 2016
- 7) Project Management – A Managerial Approach - Jack R. Meredith, Samuel J. Mantel, Wiley India, 8<sup>th</sup> edition, 2012

**E-Book:**

- 1) Productions & Operations Management system - Martin Starr, Sushil Gupta, 2014  
<https://www.pdfdrive.com/production-and-operations-management-systems-e39942617.html>
- 2) The Encyclopedia to Operations Management - Arthur Hill, 1<sup>st</sup> Edition, 2012  
<https://www.pdfdrive.com/the-encyclopedia-of-operations-management-d30918731.html>
- 3) The Routledge Companion to Production & Operations Management -- Martin Starr, Sushil Gupta, Routledge, 2017  
[http://ebook3000.com/The-Routledge-Companion-to-Production-and-Operations-Management\\_444752.html](http://ebook3000.com/The-Routledge-Companion-to-Production-and-Operations-Management_444752.html)

**Course Code : 3000354**

**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:

- 40. Revision
- 41. Data Sufficiency
- 42. Visual Reasoning
- 43. Logical Deduction
- 44. Doubt Clearing Sessions
- 45. Mock Tests
- 46. Essay Writing
- 47. Corporate Jargons
- 48. Spotting Errors

Course Outcomes	Description	Cognition	Hours	Evaluation Tools
<b>CO1</b>	C01- Apply the concepts of Quantitative aptitude for successful placements in the corporates	<b>L2 -Understand</b>	<b>15</b>	Internal Test,



<b>CO2</b>	CO2- <b>Understand</b> different placement practice techniques w.r.t Clock and Calendar to strengthen the problem solving ability	<b>L2 -Understand</b>	5	Internal Test,
<b>CO3</b>	CO3- Analyze the given data logically with appropriate reasoning to deduce the results accurately.	<b>L3 - Apply</b>	7.5	Internal Test,
<b>CO4</b>	CO4: Develop the ability to critically analyse a given situation and work to arrive at the most suitable solution during the placement process.	<b>L3 - Apply</b>	7.5	Internal Test,
<b>CO5</b>	CO5: Apply rules of grammar and deduction techniques to solve grammatical portion in placement process	<b>L4 - Analyse</b>	5	Internal Test,

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

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

CO Code	PO 1	PO 2	PO 3	PO 4	PO 5
<b>CO1</b>	1	1	2	3	1
<b>CO2</b>	1	3	-	2	1
<b>CO3</b>	1	2	1	3	1
<b>CO4</b>	1	3	-	1	1
<b>CO5</b>	2	3	-	1	1
<b>CO</b>					

## SESSION-WISE COURSE OUTLINE

Session	Hours	Topics	CO	Cognition	Evaluation Tool
1	1.25	<b>Corporate Jargons</b>	CO5: Apply rules of grammar and deduction techniques to solve grammatical portion in placement process	Understand	Internal Test,

2	1.25	<b>Essay Writing</b> (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	<b>Spotting Errors</b> (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	<b>Revision:</b> Recap of concepts learnt in semester 1 and 2	C02- <b>Understand</b> different placement practice techniques w.r.t Clock and Calendar to strengthen the problem solving ability	Understand	Internal Test,
7-8	2.5	<b>Doubt Clearing Session:</b> Problems based on students' doubts	C02- <b>Understand</b> different placement practice techniques w.r.t Clock and Calendar to strengthen the problem solving ability	Understand	Internal Test,
9-10	2.5	<b>Data Sufficiency:</b> 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	<b>Visual Reasoning:</b> 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	<b>Logical Deduction:</b> Basic Concepts, Tricks and Questions	CO3- Analyze the given data logically with appropriate reasoning to deduce the results	Analyze	Internal Test,

			accurately.		
15-16	2.5	<b>Mock Test 1:</b> 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	<b>Mock Test 2:</b> 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	<b>Mock Test 3:</b> 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	<b>Mock Test 4:</b> 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	<b>Psychometric Test:</b> 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	<b>Guesstimate:</b> 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	<b>Situation Reaction Test:</b> 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	<b>Magic Maths:</b> Application of PICA and various other Short trick methods	CO1- Apply the concepts of Quantitative aptitude for successful placements in the corporates.	Apply	Internal Test,

<b>Pedagogy</b>	
1. Lecture	
2. Practice exercises	
<b>Evaluation:</b>	
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	20	50%	50%	20%	10%	

1(quants)						
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**

7. Road map
8. Building Effective Resumes\_ITM & ATS
9. Group Discussion Techniques / Trending topics
10. Personal Interview Techniques
11. 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	<b>Internal Group discussion</b>
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	Apply	

			revert on their online job applications		
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			

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

<b>Evaluation:</b>	
Internal	40%
External	60%
Total	100%



**Parameters of Internal Assessment:**

1. Mock Interviews
2. Attendance
3. CClass 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%
<b>End Term</b>	<b>60</b>	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	<b>L4 : Apply</b>	

			instruments		
			CO2: Able to collect and classify relevant and reliable primary and secondary data for the study	Analyse	
			CO3: 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 outcomes in a standard report format	Evaluate	

			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

#### Online Course

**Course Code** : 0205300364  
**Course Title** : E-Commerce  
**Credit** : 2  
**Contact Hours** : 20 hrs.

Course Faculty:

