

PGDM - DIGITAL MARKETING AND TRANSFORMATION

Sr. No.	Semester I	Credits	Hours
1	Accounting for Managers	4	40
2	Marketing Management	4	40
3	Leading & Managing Organization	4	40
4	Managerial Economics	2	20
5	Enterprise Systems Management	2	20
6	Decision Sciences	4	40
7	Lifestyle Management	2	20
8	Technology Based Business Transformation	2	20
9	Introduction to Operations Management	2	20
10	Introduction to MS Excel & Advanced Methods	4	40
11	Managerial Communication – 1	2	20
12	Verbal Skills & Quantitative Analysis – 1	2	20
13	Entrepreneurship	2	20
14	Career Management 1	4	40
	TOTAL	40	400
Sr. No.	Semester II	Credits	Hours
1	Market Research	4	40
2	Social Media Marketing	4	40
3	Brand and Online Reputation Management	4	40
4	Digital Media Planning, SEO and SEM	4	40
5	Website Creation and Web Analytics	4	40
6	Online -user Behaviour and Analytics	2	20
7	Digital Sales Funnel Management	2	20
8	Integrated Digital Marketing Communication	2	20
9	Strategic Social Selling	2	20
11	NGO Internship	2	20
12	Managerial Communication -2	2	20
13	Advance Excel	2	20
14	Verbal Skills & Quantitative Analysis -2	2	20
16	Career Management -2	2	20
17	Capstone Project Phase-I	2	20
	SUB TOTAL	42	420
	Industry Internship Project –	8	80
Sr. No.	Semester III	Credits	Hours
1	Programmatic Advertising	2	20
2	Content Marketing	2	20

3	Business Intelligence and Big Data Analytics	2	20
4	Mobile Marketing and E- Mail Marketing	2	20
5	Comprehensive Review Module	2	20
6	Placement Readiness Module	4	40
7	Corporate Transition Module	4	40
8	Capstone Project Phase – II	2	20
	TOTAL	28	280
Sr. No.	Semester IV	Credits	Hours
1	Capstone Project – Final	4	40
2	E – Commerce and E- Business	2	20
3	Career Management	-	-
	TOTAL	6	60
	GRAND TOTAL	124	1240

Course Code : 0207300300
Course Title : Accounting for Managers
Credit : 4
Duration : 40 hrs.
Course Faculty :

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

CO5	Assess the financial statements of companies to foster analytical and critical thinking abilities.	L 5 Evaluate	10	Internal Assessment: Assignment, Class test, End term -Case study

Mapping with CO-PO

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

COs / Pos	PO 1	PO 2	PO 3	PO 4	PO 5
CO1	3	2	-	2	-
CO2	3	3	-	2	-
CO3	2	3	-	-	-
CO4	3	3	-	2	1
CO5	2	3	2	2	2
CO	2.6	2.8	2	2	1.5

Session Plan

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

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

(iii)	2.5	Preparation of Financial Statements of Companies -Balance Sheet	CO4 - Compute the financial statements of the companies	L 4 Analyze	Internal Evaluation: Assignment End term -Case Study
5	7	Preparation of Cash Flow Statement			
(v)	1.5	Introduction of Cash Flow Statement	CO4 - Compute the Cash Flow Statement of the companies	L 4 Analyze	Internal Assessment: Assignment End term- Case Study
(v)	5.5	Preparation of Cash Flow Statement	CO4 - Compute the Cash Flow Statement of the companies	L 4 Analyze	Internal Assessment: Assignment End term- Case Study
6	10	Tools and Techniques of Financial Statement Analysis: Comparative Statements, Common Size Statement, Trend Analysis, and Ratio Analysis			
(i)	2	Tools and Techniques of Financial Statement Analysis: Comparative Statements,	CO5 - Assess the financial statements of companies	L 5 Evaluate	Internal Assessment: Project End term - Case Study
(ii)	2	Common Size Statement and Trend Analysis,	CO5 - Assess the financial statements of companies	L 5 Evaluate	Internal Assessment: Project End term - Case Study
(iii)	4	Ratio Analysis	CO5 - Assess	L 5	Internal

			the financial statements of companies	Evaluate	Assessment: Project End term - Case Study
(iv)	2	Analysis and assessment of Annual Reports of Listed Companies (different Sectors)	CO5 - Assess the financial statements of companies	L 5 Evaluate	Internal Assessment: Project End term - Case Study
7	6	Preparation of Cost Sheet & Budgets by using the relevant cost accounting concepts			
(i)	3	Preparation of Cost Sheet	CO3 - Calculate Cost Accounting concepts for the preparation of Cost Sheet	L 4 Analyze	Internal Assessment: Class Test End term Theory & Numerical
(ii)	3	Budgets and budgetary control	CO3 - Calculate Cost Accounting concepts for the preparation of Budgets	L 4 Analyze	Internal Assessment: Assignment End term Theory & Numerical

Pedagogy

1. Lecture
2. Case Study
3. Live Projects

4. Numerical

Evaluation: -

Internal Assessment-40 %

External assessment- 60 %

Total- 100 %

Parameters of Internal Assessment:

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

Assessment Mapping:

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

Textbook:

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

Reference Books:

1. Financial Accounting for Management - D.D. Harsolekar, Dr. CA Pinky

Agarwal, Taxmann Publication Pvt Ltd. First Edition 2022

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

E-Books:

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

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

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

Mapping CO with PO

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

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

Session plan

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

			decisions		<u>End term:</u> Short answers
4	7	Marketing mix (contd)			
(i)	7	Pricing, marketing communication, distribution channels, retailing	CO4- Assess the potential market segments to target and position effectively for profitable business opportunities	L5: Evaluate	<u>Internal Evaluation:</u> Class test, Case study (critical assessment) <u>End term:</u> Case study Short answers
5	4	Applied Marketing strategies for value creation			
(i)	4	Project – embedding the major marketing concepts	CO5 – Apply marketing mix strategies for value creation to all the stakeholders	L3 Apply	<u>Internal Evaluation:</u> A detailed presentation on a new brand creation, covering all the major marketing concepts supported by a report <u>End term:</u> Case study/short answers

Pedagogy

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

Evaluation

Internal	40%
External	60%
Total	100%

Parameters of Internal Assessment:

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%
End Term	60	20%	15%	30%	20%	15%

Textbook:

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

Reference Book:

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

E-Books:

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

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

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

Mapping with CO-PO

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

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

Session Plan

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

		of Organizing,	contemporary HR practices for better workplace productivity.		Project, Class test Question in End term exam.
4.2	1	Managerial Control Process, Types of Control, Control Techniques. Application of Controlling Techniques	CO2 Interpret contemporary HR practices for better workplace productivity.	L3: Apply	<u>Internal</u> Evaluation: Project, Class test Question in End term exam.
5	1	Leadership			
5.1	1	Definition, Importance, Leadership Traits,	CO2 Interpret contemporary HR practices for better workplace productivity.	L3: Apply	<u>Internal</u> Evaluation: Project, Class test Question in End term exam.
5.2	1	Styles of leadership Leading for High performance Team	CO3 Correlate HR systems and individual behaviour for building up the strong culture	L4: Analyse	<u>Internal</u> Evaluation: Project, Class test Question in End term exam.
6		Human Resource Management			
6.1	1	Introduction, Functions, need of HRM.	CO2 Interpret contemporary HR practices for better workplace productivity.	L3: Apply	<u>Internal</u> Evaluation: Project, Class test Question in End term exam.
6.2	1	Skills and competencies of an hr Manager. Role of Line manager as HR Manager	CO3 Correlate HR systems and individual behaviour for building up the strong culture	L4: Analyse	<u>Internal</u> Evaluation: Project, Class test Question in End term exam.
7	2	Recruitment and Selection.			
7.1	1	Definition, Need and Importance. Recruitment process, Selection Process.	CO2 Interpret contemporary HR practices for better workplace	L3: Apply	<u>Internal</u> Evaluation: Project, Class test Question in End term

			productivity.		exam.
7.2	1	Definition of Interview and Interview Techniques	CO2 Interpret contemporary HR practices for better workplace productivity.	L3: Apply	<u>Internal</u> Evaluation: Project, Class test Question in End term exam.
8	2	Performance Management			
8.1	1	Definition of Performance Management, Need and importance.	CO2 Interpret contemporary HR practices for better workplace productivity.	L3: Apply	<u>Internal</u> Evaluation: Project, Class test Question in End term exam.
8.2	1	Definition of KRA and KPI. Methods of PMS. Modern methods of Appraisal.	CO2 Interpret contemporary HR practices for better workplace productivity.	L3: Apply	<u>Internal</u> Evaluation: Project, Class test Question in End term exam.
9	2	Compensation and Benefits			
9.1	1	Definition, need for and importance of compensation. Types of compensation.	CO2 Interpret contemporary HR practices for better workplace productivity.	L3: Apply	<u>Internal</u> Evaluation: Project, Class test Question in End term exam.
9.2	1	Components of employee compensation and CTC	CO5 Asset management functions including human resource practices for improving holistic organization performance	L4: Analyse	<u>Internal</u> Evaluation: Project, Class test Question in End term exam.
10	4	Introduction to OB and Personality			
10.1	2	Definition of OB, Definition of personality, types of personality,	CO4 Examine individual and team behavior for effective people	L4: Analyse	<u>Internal</u> Evaluation: Project, Class test Question in End term

			management		exam.
10.2	2	Attributes that shape up the personality & Personal Effectiveness, Personality Attributes, Personality Testing	CO3 Correlate HR systems and individual behaviour for building up the strong culture	L4: Analyse	<u>Internal</u> Evaluation: Project, Class test Question in End term exam.
11	5	Perception and Individual Decision Making			
11.1	2	Overview of Perception, Attribution Theory, Perception and Individual Decision Making	CO3 Correlate HR systems and individual behaviour for building up the strong culture	L4: Analyse	<u>Internal</u> Evaluation: Project, Class test Question in End term exam.
11.2	2	Attitude, Values and Job Satisfaction, Managerial implication & application in industry	CO4 Examine individual and team behavior 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	CO4 Examine individual and team behavior for effective people management	L4: Analyse	<u>Internal</u> Evaluation: Project, Class test Question in End term exam.
12	4	Motivation and Motivation theories			
12.1	2	Motivation Concepts and Application: Defining Motivation, Theories of Motivation, Maslow, Mc Gregor, McClelland, Herzberg	CO3 Correlate HR systems and individual behaviour for building up the strong culture	L4: Analyse	<u>Internal</u> Evaluation: Project, Class test Question in End term exam.
12.2	2	Theories of Motivation, Maslow, Mc Gregor, McClelland, Herzberg	CO3 Correlate HR systems and individual behaviour for building up the strong culture	L4: Analyse	<u>Internal</u> Evaluation: Project, Class test Question in End term exam.
13	4	Group and Group Dynamics			
13.1	3	Foundations of Group Behaviour, Group Development Process, Understanding	CO4 Examine	L4: Analyse	<u>Internal</u> Evaluation:

		Work Team Effectiveness, Building Interpersonal Relationship, Transactional analysis	individual and team behavior for effective people management		Project, Class test Question in End term exam.
13.2	1	Power & Politics, Bases of Power, Implications for Managers	CO4 Examine individual and team behavior for effective people management	L4: Analyse	<u>Internal</u> Evaluation: Project, Class test Question in End term exam.
14	4	Conflict and Stress Management			
14.1	1	Definition of conflict, reasons of conflict , Conflict management techniques	CO4 Examine individual and team behavior for effective people management	L4: Analyse	<u>Internal</u> Evaluation: Project, Class test Question in End term exam.
14.2	3	Definition of Stress, Reasons of Stress, stress management techniques, Role of Organisation in managing employee stress, wellness at workplace and its importance.	CO5 Asset management functions including human resource practices for improving holistic organization performance	L5 Evaluate	<u>Internal</u> Evaluation: Project, Class test Question in End term exam.

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

Parameters of Internal Assessment:

1. Project
2. Assignment

3. Test
4. Class Participation
5. Attendance

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

Assessment Mapping

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

Textbook:

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

Reference Books:

1. New Era of Management - Richard L. Daft, CENGAGE Publisher, 2nd edition, Reprint- 2012
2. Principles of Management - P C Tripathi & P N Reddy, Tata McGraw Hill, 5th Edition, 2012
3. Essential of Management - An International, Innovation, & Leadership Perspective - Harold Koontz & Heinz Weihrich, Tata McGraw Hill, 10th Edition, 2015.
4. Management & Organizational Behaviour - Ramesh B Rudani, Tata Mac Graw Hill, 1st Edition, 2011
5. Human Resource Management - Gary Dessler & Biju Varkkey, Pearson, 14th Edition, 2016
6. Human Resource Management – Sharon Pande & Swapnalekha Basak, Vikas Text & Cases Publishing House Pvt. Ltd., 2nd Edition, 2015
7. Human Resource Management - Seema Sanghi, Vikas Publishing House Pvt. Ltd., 1st Edition, 2014.
8. Human Resource Management – A. Din Pangotra, Asian Books Pvt. Ltd., with Practical Up-Gradation 1st Edition, 2013

- | | |
|--|---|
| 9. Organizational Behaviour – Text & Cases | - Kavita Singh, Vikas Publishing House Pvt. Ltd., 3 rd Edition, 2015. |
| 10. Organizational Behaviour – A Modern | - Arun Kumar & N Meenakshi, Vikas Approach Publishing House Pvt. Ltd., 1 st Edition, 1 st Reprint 2014. |

E Books:

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Mapping with CO-PO

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

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

Session Plan:

Session	Hours	Topic	COs	Cognition	Evaluation Tools
1	1.25	The Nature and Scope of Managerial Economics and Theory of the Firm			
	1.25	<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 & Discounting Principle.</p> <p>14. Objective of the Firm: Maximization Theory of Profit, Sales Revenue, Growth, Managerial Utility Function & the Wealth of Stockholders under risk and uncertainty.</p>	<p>CO-1</p> <p>Understand the fundamental theories and concepts of managerial economics.</p>	L2: Understand	<p>Class Test</p> <p>Assignment</p> <p><u>End term</u></p> <p>Theory Question</p>
2 & 3	2.50	Demand, Supply, and Market Equilibrium			
	0.50	<p>15. Definition of Demand - Demand Function - Law of Demand</p> <p>16. Law of Supply - Supply Function, Schedule</p>	<p>CO-1</p> <p>Understand the fundamental theories and concepts of managerial economics.</p>	L2: Understand	<p>Class Test</p> <p>Assignment</p> <p><u>End term</u></p> <p>Theory Question</p>
	2.00	17. Demand and Various Types of Goods - Demand Schedule and Demand Curve - Determinants of Demand - Changes in Quantity Demanded Vs. Changes in Demand -	<p>CO-2</p> <p>Apply the key concepts and techniques of microeconomics</p>	L3: Apply	<p>Class Test</p> <p>Assignment</p> <p><u>End term</u></p> <p>Theory Question</p>

		<p>Individual Demand and 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>	to recognize and solve business problems faced by an organization.		
4	1.25	Elasticity of Demand			
	1.25	<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>
5 & 6	2.50	Supply-Side Economics: Theory of Production and Cost			
	2.50	<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 - Margin of Safety - Total Economic Cost - Economic Profit.</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>
7	1.25	Market Structure: Introduction and Basic Features			
	1.25	Market Morphology - Perfect Competition, Monopoly, Monopolistic Competition, and Oligopoly: Market Features – Existence in Real World(examples).	<p>CO-1</p> <p>Understand the fundamental theories and concepts of managerial</p>	L2: Understand	<p>Class Test</p> <p>Assignment</p> <p><u>End term</u></p> <p>Theory Question</p>

			economics.		
8 & 9	2.50	Nature and Scope of Macroeconomics and National Income: Concept and Measurement			
	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	Inflation: Theories and Control Measures			
	2.50	1. Inflation, Deflation, Disinflation, and Stagflation - Methods of Measuring Inflation: WPI/PPI, CPI and GDP Deflator - Kinds of Inflation - Degrees or Types of Inflation. 2. 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.	CO-4 Analyze the impact of macroeconomic factors on business decision-making.	L4: Analyze	Class Test Assignment <u>End term</u> Theory Question
12 & 13	2.50	Monetary Policy			
	2.50	<ul style="list-style-type: none"> ● Evolution of Money – Functions of Money - The Value of Money - The Quantity Theory of Money - The Neutrality of Money. ● Demand for Money and Supply of Money - Money Creation by the Commercial Bank - Banks and the Money Supply - 	CO-5 Evaluate the intent and outcomes of monetary and fiscal policies to address the economic	L5: Evaluate	Class Test Assignment <u>End term</u> Theory Question

		<p>The Money Multiplier - Deposit Creation and Deposit Multiplier - Credit Multiplier.</p> <ul style="list-style-type: none"> ● Monetary Policy: Meaning, Scope, and Quantitative and Qualitative Instruments. 	issues.		
14	1.25	Fiscal Policy and Union Budget			
	1.25	<ul style="list-style-type: none"> ● Meaning and Objectives of Fiscal Policy - Fiscal Instruments & Target Variables - Fiscal Deficit - Union Budget 2022-2023. 	<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>
15 & 16	2.50	Balance of Payment			
	2.50	<ul style="list-style-type: none"> ● Meaning, Purpose, and Structure of Balance of Payments: Basic Principles - Balance of Trade (BOT) - Assessment of BOP Disequilibrium - Capital Account Convertibility - Special Drawing Rights. ● Calculating Exchange Rate Changes - Appreciation, Depreciation, Devaluation, and Revaluation - Exchange Rate in Free Market and Fixed Exchange Rate System - The Real Exchange Rate: NEER and REER - Purchasing Power Parity. 	<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	
Evaluation:	
Internal	40%
External	60%
Total	100%

Evaluation:
Internal Assessment
External Assessment
Total

External Assessment:
End Term Examination

Parameters of Internal Assessment:

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

Assessment Mapping:

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

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

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

eBooks:	
Managerial Economics (ME)	D. N. Dwivedi, 8th Edition, Vikas Publishing House Pvt Ltd, 2015.
Managerial Economics	Suma Damodaran, 2nd edition, Oxford University Press, 2010.
Principles of Economics	N. Gregory Mankiw, 7th Edition, Cengage Learning India Pvt Ltd, New Delhi 2015.
Managerial Economics	R. Panneerselvam, P. Sivasankaran & P. Senthilkumar, 1st Edition Cengage Learning India Pvt Ltd, 2018.
Managerial Economics Principles and Worldwide 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. https://laecon1.lyryx.com/textbooks/OPEN_CURTIS_MIC_1/marketing/CurtisIrvine-Microeconomics-2017A.pdf
Simplified Principles of Microeconomics	Hazbo Skoko, 1 st Edition, Bookboon.com, 2015. https://bookboon.com/en/simplified-principles-of-microeconomics-ebook#download
Principles of Microeconomics for AP courses	Timothy Taylor, Openstax College, Rice University, 2015. https://d3bxy9euw4e147.cloudfront.net/oscms-prodcms/media/documents/PrinciplesofMicroeconomicsforAPCourses-OP.pdf
Principles of Economics	Timothy Taylor, Openstax College, Rice University, 2014. https://d3bxy9euw4e147.cloudfront.net/oscms-prodcms/media/documents/PrinciplesofEconomics-OP.pdf
Essentials of Macroeconomics	Peter Jochumzen, 1 st Edition, Bookboon.com, 2010. https://bookboon.com/en/macroeconomics-uk-ebook
Practical Guide to Contemporary Economics	Yuri Yevdokimov, Bookboon.com, 2012. https://bookboon.com/en/practical-guide-to-contemporary-economics-ebook

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

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

Mapping with CO-PO

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

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

Session Plan

Sr. No	Hours	Units	COs	Cognition	Evaluation Tools
		Introduction to ESM			
1	2	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</u> <u>End Term-Theory</u>
		ERP Module - 1			
2	3	1. ERP Modules - An insight into TPS, MIS, DSS, ESS, and their applications 2. ERP, SCM, KMS, and CRM applications 3. ERP System Configuration and Integration 4. ERP implementation challenges 5. SCM implementation challenges 6. SCM Types 7. CRM implementation challenges	CO2: Apply various information systems strategies and database concepts to upgrade decision-making practices.	L3: Apply	<u>Internal-Practical</u> <u>End Term-Theory</u>
		ERP Module - 2			
3	3	<ul style="list-style-type: none"> ● Database Management Systems ● Structured Query Language Practical ● Business Intelligence ● Business Analytics ● Big Data Analytics ● Difference between Business Intelligence, Business Analytics, and Big Data Analytics 	CO2: Apply various information systems strategies and database concepts to upgrade decision-making practices.	L3: Apply	<u>Internal-Practical</u> <u>End Term-Theory</u>
		ERP Module - 2			

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

		building an e-commerce presence? ● Types of E-Commerce ● E-Commerce Payment Systems			
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Pedagogy

- Lecture
- Case Studies
- Presentation and assignments
- Projects

Evaluation

Internal	40%
External	60%
Total	100%

Parameters of Internal Assessment:

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

Assessment Mapping

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

Textbook:

Book Title	Name of Author	Publisher	Edition No.	Year
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Management Information Systems -Managing the digital firm-	Kenneth C. Laudon & Jane P. Laudon	Pearson	16th	2022
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Reference Books:

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

E-Books:

Book Title	Name of Author	Publisher	Link	Year
MIS			http://www.uotechnology.edu.iq/depts/mypdf/subjects/4is/4mis.pdf	
MIS			http://www.academia.edu/5275161/Management_Information_Systems_12th_Edition_	
MIS			https://drive.google.com/file/d/1Arp1vggiOgxjksUrJScOBIt7b5Q8vvNF/view	
Introduction to MIS			https://drive.google.com/file/d/1DQ48mt_EbzBRRCX_Zyzmtz6SOhdsoagL/view	
MIS – Basic Concepts			https://drive.google.com/file/d/1xhxT8ReGYpmlfApE8lBXij0cCGH7Ji9F/view	
MIS			https://www.sigc.edu/departments/mba/studymet/ManagmentInformationSystem.pdf	
MIS			http://dinus.ac.id/repository/docs/ajar/Kenneth_C.Laudon.Jane_P.Laudon_-_Management_Information_Sysrem_13th_Edition_.pdf	
MIS			http://www.pearsonmiddleeastawe.com/pdfs/SAMPLE-MIS.pdf	

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

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

Course Outcomes	Description	Cognition	Hours	Evaluation Tools
CO1	Understand the various statistical concepts used in Decision Science	L2: Understand	7.0	<u>Internal</u> Quiz, Test <u>End Term-</u> Theory
CO2	Illustrate the use of statistical concepts to solve business problems	L3: Apply	7.5	<u>Internal-</u> Assignments, project work, Viva <u>End Term-</u> Sums
CO3	Analyze the statistical information for business decision making	L4: Analyze	9.0	<u>Internal-</u> Assignment Viva 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> <u>Project work</u> <u>End term-</u> <u>Sums</u>
CO5	Develop suitable statistical models for business decision making	L6: Create	3.0	<u>Internal</u> <u>Project work</u> <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
1	1	Introduction to Decision Sciences			
(i)	1	Meaning and Importance of Decision Science	CO1: Understand the various statistical concepts used in Decision Science	L2: Understand	<u>Internal - Test</u>
2	2.0	Representation of Data			
(i)	2	Frequency Distribution Charts, tables and diagrams.	CO2: Illustrate the use of statistical concepts to solve business problems	L3: Apply	<u>Internal- Practical, project work</u>
3	3.5	Measures of Central Tendency			
(i)	.5	Various concepts related to measures of central tendency	CO1: Understand the various statistical concepts used in Decision Science	L2: Understand	<u>Internal- Class Test, Viva, Project work</u>
(ii)	3.0	Practical application on various datasets	CO2: Illustrate the use of statistical concepts to solve business problems	L3: Apply	<u>Internal -Practical, Class test</u>
4	2.5	Measures of Dispersion			
(i)	.5	Various concepts related with measures of dispersion	CO1: Understand the various statistical concepts used in	L2 : Understand	<u>Internal- Test, Viva, Practical</u>

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

					_Practical
9	1	Chi-Square test			
(i)	1	Introduction to Chi-square	CO1 : Understand the various statistical concepts used in Decision Science	L2: Understand	<u>Internal-Viva Test, End Term-Theory</u>
10	2	Analysis of Variance			
(i)	1	Concept of ANOVA	CO2 : Illustrate the use of statistical concepts to solve business problems	L3: Apply	<u>Internal-Project work End term</u> _Practical
(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</u> _Practical
11	4.0	Measures of Association			
(i)	.5	Understand the various concepts related measures of association	CO1: Understand the various statistical concepts used in Decision Science	L2: Understand	<u>Internal</u> _Viva, Test
(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</u> _Practical
(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</u> _Practical
12	5	Regression Analysis			
(i)	1	Understand the various concepts related with regression analysis	CO1: Understand the various statistical concepts used in Decision Science	L2: Understand	<u>Internal</u> _Viva <u>End term</u> _Practical question
(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</u> _Practical
(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</u> _Practical

(iv)	1	Multiple Regression Analysis	CO5: Develop suitable statistical models for business decision making	L6: Create	<u>Internal</u> Project work <u>End term-</u> 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 <u>End term</u> _Theory question
(ii)	1	Forecasting Techniques : Moving Average & Weighted Moving Average	CO3 : Analyze the statistical information for business decision making	L4: Analyse	<u>Internal-</u> Project work <u>End term</u> _Practical

Pedagogy

- Lecture
- Case Studies
- Presentation and assignments

Evaluation

Internal	40%
External	60%
Total	100%

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%
End Term	60	16.7%	16.7%	25.0%	25.0%	16.7%

Total	100	17.0%	20.0%	25.0%	21.0%	17.0%
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Text Book:

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

Reference Books:

Book Title	Name of the Author	Publisher	Edition no.	Edition year
Business Statistics	Ken Black	Wiley India,	7th Edition	Reprint 2012
Fundamentals of Business Statistics.	J.K Sharma	Vikas Publishing house Pvt ltd, New Delhi	2 nd Edition	2014
Statistics for Management Prentice	Levin and Rubin	Pearson	7 th Edition	2011
Business Statistics in practice	Bruce L. Bowerman,	Tata Mc Graw Hill, Pearson.	7th Edition,	2014
Applied Statistical Methods	S. P. Gupta	S Chand	41 st Edition	2011
Business Statistics	S C Gupta	Himalaya Publishing	6 th Edition	2013

E-Books details:

Sr. No.	Name of the Book	Author's Name	Publication	link	Edition
1)	Introductory Statistics: Concepts, Models and Applications	David. W. Stockburger	Atomic dog publishing . com	http://www.pdf titles.com/book/13223/introductory-statistics-concepts-models-and-applications	1996
2)	Business Statistics	Bajpai Naval	Pearson India	https://www.pinterest.com/pin/760404718307803413/	2008

3)	Fundamentals of Business Statistics	Sharma J.K	Pearson India	https://docs.google.com/document/d/12xXI9UF2FEMuJuN6J6h7TJ1biiAp2kt1DKlh0yvA/edit	2008
4)	Problems & Solutions of Business Statistics	Sharma, J. K.	Pearson India	https://www.amazon.in/Business-Statistics-Problems-Solutions-Sharma-ebook/dp/B00CDIDNAG#reader_B00CDIDNAG	2011
5)	Statistics for Economics, Accounting and business studies	Michael Barrow	Financial Times/ Prentice Hall	https://thenigerianprofessionalaccountant.files.wordpress.com/2013/04/statistics-for-economics-accounting-and-business-studies-4th-ed.pdf	2006
6	Business Statistics	Ken black	Wiley India	https://www.pdfdrive.net/business-statistics-e23260267.html	2010

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

Course Outcome

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

Mapping CO with PO

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

COs / POs	PO 1	PO 2	PO 3	PO 4	PO 5
CO-1	3	2	-	-	-
CO-2	3	3	2	-	2
CO-3	3	3	2	1	2
CO-4	3	3	2	1	2
CO-5	3	3	3	1	2
CO	3	3	2.23	1	2

Session Plan

Session	Hrs	Topic	COs	Cognition	Evaluation Techniques
1	2 hrs	Introduction to LSM Meaning of Yoga and its importance in higher education. Do's and Don'ts in LSM. Sitting correct for good postures. Simple yogic stretches for whole body. What is Asana? Does Yoga mean only asanas?	CO1: Explain Yoga concepts and principles to regulate and discipline lifestyle.	L2: Understand	<u>Internal</u> , <u>Practical</u> , <u>End Term</u> Theory
2	1 hrs	HELM-CONNECT Where we learn about our peers and our mentors, and we connect with them. We also understand the power of intention and the need for inner guidance.	CO2: Apply the HELM (Heartfulness Enabled Leadership Mastery) concepts for Inner strength and strength building.	L3: Apply	<u>Internal</u> - <u>Practical</u>

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

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

			development and positive health		
14	1 hrs	HELM-Causality - Where we discuss the various resources available to the participants for deepening their Heartfulness practice	CO2: Apply the HELM (Heartfulness Enabled Leadership Mastery) concepts for Inner strength and strength building.	L3: Apply	<u>Internal-Practical</u>
15	2.5 hrs	Revision & Test of Asanas, Pranayama & stress management techniques	CO5: Evaluate the Yogic and Lifestyle Management techniques in developing value-based leadership	L5: Evaluate	<u>Internal-Test, Practical End Term- Test</u>
16	2.5 hrs	Revision & Test of Asanas, Pranayama & stress management techniques	CO5: Evaluate the Yogic and Lifestyle Management techniques in developing value-based leadership	L5: Evaluate	<u>Internal-Test, Practical End Term- Test</u>

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

Evaluation:

Internal Assessment	40%
External Assessment	60%
Total	100%

Parameters of Internal Assessment:

Classroom participation

Attendance

Class Tests

Class Tests / Assignments

Assessment Mapping

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

Text Books:

Study material will be provided on ERP

Reference Books:

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

Course Title: Technology Based Business Transformation**Semester: I****Credit: 2****Duration: 20 hours**

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

Mapping CO with PO

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

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

CO5	2	3	2	3	2
CO	2.4	2.8	2.0	2.4	2.0

Session Plan

Sr. No	Hours	Units	COs	Cognition	Evaluation Tools
		Introduction to the Latest Technologies			
1	2.5	Introduction to the latest technologies that changing business trends.	CO1: Identify the latest technological trends affecting digital disruptions across sectors.	L2: Understand	<u>Internal</u> Quiz, Test <u>End Term-</u> Theory
		Applications of the latest technologies			
2	2	Understand the Basics of - 3. IOT Concepts, IOT Architecture, IOT Business Models, and Opportunities for IOT 4. 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</u> Quiz, Test <u>End Term-</u> Theory
3	2.5	Understand the Basics of - ● Machine Learning and Deep Learning ● Augmented Reality and Virtual Reality	CO2: Illustrate the use of latest technologies tools to create value and enhance business opportunities	L3: Analyse	<u>Internal</u> Quiz, Test <u>End Term-</u> Theory
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</u> Quiz, Test <u>End Term-</u> Theory
5	3.5	Apply various strategies focusing on the industry impacts of technological	CO3: Demonstrate	L3: Analyse	<u>Internal-</u> Test

		innovation and digitizing Products for Sustainability's Sake Innovation.	the application of technological innovation in various business domain.		<u>End Term-Theory</u>
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"> ● Blockchain in Manufacturing: "FabRec": A Prototype for Peer-to-Peer Network of Manufacturing Node ● Case Study: 7 Inspiring Case Studies on VR and AR --"Smart Home with Full Automation" ● Security-risks-of-cloud-computing 	CO5: Assess the impact of technology innovations to to measure its success and disruptions.	L5: Evaluate	<u>Internal-Project End Term-Theory</u>

Pedagogy

33.1.1.1.	Lecture
33.1.1.2.	Case Studies
33.1.1.3.	Presentation and assignments
33.1.1.4.	Practical & Projects

Evaluation

Internal	40%
External	60%
Total	100%

Parameters of Internal Assessment:

- 33.1.1.4.1.1.1. Attendance
- 33.1.1.4.1.1.2. Class Participation
- 33.1.1.4.1.1.3. Class Test
- 33.1.1.4.1.1.4. 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%
End Term	30	13.3%	26.7%	20.0%	20.0%	20.0%
Total	50	15.0%	24.0%	19.0%	20.0%	22.0%

Reference Books:

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

Practitioner's Companion				
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E-Books:

Book Title	Link	Year
Technology Trends	https://www.forbes.com/sites/jaysondemers/2017/12/30/7-technology-trends-that-will-dominate-2018/#702d35c857d7	
Technology Trends	http://fortune.com/2017/12/26/4-technology-trends-2018/	
Hottest technologies	https://www.inc.com/yoram-solomon/3-hottest-technologies-that-will-change-your-busin.html	
Technologies will change small business	https://hubworks.com/13-technologies-will-change-small-business.html	
Smart city	https://pages.questexweb.com/rs/294-MQF-056/images/Build_a_Smart_City_FINAL.pdf	
Artificial intelligence	https://courses.csail.mit.edu/6.034f/ai3/rest.pdf	
Artificial intelligence	http://gunkelweb.com/coms493/texts/AI_Dummies.pdf	
Bitcoin and cryptocurrency technologies	https://lopp.net/pdf/princeton_bitcoin_book.pdf	
IOT	https://support.ptc.com/WCMS/files/160474/en/PTC_eBook_Impact_of_the_IoT_on_Manufacturers.p	

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

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

Mapping with CO-PO

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

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

Session Plan

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

		New product development cycle, reasons for failure of new products, Outsourcing and Offshoring of new product development - over-view	New product design & development, for continuous successes of the business		
5	2.50	Facility Location Strategy for new location and various Methods for selecting a site for a factory. Objectives, Various types of plant layout in manufacturing and service industry. Steps for determining layout	CO3- Apply appropriate methods related to the selection of facility location, layout and capacity planning for better productivity, cost effectiveness and increased efficiency of the business	L3: Apply	<u>Internal-Test, Case Study</u> <u>End Term-</u> Theory
6	2.50	Facility Layout Objectives, Various types of plant layout in manufacturing and service industry. Steps for determining layout	CO3- Apply appropriate methods related to the selection of facility location, layout and capacity planning for better productivity, cost effectiveness and increased efficiency of the business	L3: Apply	<u>Internal-Test, Case Study</u>
7	3	Production / Operations Planning & Control Aggregate planning, Capacity Planning, Material requirement planning, Production / Operation Planning and Control.	CO4-Analyse the various inventory management tools, capacity planning for better productivity, cost effectiveness and efficiency of the business	L4: Analyze	<u>Internal-Test, Case Study, Numericals</u>

8	3	Inventory Management: inventory types, inventory costs, Importance of inventory control and methods of inventory control. EOQ, ABC Analysis.	CO4-Analyse the various inventory management tools, capacity planning for better productivity, cost effectiveness and efficiency of the business	L4: Analyze	<u>Internal-</u> Test, Case Study, Numericals
9	2	Quality management Definition of quality and quality control methods, Dimensions of quality, Cost of quality, QC Tools, Six Sigma, ISO	CO 5- Evaluate the continuous improvement tools for better Quality & decisions making.	L5 Evaluate	<u>Internal-</u> Test, Case Study

Pedagogy

1. Lecture

2. Case Study

3. Presentation / Assignment

4. Activity/ Exercise

5. Videos

Evaluation

Internal 40%

External 60%

Total 100%

Parameters of Internal Assessment:

Internal Assessment	20Marks
External Assessment / End Term Exam	30Marks

<i>Internal Assessment:</i>	
Attendance	5 Marks
Class Participation	5Marks
Presentation /Project /Assignment	5Marks
Class Test	5 Marks
Total	20Marks

Assessment Mapping

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

Textbook:

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

Reference Book:

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

- 3) Operations Management Notes by Anna University --

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

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

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

Semester: I

Course Title: Introduction to MS-Excel and Advance Methods

Credit: 4

Duration: 40 hrs.

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

Mapping CO with PO

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

COs / POs	PO 1	PO 2	PO 3	PO 4	PO 5
CO1	2	3	1	1	1
CO2	2	3	1	1	1
CO3	2	3	1	1	1
CO4	2	3	2	-	2
CO5	2	3	2	1	2
CO	2.0	3.0	1.4	1.0	1.4

Session Plan

Sr. No	Hrs	Units	COs	Cognition	Evaluation Tools
1	1.5	Microsoft Excel Fundamentals:			
(i)	1.5	<ul style="list-style-type: none"> ● Launching Excel ● Introduction to the Excel Interface ● Customizing the Excel Quick Access 	CO1: Apply basic excel fundamentals and commands to manage worksheet	L3: Apply	<u>Internal-</u> Assignment, Test,

		Toolbar <ul style="list-style-type: none"> ● Understanding the Structure of an Excel Workbook ● Saving an Excel Document ● Opening an Existing Excel Document 	effectively.		Practical <u>End Term-</u> Test
2	3.0	Microsoft Excel Fundamentals:			
(i)	3.0	<ul style="list-style-type: none"> ● Launching Excel ● Introduction to the Excel Interface ● Customizing the Excel Quick Access Toolbar ● Understanding the Structure of an Excel Workbook ● Saving an Excel Document ● Opening an Existing Excel Document 	CO1: Apply basic excel fundamentals and commands to manage worksheet effectively.	L3: Apply	<u>Internal-</u> Assignment, Test, Practical <u>End Term-</u> Test
3	3.0	Entering and Editing Text and Formulas			
(i)	3.0	<ul style="list-style-type: none"> ● Entering Text to Create Spreadsheet Titles ● Working with Numeric Data in Excel ● Entering Date Values in Excel ● Working with Cell References ● Data Linking within workbooks and worksheets. ● Creating Basic Formulas in Excel ● Relative Versus Absolute Cell References in Formulas ● Consolidate multiple sheets into single sheets. 	CO1: Apply basic excel fundamentals and commands to manage worksheet effectively.	L3: Apply	<u>Internal-</u> Assignment, Test, Practical <u>End Term-</u> Test
4	2.0	Working with Basic Excel Functions			
(i)	2.0	<ul style="list-style-type: none"> ● The structure of an Excel Function ● Working with the SUM() Function ● Working with the MIN() and MAX() Functions 	CO2: Solve numerical, text, date, and lookup formula.	L3: Apply	<u>Internal-</u> Assignment, Test, Practical

		<ul style="list-style-type: none"> ● Working with the AVERAGE() Function ● Working with the COUNT() Function ● Using the AutoSum Command ● Using the AutoFill Command to Copy Formulas 			<u>End Term-</u> Test,
5	2.5	Study of Basic and Advance filter:			
(i)	2.5	<ul style="list-style-type: none"> ● Introduction to Basic filter ● Advance filter ● Filter function 	CO2: Solve numerical, text, date, and lookup formula.	L3: Apply	<u>Internal-</u> Assignment, Test, Practical <u>End Term-</u> Test
6	2.0	Paste Special Functions and Protection of cells, workbook, and worksheets:			
(i)	2.0	<ul style="list-style-type: none"> ● Paste Special Transpose ● Paste Special Values ● Paste Special Formula ● Paste Special Link ● Protection of Cells ● Protection of Workbook and Worksheets 	CO2: Solve numerical, text, date, and lookup formula.	L3: Apply	<u>Internal-</u> Assignment, Test, Practical <u>End Term-</u> Test
7	2.0	Working with Excel's Lookup Functions			
(i)	2.0	<ul style="list-style-type: none"> ● Using Excel's VLOOKUP() Function ● Using Excel's HLOOKUP() Function 	CO2: Solve numerical, text, date, and lookup formula.	L3: Apply	<u>Internal-</u> Assignment, Test, Practical <u>End Term-</u> Test
8	2.5	Transpose and Date Functions			
(i)	1.0	<ul style="list-style-type: none"> ● TRANSPOSE using Paste special ● Simple Transpose 	CO2: Solve numerical, text, date, and lookup formula.	L3: Apply	<u>Internal-</u> Assignment, Test, Practical <u>End Term-</u> Test

(ii)	1.5	<ul style="list-style-type: none"> ● DAYS ● WEEKDAY ● EOMONTH ● EDATE ● WEEKNUM, ● EMONTH, ● YEARFRAC 	CO2: Solve numerical, text, date, and lookup formula.	L3: Apply	<u>Internal-</u> Assignment, Test, Practical <u>End Term-</u> Test
9	2.5	Text Based Functions and working with Match and Index:			
(i)	1.5	<ul style="list-style-type: none"> ● Using Excel's LEFT(), RIGHT() and MID() Functions ● Using Excel's LEN() Function ● Using Excel's SUBSTITUTE(),REPLACE(),TRIM() Function ● Using Excel's CONCATENATE() Function ● Using Excel's Text functions TEXT SPLIT() TEXT BEFORE() HSTACK() VSTACK() TAKE() DROP() CHOOSECOLS() CHOOSEROWS() 	CO2: Solve numerical, text, date, and lookup formula.	L3: Apply	<u>Internal-</u> Assignment, Test, Practical <u>End Term-</u> Test
(ii)	1.0	5. Introduction to Match () 6. Introduction to Index () 7. Combination of Match & Index()	CO2: Solve numerical, text, date, and lookup formula.	L3: Apply	<u>Internal-</u> Assignment, Test, Practical <u>End Term-</u> Test,
10	4.0	Analyse Basic Charts in Excel:			

(i)	4.0	<ul style="list-style-type: none"> ● Creating an Excel Column Chart ● Working with the Excel Chart Ribbon ● Adding and Modifying Data on an Excel Chart ● Formatting an Excel Chart ● Moving a Chart to another Worksheet 	CO3: Analyse the use of different charts.	L4: Analyse	<u>Internal-</u> Practical, Test <u>End Term-</u> Test
11	7.0	Analyse different chart and its uses:			
(i)	3.5	<ul style="list-style-type: none"> ● Candle Chart ● Gantt Chart 	CO3: Analyse the use of different charts.	L4: Analyse	<u>Internal-</u> Practical, Test <u>End Term-</u> Test
(ii)	3.5	<ul style="list-style-type: none"> ● Forecast and Trend Chart ● Histogram Chart 	CO3: Analyse the use of different charts.	L4: Analyse	<u>Internal-</u> Practical, Test <u>End Term-</u> Test
12	2.5	Working with Google Drive, Google Calendar and Google forms			
(i)	1.0	Google Drive: 36. Uploading and downloading files and folders in Google Drive. 37. Exploring Shared drive 38. Permission Settings	CO4: Analyse applications on Google drive, Google forms and effective scheduling using Google Calendar.	L4: Analyse	<u>Internal-</u> Test
(ii)	2.5	Google forms and Google Calendar: 8. Designing quizzes using google forms and downloading their responses in Google Sheets. 9. Scheduling using Google Calendars and its synchronization using mobile phone	CO4: Analyse applications on Google drive, Google forms and effective scheduling using Google Calendar.	L4: Analyse	<u>Internal-</u> Test
Working with Google Spreadsheets					

13	1.0	Introduction to Functions and Conditional Functions			
(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-</u> Test
14	2.0	Nested Conditional Functions			
(i)	2.0	8. NESTED IF() 9. NESTED IF() with AND() NESTED IF() with OR()	CO5: Analyse different features and formulas on Google Spreadsheet.	L4: Analyse	<u>Internal-</u> Test
15	2.0	Working with TEXT functions			
(i)	2.0	<ul style="list-style-type: none"> ● LEFT() ● RIGHT() ● LEN() ● TRIM() ● FIND() & SEARCH() 	CO5: Analyse different features and formulas on Google Spreadsheet.	L4: Analyse	<u>Internal-</u> Test
16	1.5	Working in a Collaborative environment and protection of worksheet and named ranges			
(i)	1.5	<ul style="list-style-type: none"> ● Learning different sharing techniques ● Getting familiar with owners' rights ● Protection of sheets in a collaborative environment <p>Protection of named ranges in spreadsheet</p>	CO5: Analyse different features and formulas on Google Spreadsheet.	L4: Analyse	<u>Internal-</u> Test
17	1.5	Stock Picking and Real Time Translators with GOOGLE FINANCE and GOOGLE TRANSLATE			
(i)	1.5		CO5: Analyse different features	L4: Analyse	<u>Internal-</u>

		<ul style="list-style-type: none"> • Get stock information instantly with GOOGLE FINANCE() • Become a polyglot with GOOGLE TRANSLATE() 	and formulas on Google Spreadsheet.		Test
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Pedagogy

- Lecture
- Assignments
- Presentation

Evaluation

Internal 60%

External 40%

Total 100%

Parameters of Internal Assessment:

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

Assessment Mapping:

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

Reference Book:

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

E-Books:

Book Title	Name of Author	Publisher	Link	Year
Microsoft Word 2013™ An Essential Guide (Level 1)	-	reading.ac.uk	http://www.reading.ac.uk/web/files/its/WordEssen13.pdf	2014

Corporate Finance Institute- Excel	-	Corporatefinanceinstitute.com	https://corporatefinanceinstitute.com/resources/ebooks/excel-book-pdf/	2013
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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
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CO1	3	-	-	1	-
CO2	-	3	-	3	2
CO3	2	2	1	3	-
CO4	2	2	2	2	-
CO5	2	2	2	2	2
CO	2.3	2.3	1.7	2.2	2.0

Session Plan

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

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

Evaluation:	
Internal	40%
External	60%
Total	100%

Parameters of Internal Assessment:

Written Assessment - Email

Attendance

Class Participation

Assessment Mapping

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

Textbooks/Reference Books:

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

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

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

Mapping with CO-PO

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

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

Session Plan

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

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

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

Parameters of Internal Assessment:

1. Class Test
2. Class Participation
3. Attendance

Assessment Mapping

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

Class Test	5				50%	50%
End Term	30	20 %	20%	20%	20%	20%
Total	50	18%	20%	20%	21%	21%

Reference Book:

R.S. Agarwal - First Edition: 1989

Uma Maheshwari- GACP - First Edition: 2017

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

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

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

Mapping CO with PO

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

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

CO4	1	3	3	2	2
CO5	2	3	3	3	2
CO	1.8	2.8	2.8	2.4	2

Session Plan

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

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

Pedagogy

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

Evaluation

Internal 40%

External 60%

Total 100%

Parameters of Internal Assessment:

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%
End Term	30		10%	30%	30%	30%

Textbook:

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

Alternative Textbook

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

Reference Books:

1. Exploring Entrepreneurship- Practices and Perspectives, Richard Blundel, Nigel Lockett, Oxford. 2016

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

E-Books:

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

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

Course Outcomes	Description	Cognition	Hours	Evaluation Tools
CO1	Understand the nuances of an effective resume format to create profile specific resumes for campus placement.	L2 -Understand	2	<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
		Resume Building			
1	1	Roadmap			
2- 3	2	Resume Building (General Dos and Don'ts of resume)	CO1- Understand the nuances of creating an effective resume and use a tailormade resume according to the profile applied for during campus placement.	L2: Understand	<u>Internal</u> Assignment <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</u> Assignment <u>End Term</u> Practical
		Social Media Management			
6 & 7	3	LinkedIn Networking (Tips to capitalize Networking on LinkedIn)	CO4 - Illustrate a summary of students' work experience, skills, and achievements on the professional social media platform, LinkedIn	Apply	<u>Internal</u> Role Play <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</u> Role Play <u>End Term</u> Practical

		Resume Building			
9	1	Overview of a Group Discussion (Dos and Don'ts + outline for attempting abstract & current affairs-based GD topics)	CO2- Develop the industry knowledge and skills to ace live projects, online and offline interviews, group discussion for campus placements	L4: Analyse	<u>Internal</u> GD <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
		Personal Interview			
13-14	3	Overview of P.I (Framework to answer basic interview questions)	CO2 - Develop the industry knowledge and skills to ace live projects, online and offline interviews, group discussion for campus placements	L4: Analyse	<u>Internal</u> Role Play <u>End Term</u> Practical
15-32		Mock PI	CO2 - Develop the industry knowledge and skills to ace online and offline interviews for campus placements	L4: Analyse	<u>Internal</u> Role Play <u>End Term</u> Practical

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

Parameters of Internal Assessment:

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

Assessment Mapping

Parameter	Marks	CO 1	CO 2	CO 3	CO 4	CO 5
Internal	40	10%	30%	30%	10%	20%
Attendance	10	20%	20%	20%	20%	20%
Class Participation	10	20%	20%	20%	20%	20%
Assignment	5	40%		60%		
Group Discussion	5		50%		100%	50%
Role Play (Mock Interview)	10	25%	25%	10%	20%	20%
End Term	60	10%	30%	30%	20%	10%

Reference Books:

Interviews and GD

– GK Publication

GD and Interview

– R. Gupta and Anand Ganguly

How to succeed in GD and Interview

- SK Mondal

Semester-II

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

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

Mapping COs with POs

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

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

Session Plan

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

(i)	.5	Introduction to qualitative research. Various types of qualitative research	CO1: Explain the various concepts related to qualitative research	K2: Understand	<u>Internal-Project work, Viva</u>
	1.0	Qualitative research procedures :focus group interview ,depth interview and projective techniques	CO2: Apply the various concepts in solving business problems	K3: Apply	<u>Internal : Project work</u>
4	1.0	Sampling and Sampling methods			
(i)	.5	Sampling design process and classification of the sampling techniques	CO2:Explain the various concepts related with sampling	K4: Understand	<u>Internal-Test, project work</u>
	.5	Case : Dell running case	CO3 : Apply the concepts learnt in solving business problems	K3: Apply	<u>Internal Project work</u>
5	1.0	Questionnaire designing			
(i)	.5	Questionnaire design process, Types of interview method , pre -testing a questionnaire	CO2:Explain the various steps and the concepts involved in questionnaire designing	K2 :Understand	<u>Internal-assignment Project work,Viva</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>
6	1.0	Data Collection Methods			
(i)	.5	Various methods of data collection	CO1: Explain the various methods of data collection	K2: Understand	<u>Internal-Project work End Term-Theory</u>
(ii)	.5	Apply the various methods in solving business research problem	CO2 :Apply the various concepts learnt in solving business problems	K3:Apply	<u>Internal-Project work End Term-Theory</u>
7	1.0	Data analysis methods			
(i)	.5	Methods of data analysis : an introduction	CO1: Explain the various methods involved in data analysis	K2: Understand	<u>Internal-Viva Test, project work End Term-Theory</u>
(ii)	.5	Univariate analysis, Bivariate analysis, Parametric and Non-parametric test -	CO1: Explain the various concepts related	K2 -Understand	<u>Internal-Viva</u>

			to univariate, bivariate and multivariate and non-parametric test		<u>End Term-Theory, output ,interpretation in SPSS</u>
8	1.0	Performing Univariate, bivariate and parametric , non -parametric test in SPSS			
	.5	Univariate , bivariate analysis in SPSS	CO2 : Apply the various concepts learnt in solution of a research problem	K3: Apply	Internal Project work End term : Practical question
(i)	.5	Analyze the SPSS output.	CO3:Analyze a business research problem with the help of market research tools and techniques for effective decision making	K4: Analyze	<u>Internal-Project work</u> <u>End Term-Practical question</u>
9	5.5	Factor analysis			
(i)	.5	Understand the various concepts related to factor analysis	CO1: Explain the various concepts related to factor analysis	K2: Understand	<u>Internal-Viva</u> <u>End Term-Practical question</u>
(ii)	.5	Apply the various concepts related to factor analysis	CO2 : Apply the various concepts learnt in solution of a business problem	K3:Apply	<u>Internal-Project work</u> <u>End Term-Practical question</u>
	1.5	Analyze the factor analysis output in SPSS	C03 :Analyze the business research problem with factor analysis for effective decision making	K4 : Analyze	<u>Internal – Project work</u> <u>End term Practical question</u>
	1.5	Assess the factor analysis output for business decision making	CO4:: Assess the results for business decision making	K5: Assess	<u>Internal :Project work</u> <u>End term : Question</u>
	1.5	Evaluate the factor analysis output for business decision making	C05 : Evaluate the factor analysis ouput for decision making	K5 :Evaluate	<u>Internal :Project work</u> <u>End term : Question</u>

10	4.5	Cluster Analysis			
	.5	Basic concept , statistics associated with cluster analysis	CO1: Explain the concepts and the importance of Cluster analysis	K1:Underst and	<u>Internal -Viva</u> <u>End term -Practical question</u>
	5	Conducting cluster analysis in SPSS	CO2 : Apply the concepts in solution of a research problem	K2 : Apply	<u>Internal-Project work</u> <u>End term -Practical question</u>
	1.5	Analyze a cluster analysis output in SPSS	CO3: Analyze a business research problem with market research tools and techniques for effective decision making	K3:Analyze	<u>Internal -Project work</u> <u>End term-Question</u>
	1.5	Assess the results of the output in SPSS	CO4:: Assess the results for business decision making	K4:Analyze	<u>Internal :Project work</u> <u>End term :Question</u>
	.5	Evaluate the results of the output in SPSS	CO5 : Evaluate a business situation for decision making	K5:Evaluate	<u>Internal :Project work</u> <u>End term :Question</u>
11	6.5	Discriminant analysis			
	.5	Basic concept of discriminant analysis, discriminant analysis model	CO1 : Explain the concepts and its importance in market research	K1: Understand	<u>Internal -Viva</u> <u>End term -Practical question</u>
	1.5	Performing discriminant analysis in SPSS	CO2 : Apply the concepts in solution of a research problem	K2 : Apply	<u>Internal -Viva</u> <u>End term-practical</u>
	1.5	Analyze the discriminant analysis output in SPSS	CO4 : Analyze a market research problem with the help of tmarketing tools and techniques for decision making	K3 : Analyze	<u>Internal-Project work</u> <u>End term -Practical</u>
	1.5	Assess the output generated in decision making	CO5 : Assess the output for business decision making	K4:Assess	<u>Internal :Project work</u>

					<u>End term</u> <u>:term</u> <u>:Practical</u>
	1.5	Evaluate the out put generated in decision making	CO5:Evaluate the output for business decision making	K5:Evaluate	<u>Internal</u> <u>:Project</u> <u>work</u> <u>End term</u> <u>:Question</u>
12	5.0	Report preparation and presentation			
	.5	Importance of report preparation and presentation process	CO2 : Explain the various steps related to the preparation of the report	K2 :Understand	<u>Internal-</u> <u>Project</u> <u>End term-</u> <u>Practical</u>
	4.5	Report format and report writing	CO3 : Apply the various steps learnt in report of research report	K3:Apply	<u>Internal-</u> <u>Project</u> <u>End term</u> <u>-theory</u>

Pedagogy

- Lecture
- Case Studies
- Presentation and assignments

Evaluation

Internal	80%
External	20%
Total	100%

Parameters of Internal Assessment:

- 43. Attendance
- 44. Class Participation
- 45. Class Test
- 46. Viva
- 47. Assignments
- 48. Projects

Assessment Mapping

Parameter	Marks	CO 1	CO 2	CO 3	CO 4	CO 5
Internal	80	15%	18%	22%	24%	21%

Attendance	12	20%	20%	20%	20%	20%
Class Participation	12	20%	20%	20%	20%	20%
Class Test	20	30%	30%	15%	15%	10%
Viva	10	10%	20%	30%	20%	20%
Assignments	10	-	20%	20%	30%	30%
Projects	16	-	-	30%	40%	30%
End Term	20	5%	15%	30%	30%	20%

Pedagogy (different for subjects)

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

Evaluation

Internal	80%
External	20%
Total	100%

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

- 49. Attendance
- 50. Class Participation
- 51. Class Test
- 52. Class Activity
- 53. Assignments
- 54. Projects

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

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

Text Book:

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

Reference Book:

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

E-Books:

Book Title	Name of Author	Publisher	Link	Year
The World of Modigliani and Miller	Robert Alan Hill	Bookboon.com	https://bookboon.com/en/the-world-of-modigliani-and-miller-ebook	2015
Working Capital and Strategic Debtor Management,	Robert Alan Hill	Bookboon.com	https://bookboon.com/en/working-capital-and-strategic-debtor-management-ebook	2013
Strategic Financial Management	Robert Alan Hill	Bookboon.com	https://bookboon.com/en/strategic-financial-management-ebook	2014
Financial Management		Rai Technology University	http://164.100.133.129:81/econtent/Uploads/Financial_Management.pdf	

Financial Treasury and Forex Management	ICSI	ICSI	http://www.icsi.in/Study%20Material%20Professional/NewSyllabus/FTFM.pdf	2014
Practical Module: Financial Treasury and Forex Management	ICSI	ICSI	https://www.icsi.edu/WebModules/PRACTICE%20MANUAL%20FTFM%20AKANSHA%202015.pdf	2015
Financial Management	M Y Khan	Tata McGraw-Hill Education		2011
Financial Management	I M Pandey	Vikas Publishing House Pvt Ltd I		2009

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

Course Outcomes	Description	Cognition	Hours	Evaluation Tools
CO1	Interpret the importance of social media marketing & social media analytics.	L3: Apply	8	<u>Internal</u> Class Activity, Quiz <u>End Term-</u> Theory
CO2	Compare online customer perceptions in choosing products or services from social media feedback.	L4: Analyse	6	<u>Internal-</u> Test, Assignment <u>End Term-</u>

				Theory
CO3	Differentiate various processes of social media marketing and social media analytics.	L3: Apply	8	<u>Internal-</u> Practical, Class Activity <u>End Term-</u> Theory
CO4	Develop social media strategies and leverage various social media platforms to sell products or services.	L6: Create	12	<u>Internal-</u> Practical, Test <u>End Term-</u> Theory
CO5	Use the tools and techniques that have been adopted in social media platforms across industries to build positive relationships	L3: Apply	8	<u>Internal-</u> Project, Class Activity, Test, 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
CO1	2	2	2	2	-
CO2	1	2	3	2	-
CO3	2	3	3	2	-
CO4	2	2	2	3	-
CO5	2	3	2	2	-
CO	1.8	2.4	2.4	2.2	-

Session Plan

Sr.	Hrs.	Units	Cos	Topics Mapped	Evaluation Tools
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No				with CO	
1	8	Introduction to SMM			
(i)	8	<ul style="list-style-type: none"> ● Key Concepts ● Social Media Goals ● Setting Goals and Priorities ● Different Social Media Platforms 	CO1	L3-Apply	<u>Internal-</u> Class Activity, Quiz <u>End Term-</u> Theory
2	6	Understand the Social Media Platforms Dashboard			
(i)	6	<ul style="list-style-type: none"> ● Facebook and Instagram <ul style="list-style-type: none"> ○ Facebook Features ○ Facebook Newsfeed ○ Facebook Insights ○ Facebook Business Page ○ Instagram Profile and Setup ● Twitter <ul style="list-style-type: none"> ○ Features ○ Twitter Engagement 	CO2	L4-Analyse	<u>Internal-</u> Test, Assignment <u>End Term-</u> Theory
3	8				
(i)	8	<ul style="list-style-type: none"> ● LinkedIn <ul style="list-style-type: none"> ○ LinkedIn Setup & Profile ○ LinkedIn Features ○ LinkedIn Company Page ● Google+ <ul style="list-style-type: none"> ○ Google+ Setup ○ Google+ Features ○ Google+ Insights 	CO-4	L6-Create	<u>Internal-</u> Practical, , Test <u>End Term-</u> Theory
4	12				
(i)	12	<ul style="list-style-type: none"> ● Youtube <ul style="list-style-type: none"> ○ YouTube Setup ○ YouTube Channels ○ YouTube Channels ○ YouTube Features ● Tumblr, Snapchat, TikTok ● Blogging ● Implementing Social 	CO-5	L3-Apply	<u>Internal-</u> Test, Assignment, Project <u>End Term-</u>

		<ul style="list-style-type: none"> ● Social Listening and Content Planning ● Social Advertising <ul style="list-style-type: none"> ○ Facebook ○ LinkedIn ○ Twitter ○ Pinterest ○ Instagram 			Theory
5	8				
(i)	8	<ul style="list-style-type: none"> ● Insights Gathering and Analytics <ul style="list-style-type: none"> ○ Facebook ○ Twitter ○ LinkedIn ● Social Media Strategy ● Social Media Plan Execution ● Account based marketing 	CO-3	L5-Evaluate	<u>Internal-</u> Practical, Class Activity <u>End Term</u> Theory

Pedagogy

10. Lecture

11. Case Studies

12. Practical & Projects

13. Presentation and Assignments

Evaluation

Internal 60%

External 40%

Total 100%

Parameters of Internal Assessment:

55. Attendance

56. Class Participation

57. Class Test

58. Class Activity

59. Assignments

60. Projects

Assessment Mapping

Parameter	Marks	CO 1	CO 2	CO 3	CO 4	CO 5
Internal	40	20%	15%	20%	30%	20%
Attendance	5	20%	20%	20%	20%	20%
Class Participation	5	20%	20%	20%	20%	20%
Class Test	10	-	50%	-	25%	25%
Class Activity	5	50%	-	20%	-	30%
Assignments	5	-	40%	-	-	60%
Projects	10	-	-	-	40%	60%
End Term	60	-	-	35%	45%	20%

Textbook:

Book Title	Name of Author	Publisher	Edition No.	Year
Digital marketing	Seema Gupta	Tata McGraw Hill	2nd	2017

Reference Books:

Book Title	Name of Author	Publisher	Edition No.	Year
Internet Marketing	Moutusy Maity	Oxford Publication		
Digital Social Media Marketing	Nitin C. Kamat, Chinmay	Himalaya Publishing House		
Digital Analytics marketing	Raghavendra K & Shruthi Prabhakar	Himalaya Publication	2016	

E-Books:

Book Title	Name of Author	Publisher	Link	Year

Social-Media-Marketing-Course	eMarketing-Institute-Ebook	eMarketing-Institute	Chapter 2: Social Media Marketing - eMarketing Institute	2018
Social-Media-Marketing	Tutorials Point	Tutorials Point (I) Pvt. Ltd.	social_media_marketing_tutorial.pdf (tutorialspoint.com)	2018
Social-Media-for-Lead-Generation			https://www.marketo.com/ebooks/social-media-for-lead-generation/	

Semester : **II**
Course Title : **Brand and Online Reputation Management**
No of Credits : **4**
Contact Hours : **40 hrs (75 minutes per session)**

Course Outcomes	Description	Cognition	Hours	Evaluation Tools
CO1	Understand the key principles & concepts of Brand Management and Online Reputation Management.	L2: Understand	7	<u>Internal:</u> Class Activity <u>End Term-</u> Theory
CO2	Analyse the importance of customer perceptions and the role of brand knowledge in building brand equity through offline and online.	L4: Analyse	5	<u>Internal-</u> Assignment, Class Activity, Class Test <u>End Term-</u> Theory
CO3	Analyse competitive branding strategies both for offline and online and to leverage communication resources.	L4: Analyse	18	<u>Internal-</u> Class Test, Assignment <u>End Term-</u>

				Theory
CO4	Apply online reputation monitoring tools and techniques to build a positive reputation, to build confidence in your brand.	L3: Apply	6	<u>Internal-</u> Projects <u>End Term-</u> Theory
CO5	Create brand practically through online, apply key elements of brand strategy, evaluate strategic options, and practice on positioning and communication.	L6: Create	4	<u>Internal-</u> Project, 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
CO1	1	3	2	-	2
CO2	2	3	-	3	1
CO3	1	3	-	3	2
CO4	2	3	1	3	2
CO5	-	2	1	3	1
CO	1.2	2.8	0.8	2.4	1.6

Session Plan:

Sr. No	Hrs	Units	Cos	Topics Mapped with CO	Evaluation Tools
1	2	Introduction to Product Management			
(i)	2	<ul style="list-style-type: none"> ● Relationship between Competition, Marketing & Product Management ● Product management process, product decisions ● Product Management organization- Roles & 	CO-1	L2: Understand	<u>Internal:</u> Class Activity

		responsibilities of Product Manager			<u>End Term-</u> Theory
3	2	Product concepts & strategies			
(i)	2	<ul style="list-style-type: none"> ● Product hierarchy, product mix, product line, product line analysis ● NPD – process, challenges, Consumer-Adoption process – stages. Minimum Viable Product	CO-1	L2: Understand	<u>Internal:</u> Class Activity <u>End Term-</u> Theory
3	3	Introduction to the concept of Brand			
(i)	3	<ul style="list-style-type: none"> ● Understanding Brand, challenges & opportunities ● Concept of brand identity and personality ● Aaker's brand personality scale ● Arnold's brand anatomy 	CO-1	L2: Understand	<u>Internal:</u> Class Activity <u>End Term-</u> Theory
4	5	Building Brand Equity			
(i)	5	<ul style="list-style-type: none"> ● Developing Customer based Brand Equity (CBBE) – Keller's Pyramid ● Developing brand architecture ● Brand elements to build brand equity Integrated Marketing communications to build brand equity <ul style="list-style-type: none"> ● Steps to build a Cult Brand Developing a Brand Equity measurement & Management system	CO-2	L4: Analyse	<u>Internal-</u> Class Test, Assignment <u>End Term-</u> Theory
5	3	Brand Positioning & Values			
(i)	3	<ul style="list-style-type: none"> ● Identifying & establishing Brand positioning ● Updating in positioning & Repositioning ● Defining & establishing brand values 	CO-3	L4: Analyse	<u>Internal-</u> Assignment <u>End Term-</u> Theory

6	3	Introducing & naming new products & brand extensions			
	3	<ul style="list-style-type: none"> ● Advantages & disadvantages of extensions ● Brand extension guidelines Evaluating brand extension opportunities	CO-3	L4: Analyse	<u>Internal-</u> Test <u>End Term-</u> Theory
7	2	Managing Brands over time			
	2	<ul style="list-style-type: none"> ● Brand revitalization Adjustments to brand portfolio	CO-3	L4: Analyse	<u>Internal-</u> Assignment <u>End Term-</u> Theory
8	3	Managing Brands over Geographic Boundaries & Market segments			
	3	<ul style="list-style-type: none"> ● Building Global Brand strategy ● Growth strategies in global market Standardization v/s Customization	CO-3	L4: Analyse	<u>Internal-</u> Assignment <u>End Term-</u> Theory
9	4	Role of Branding in digital media <ul style="list-style-type: none"> ● Corporate Brands ● Commodity Brands ● Person as Brand ● Internet Brands 	CO-3	L4: Analyse	<u>Internal-</u> Class Activity <u>End Term-</u> Theory

10	3	Brand Audit & Brand tracking studies			
	3	<ul style="list-style-type: none"> ● Meaning, Purpose, process of Brand Audit ● Relevance of brand tracking, design and outcome Brand valuation Model – InterBrand	CO-3	L4: Analyse	Internal- Assignment <u>End Term-</u> Theory
11	6	Online Reputation Management			
	i.	<ul style="list-style-type: none"> ● Why do I need ORM? ● ORM Techniques ● Défense Mechanism ● Sub Domain creation ● Create Additional Sites ● Site Links and Double Listing ● Business Listing ● Wikipedia business page ● Presell Pages ● Press Release ● Create profile on another site ● Tagging 	CO-4	L3: Apply	Internal- Projects <u>End Term-</u> Theory
	4	Online Reputation Management			
	ii.	<ul style="list-style-type: none"> ● Buying well ranking Sites ● PPC ● Optimize Website for Important terms ● Defensive Ranking ● Online Reputation Monitoring Tools ● ORM tips and tricks ● ORM Model ● ORM Guidelines ● Removing Negative comments from Google Review & Practice of ORM Tools in the Market	CO-5	L6: Create	Internal- Project <u>End Term-</u> Theory_

Pedagogy:

1. Lecture
2. Practical Exercise
3. News/Article Analysis
4. Live Project
5. Quiz

Evaluation

Internal	40%
External	60%
Total	100%

Parameters of Internal Assessment:

10. Attendance
11. Class Participation
12. Class Test
13. Class Activity
14. Assignments
15. Projects

Assessment Mapping

Parameter	Marks	CO 1	CO 2	CO 3	CO 4	CO 5
Internal	40	17.5%	12.5%	45%	15%	10%
Attendance	5	20%	20%	20%	20%	20%
Class Participation	5	20%	20%	20%	20%	20%
Class Test	10	-	50%	50%	-	-
Class Activity	5	60%	40%	-	-	-
Assignments	5	-	45%	55%	-	-
Projects	10	-	-	-	60%	40%
End Term	60			40%	30%	30%

Textbook:

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

Management	Keller	Publication		
Digital Marketing	Raghavendra & Shruthi Prabhakar	Himalaya Publication	1 st	2016

Reference Books:

Book Title	Name of Author	Publisher	Edition No.	Year
Brand Management Principles and Practices	Kirti Dutta	Oxford Publication	5 th	2015
Product Policy & Brand Management	A.K. Chitale & Ravi Gupta	PHI Learning	1 ^s	2011

E-Book:

Book Title	Name of Author	Publisher	Link	Year
Strategic Brand management Indian Context	R. Srinivasan		http://www.untag-smd.ac.id/files/Perpustakaan_Digital_1/BRAND%20NAME%20PRODUCTS%20New%20Strategic%20Brand%20Management%20-%200749450851.PDF	2014
From Brand Vision to Brand Evaluation: The Strategic Process of Growing and Strengthening Brands	Leslie de Chernatony		http://www.untag-smd.ac.id/files/Perpustakaan_Digital_1/BRAND%20NAME%20PRODUCTS%20From%20Brand%20Vision%20to%20Brand%20Evaluation%20The%20strategic%20process%20of%20growing%20and%20st.pdf	
Brands and Branding			https://bordeure.files.wordpress.com/2008/11/the-economist-brands-and-branding.pdf	
Brand			http://tccim.ir/images/docs/10%20Brand	

Managem nt Research			%20Management.pdf	
Brand Sense : Sensory Secrets Behind the Stuff we Buy	Martin Lindstorm		<a href="https://books.google.co.in/books?id=4uJ-1KaguZMC&printsec=frontcover&dq=.Brand+Managemen
t+Principles+and+Practices&hl=en&sa=X&ved=0ahUKEw
jp7PP8is7bAhXlu48KHQUNDGIQ6AEIOjAD#v=onepage
&q&f=false">https://books.google.co.in/books?id=4uJ-1KaguZMC&printsec=frontcover&dq=.Brand+Managemen t+Principles+and+Practices&hl=en&sa=X&ved=0ahUKEw jp7PP8is7bAhXlu48KHQUNDGIQ6AEIOjAD#v=onepage &q&f=false	
Brand Sense : Sensory Secrets Behind the Stuff we Buy	- Martin Lindstorm		<a href="https://books.google.co.in/books?id=4uJ-1KaguZMC&printsec=frontcover&dq=.Brand+Managemen
t+Principles+and+Practices&hl=en&sa=X&ved=0ahUKEw
jp7PP8is7bAhXlu48KHQUNDGIQ6AEIOjAD#v=onepage
&q&f=false">https://books.google.co.in/books?id=4uJ-1KaguZMC&printsec=frontcover&dq=.Brand+Managemen t+Principles+and+Practices&hl=en&sa=X&ved=0ahUKEw jp7PP8is7bAhXlu48KHQUNDGIQ6AEIOjAD#v=onepage &q&f=false	

Semester : **II**
Course Title : **Digital Media Planning, SEO, and SEM**
No of Credits : **4**
Contact Hours : **40 hrs (75 minutes per session)**

Course Outcomes	Description	Cognition	Hours	Evaluation Tools
CO1	Implement the key concepts of digital media strategies, planning, SEO & SEM.	L3: Apply	5	<u>Internal-</u> Classroom discussion, Test

CO2	Experiment with various digital media strategies and SEO techniques.	L4: Analyse	8.5	<u>Internal-</u> Case study, Assignment
CO3	Appraise various digital channels for the process of applying, controlling, maintaining, and improving the digital visibility of the organizations	L5: Evaluate	9.5	<u>Internal-</u> Test, Practical <u>End Term-</u> Theory
CO4	Develop a plan for Digital Media promotion, SEO & SEM strategies.	L6: Create	12	<u>Internal-</u> Test, Practical <u>End Term-</u> Theory
CO5	Use the digital media tools & techniques that have been adopted across industries.	L3: Apply	5	<u>Internal-</u> Assignment, Practical <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
CO1	3	2	-	-	1
CO2	2	3	1	-	1
CO3	3	2	2	-	1
CO4	3	2	1	-	1
CO5	3	2.5	-	1	1
CO	2.8	2.3	1.3	1	1

Session Plan

S r. N o	Hrs	Units	Cos	Topics Mapped with CO	Evaluation Tools
1	7.0	Introduction to Digital Media Planning			
(i)	7.0	Principles and Goals of Digital Media Planning, concept of Digital Media and Strategies	CO1	L3: Apply	<u>Internal</u> Classroom discussion, Test <u>End Term-</u> Theory
2	9.5	Digital Advertising Landscape and Terminology			
(i)	3.5	Business Value	CO3	L5: Evaluate	<u>Internal-</u> Test, Practical <u>End Term-</u> Theory
(ii)	6.0	Running Effective Ads, Challenges of Digital Display, Campaign Planning, Creative formats, Targeting, Tracking your Campaign and Optimizing the Campaign	CO5	L3: Apply	<u>Internal-</u> Assignment , Practical <u>End Term-</u> Theory
3	9.5	SEO & SEM			
(i)	5.5	Key SEO Concepts, Keyword Research & Selection and Research Tools, Search Results & Positioning, Benefits of Search Position Stakeholders in Search Mechanics of Search	CO4	L6: Create	<u>Internal-</u> Test, Practical <u>End Term-</u> Theory
(ii)	4.0	On-Page Optimization, Voice Search and Vernacular Search, The SEO Process, Customer Insights Analysis & Review and Content Updates & Layout & Meta Tags	CO5	L3: Apply	<u>Internal-</u> Assignment , Practical <u>End Term-</u> Theory
4	14.0	PPC & Campaign Management			
(i)	5.0	Key PPC Concepts, Strengths of Pay per Click, Search Campaign Process Ad Copy, Landing Pages Targeting & Budgets & Scheduling	CO2	L4: Analyse	<u>Internal-</u> Case study, Assignment <u>End Term-</u> Theory

(ii)	<u>Pedagogy</u>		g, analytics	CO1	L3: Apply	<u>Internal</u> Classroom discussion, Test <u>End Term-</u> Theory
	1. Lecture					
	2. Practical Exercise					
	3. News project/Article Analysis					
	4. Live Projects					
	5. Quiz					
(ii i)	6.5	SEO Tools-Ahref,Semrush,Soovle,Mozbar, Adobespark		CO5	L3: Apply	<u>Internal-</u> Test, Practical <u>End Term-</u> Theory

<u>Evaluation:</u>	
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	40	15%	18%	22%	24%	21%
Class Assignment	5	20%	20%	10%	20%	20%
Class Test	10	20%	20%	20%	20%	20%

Classroom Discussion	10	30%	30%	15%	15%	10%
Case Study Analysis	5	10%	10%	-	20%	20%
Class Participation	5	-	20%	20%	30%	30%
Presentation	5	-	15%	30%	40%	30%
End Term	60		30%		40%	30%

Textbook:

Book Title	Name of Author	Publisher	Edition No.	Year
The SEO Battlefield-Winning Strategies for search Marketing Programs	Anne Ward	Shroff/Oreilly Publication		2017
Online Material with Faculty Notes				

Reference Books:

Book Title	Name of Author	Publisher	Edition No.	Year
The art of SEO	Jessie stricchiola,Steven Spencor,Eric Enge	Shroff/Oreilly Publication		2009
SEO Warrior-Essential Techniques for Increasing Web Visibility	John Jerkoivc	Oreilly/Shroff Publication		2009
Digital Marketing	Raghavendra & Shruthi Prabhakar	Himalaya Publication	1 st	2016

E-Books:

Book Title	Name of	Publisher	Link	Year
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	Author			
Search-Engine-Marketing	eMarketi ng- Institute- Ebook	eMarketing- Institute- Ebook		2018
Search Engine Optimization	Aaron Mathhew wall		http://www.seobook.com/seobookL53.pdf .	2014
https://www.coursera.org/learn/marketing-plan				
https://www.udemy.com/digital-advertising-marketing-101/				
https://www.udemy.com/complete-seo-training-drive-traffic/				

Semester : **II**
Course Title : **Website Creation and Web Analytics**
No of Credits : **4**
Contact Hours : **40 hrs (75 minutes per session)**

Course Outcomes	Description	Cognition	Hours	Evaluation Tools
After the completion of course, students should be able to				
CO1	Use the principles of creating an effective web page, including an in-depth consideration of information architecture.	K2: Understand	11	<u>Internal:</u> Class Activity <u>End Term-</u> Theory
CO2	Sketch the outline and implement an actionable plan for website development	K3: Apply	10	<u>Internal-</u> Class Participation, Assignment <u>End Term-</u> Theory
CO3	Execute the tools and technologies relevant to Web	K3: Apply	7	<u>Internal-</u> Test,

	analytics			Assignment <u>End Term-</u> Theory
CO4	Apply the usage of Google Analytics in business to improve performance of websites.	K3: Apply	5	<u>Internal-</u> Projects <u>End Term-</u> Theory
CO5	Demonstrate the various web analytics processes and metrics used to measure online success	K3: Apply	7	<u>Internal-</u> Practical <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
CO1	3	2	1	-	-
CO2	2	3	-	-	-
CO3	2	3	-	-	-
CO4	2	3	-	-	-
CO5	3	3	-	1	-
CO	3	2.8	0.2	0.2	-

Session Plan

Sr. No	Hrs	Units	Cos	Topics Mapped with CO	Evaluation Tools
1	4	Website Creation:			
(i)		61. Web Design & Development Trends to Watch Out for in 2019 62. Website Planning and Structure 63. WWW ● Domains	CO-1: Use the principles of creating an effective web page, including an in-depth consideration of information architecture.	K2: Understand	<u>Internal</u> Quiz <u>End Term-</u> Theory

2	3				
(i)		14. Buying a Domain 15. Website Language & Technology 16. Core Objective of Website and Flow 17. One Page Website	CO-1: Use the principles of creating an effective web page, including an in-depth consideration of information architecture.	K2: Understand	<u>Internal-Quiz</u> <u>End Term-Theory</u>
3	4				
(i)		<ul style="list-style-type: none"> ● Designing Other Pages ● Google Analytics Tracking Code ● Website Auditing 	CO-1: Use the principles of creating an effective web page, including an in-depth consideration of information architecture.	K2: Understand	<u>Internal:</u> Class Activity <u>End Term-Theory</u>
4	5	Designing WordPress Website:			
(i)		<ul style="list-style-type: none"> ● Why Use Wordpress vs. Wix, Weebly etc ● How to Add Pages, Post, Menus & Widgets, 	CO-2: Sketch the outline and implement an actionable plan for website development	K3: Apply	<u>Internal-Test, Practical</u> <u>End Term-Theory</u>
5	5	How to Add a Premium WordPress Theme			
(i)		16. How to Add Pages, Post, Menus & Widgets 17. How to Add a Premium WordPress Theme 18. How to Add Pages, Post, Menus & Widgets 19. Strategic Design of Home Page 20. Introduction to shopify	CO-2: Sketch the outline and implement an actionable plan for website development	K3: Apply	<u>Internal-Test, Practical</u> <u>End Term-Theory</u>

(ii)		<ul style="list-style-type: none"> ● Strategic Design of Products & Services Page ● Strategic Design of Pricing Page ● Portfolio, Gallery and Contact Us Page 			
7	3	Introduction to Web analytics			
(i)		<ul style="list-style-type: none"> ● Web analytics ● Importance of web analytics ● Web Analytics Process 	C0-3: Execute the tools and technologies relevant to Web analytics	K3: Apply	<u>Internal-Quiz</u> <u>End Term-Theory</u>
8	4	Key Metrics & Data segmentation			
(i)		<ul style="list-style-type: none"> ● Organic Traffic ● Referrals Traffic ● Direct Traffic ● Social Traffic ● Paid Traffic ● Analysis Using Segmentation 	C0-3: Execute the tools and technologies relevant to Web analytics	K3: Apply	<u>Internal-Quiz</u> <u>End Term-Theory</u>
9	5	Making Web Analytics Actionable			
(i)	3	<ul style="list-style-type: none"> ● Context, Creating High Impact Executive Dashboards ● Customer Segmentation. 	C0-4: Apply the usage of Google Analytics in business to improve performance of websites.	K3: Apply	<u>Internal-Practical</u> <u>End Term-Theory</u>
	2	Multi -Channel Attribution: <ul style="list-style-type: none"> ● Last Interaction/Last Click Attribution Model ● First Click Attribution Model 	C0-4: Apply the usage of Google Analytics in business to improve performance of websites.	K3: Apply	<u>Internal-Practical</u> <u>End Term-Theory</u>

10	2				
	2	<ul style="list-style-type: none"> ● Linear Attribution Model ● Time Decay Attribution Model ● Position Based Attribution Model 	CO-5: Demonstrate the various web analytics processes and metrics used to measure online success	K3: Apply	<u>Internal-Class Activity End Term-Theory</u>
11	5	Types of Tracking Codes:			
i.	2	<ul style="list-style-type: none"> ● How to connect Offline with Online ● Google Analytics Code, Google AdWords Conversion Code 	CO-5: Demonstrate the various web analytics processes and metrics used to measure online success	K3: Apply	<u>Internal-Practical End Term-Theory</u>
ii.	3	<ul style="list-style-type: none"> ● Remarketing Code, Google Tag Manager ● Website monetization ● Usage of tool -Microsoft clarity & paid tool -Crazyegg 	CO-5: Demonstrate the various web analytics processes and metrics used to measure online success	K3: Apply	<u>Internal-Practical End Term-Theory</u>

Pedagogy:

1. Live Projects
2. Class Test
3. Case Study Analysis
4. Class Participation & Attendance

Evaluation

Internal	40%
External	60%
Total	100%

Parameters of Internal Assessment:

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

Assessment Mapping

Parameter	Marks	CO 1	CO 2	CO 3	CO 4	CO 5
Internal	40	27.5%	25%	17.5%	12.5%	17.5%
Attendance	5	20%	20%	20%	20%	20%
Class Participation	5	20%	20%	20%	20%	20%
Class Test	10	15%	10%	45%	15%	15%
Class Activity	5	10%	20%	20%	30%	20%
Assignments	5	30%	-	20%	20%	30%
Projects	10	-	-	30%	30%	40%
End Term	60			40%	30%	30%

Textbooks:

Book Title	Name of Author	Publisher	Edition No.	Year
Google Analytics: Understanding Visitor Behaviour	Justin Cutroni	Shroff /O'Reilly Publication		2010
WordPress for Beginners (English, Paperback).	Joyner Joseph			

Reference Books:

Book Title	Name of Author	Publisher	Edition No.	Year
Web Analytics 2.0: Art of Online Accountability and Science of Customer	Avinash Kaushik	Wiley Publication	12th	2009
WordPress For Dummies, Lisa Sabin-Wilson	Lisa Sabin	Wiley Publication.	8th	
Web Designing and Development, Paperback	<u>Tanweer Alam</u>			2013

WordPress for Beginners 2018: A Visual Step-by-step Guide to Mastering Wordpress Paperback	<u>Andy Williams</u>	Import, 26 Jan		2018
Introduction to Search Engine Optimization: A Guide for Absolute Beginners	Todd Kelsey			2017
Step-By-Step WordPress for Beginners: How to Build a Beautiful Website on Your Own Domain from Scratch	<u>Mike Taylor</u>		Kindle Edition	20 Dec 2016.
Digital Marketing	Seema Gupta	McGraw Hill	15th	2018.

E-Books:

Book Title	Name of Author	Publisher	Link	Year
Web analytics	Tutorial point	Tutorial point	https://www.tutorialspoint.com/web_analytics/web_analytics_tutorial.pdf	2015

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Semester : II

Course Title : **Online-user Behaviour and Analytics**
No of Credits : **2**
Contact Hours : **20 hrs (75 minutes per session)**

Course Outcomes	Description	Cognition	Hours	Evaluation Tools
CO1	Demonstrate the current trends especially technological in the online consumer buying.	L3: Apply	4.5	<u>Internal</u> Quiz, Test <u>End Term-</u> Theory
CO2	Appreciate and use the tools related to online consumer behaviour in its holistic sense.	L4: Analyse	3.5	<u>Internal-</u> Classroom Discussion <u>End Term-</u> Theory
CO3	Focus on enhancing customer experience and implement an actionable marketing strategy through an evaluation of consumer decision making process in online space	L5: Evaluation	4.0	<u>Internal-</u> Test, Assignments <u>End Term-</u> Presentation
CO4	Evaluate online behaviour theory and relationship economics from the point of view of the customer and the organisation	L5: Evaluate	5.0	<u>Internal-</u> Test, Quiz <u>End Term-</u> Presentation, Theory
CO5	Create value propositions for all stakeholders in an integrated manner by measuring and applying consumer behaviour insights to ecommerce.	L6: Create	3.0	<u>Internal-</u> Test, Class Participation <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	PO 3	PO 4	PO 5
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		2			
CO1	3	3	1	-	1
CO2	3	3	1	-	1
CO3	2	3	-	-	2
CO4	3	2	-	1	-
CO5	3	2	-	1	-
CO	2.33	2.1	1	1	2

Session Plan

Sr. No	Hrs	Units	Cos	Topics Mapped with CO	Evaluation Tools
1	2.5	The Consumer for Digital Marketing			
(i)	2.5	Principles and Goals of Financial Management, Agency theory, concept of value and return, Sources of Funds	CO1	L3: Apply	<u>Internal Quiz, Test</u> <u>End Term-</u> Theory
2	5	Individual Determinants of Buyer Behaviour			
(i)	1.0	Perception Absolute Threshold, JND, Weber's law, Applications of Weber's Law, Perceptual process- Selection, Organization Interpretation (Perceptual Biases and Errors) Subliminal Perception, Sensory Marketing, Experiential Marketing, Perceptual Mapping and its applications	CO1	L3: Apply	<u>Internal Quiz, Test</u> <u>End Term-</u> Theory
(ii)	1.0	Learning, Memory Pavlovian Model, Operant Conditioning Model, Cognitive Learning Theory , Types of Learning Applications and Behaviour Modification Generalization and discrimination- Its Applications Memory - Storing, Processing, Retention Retrieval.	CO4	L4: Evaluate	<u>Internal- Test, Quiz</u> <u>End Term-</u> Presentation, Theory

(iii)	1.0	Communication Online and Offline WOM- Persuading Consumers, Persuasive appeals, Consumers and social media, Social media Communication Channels- Facebook, Blogs, WhatsApp LinkedIn, Online reviews, (social media groups) Diffusion of Innovation	CO3	L5: Evaluate	<u>Internal-Test</u> , Assignments <u>End Term-Presentation</u>
(iv)	1.0	Motivation Personality Needs, Goals, Need Arousal, Selecting Goals Psychological Model, ERG Theory, Buyer Personality :Psychodynamic Theory, Neo-Freudian Theory, Trait Theory Brand personality Self and Self Image	CO4	L5: Evaluate	<u>Internal-Test</u> , Quiz <u>End Term-Presentation</u> , Theory
(v)	1.0	Attitude Formation, Measurement and Modification of Consumer Attitudes Attitudinal Factors in digital marketing (social media, e-commerce) Structural Models Of attitude, Attribution Theory Model	CO4	L5: Evaluate	<u>Internal-Test</u> , Quiz <u>End Term-Presentation</u> , Theory
3	2.5	Group Determinants in Buyer Behaviour & Group Determinants in the perspective of B2B			
(i)	1.0	Family , Joint Decision-making process, in fluences, roles of different members, needs perceived and evaluation rules. Changing role of family.	CO5	L6: Create	<u>Internal-Test</u> , Class Participation <u>End Term-Theory</u>
(ii)	1.5	Reference Groups , WOM Reference Groups, Opinion Leaders and Social Influences Online communities and co creation- v blogging, online forums Facebook, Blogs, WhatsApp LinkedIn, Online reviews, (social media groups) Influencer Marketing	CO1	L3: Apply	<u>Internal Quiz</u> , Test <u>End