Course Outcomes	Description	Cognition	Hours	Evaluation Tools
CO1	Explain e-commerce, its evolution for understanding the business.	K2: Understand	3.75	<u>Internal-Test,</u> Assignment <u>End Term-</u> Theory
CO2	Apply various business models for E-marketing and business growth.	K3: Apply	6.25	<u>Internal-Test,</u> Assignment <u>End Term-</u> Theory
CO3	Analyse the role and impact of E-commerce, strategies and opportunities	K4: Analyse	3.75	<u>Internal-Test,</u> Assignment
CO4	Analyse the applications of E-commerce in emerging areas of Business.	K4: Analyse	2.50	<u>Internal-Test,</u> Assignment <u>End Term-</u> Theory
CO5	Evaluate the role of E-commerce in various areas of Operations Management, such as, Inventory and Scheduling, SCM	K5: Evaluate	3.75	<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	3		1	1
CO2	3	3		3	3
CO3	3	2		2	1
CO4	3	3		3	3
CO5	3	3		3	3
CO	3	3		2	2

#### Session Plan

Session	Hrs	Topics	COs	Topics Mapped with CO	Evaluation Tools
1	3.75	<u>History of E-Commerce</u> Introduction, Evolution of E-Commerce, E-	CO1:Explain E-commerce, its evolution for	K2: Understand	<u>Internal-Test,</u> Assignment

		Commerce Opportunity	<b>understanding the business.</b>		<u>End Term-Theory</u>
2	<b><u>3.75</u></b>	<b><u>Business Models of E-Commerce</u></b> B2C / B2B /C2C /C2B Brokerage Model / Aggregator Model Case Study	<b>CO2:Apply various business models for E-marketing, E-payments.</b>	K3: Apply	<u>Internal-Test,Assignment</u> <u>End Term-Theory</u>
3	<b><u>2.50</u></b>	<b><u>E-Marketing</u></b> E- Marketing Value Chain, Online Marketing, E-Advertising, Internet marketing Trends	<b>CO2:Apply various business models for E-marketing, E-payments.</b>	K3: Apply	<u>Internal-Test,Assignment</u> <u>End Term-Theory</u>
4	<b><u>3.75</u></b>	<b><u>E-Payment System</u></b> Classification of e-payment systems, Designing e-payment systems, Impacts of Payment gateways , Digital signature, Online stock trading, E- banking	CO3:Analyse the role and impact of E-commerce, strategies and opportunities	K4: Analyse	<u>Internal-Test,Assignment</u>
5	<b><u>3.75</u></b>	<b><u>E-CRM and E-SCM</u></b> E-CRM Solutions, Privacy issues, CRM in a bank, E-SCM Components, E-SCM Architecture	CO5:Evaluate the role of E-commerce in various areas of Operations Management, such as, Inventory and Scheduling, SCM	K5: Evaluate	<u>Internal-Test,Assignment</u>
6	<b><u>2.50</u></b>	Major trends in E-SCM, Case Study	CO4:Analyse the applications of E-commerce in emerging areas of Business.	K4: Analyse	<u>Internal-Case study</u> <u>End Term-Theory</u>

<b>Pedagogy</b>
1. Lecture
2. Case Study
3. presentation / Assignment
4. Activity/ Exercise
5. Videos

### **Parameters of Internal Assessment:**

<b>Internal Assessment</b>	<b>20Marks</b>
<b>External Assessment / End Term Exam</b>	<b>30Marks</b>
<b><i>Internal Assessment:</i></b>	
<b>Assignment</b>	<b>10Marks</b>



<b>Class Test</b>	<b>10 Marks</b>
<b>Total</b>	<b>20Marks</b>

### Assessment Mapping

Parameter	Marks	CO 1	CO 2	CO 3	CO 4	CO 5
Internal	20	30%	25%	22%	15%	8%
Class Test	10	20%	20%	25%	20%	15%
Assignments	10	40%	30%	20%	10%	
<b>End Term</b>	<b>30</b>	<b>21%</b>	<b>21%</b>	<b>25%</b>	<b>20%</b>	<b>13%</b>
<b>Total</b>	<b>30</b>	<b>25%</b>	<b>23%</b>	<b>23%</b>	<b>18%</b>	<b>11%</b>

#### Text Book:

- 1) E-Commerce: An Indian Perspective - P.T. Joseph, S.J., PHI, 5<sup>th</sup> Edition, 2015

#### Reference Book:

- 1) E-Business and E-Commerce Management - Dave Chaffey, Pearson, 5<sup>th</sup> Edition, 2002, 5<sup>th</sup> Impression, 2016
- 2) Frontiers of Electronics Commerce - Ravi Kalakota, Andrew Whinston, Pearson, 1<sup>st</sup> Edition, 1996, 12th Impression, 2011

#### E Book:

- (1) E commerce: Business, Technology and Society -- Kenneth Laudon, Carol Traver, Pearson  
[http://www.ebook3000.com/E-Commerce-2017--Business--Technology--Society--13th--Edition\\_467351.html](http://www.ebook3000.com/E-Commerce-2017--Business--Technology--Society--13th--Edition_467351.html)
- (2) Electronic Commerce 2018 -- Efraim Turban, Jon Outland, Springer, 2018  
[http://ebook3000.com/Electronic-Commerce-2018--A-Managerial-and-Social-Networks-Perspective--Ninth-Edition\\_474956.html](http://ebook3000.com/Electronic-Commerce-2018--A-Managerial-and-Social-Networks-Perspective--Ninth-Edition_474956.html)
- (3) The Future of Retail Financial Services -- Sylvain Bouyon, Centre for European policy Studies, 2017  
[http://ebook3000.com/The-Future-of-Retail-Financial-Services---What-Policy-Mix-For-a-Balanced-Digital-Transformation-\\_487094.html](http://ebook3000.com/The-Future-of-Retail-Financial-Services---What-Policy-Mix-For-a-Balanced-Digital-Transformation-_487094.html)
- (4) CRM for Dummies -- Lars Helgeson, For Dummies Series, 2017  
[http://ebook3000.com/CRM-For-Dummies\\_472400.html](http://ebook3000.com/CRM-For-Dummies_472400.html)

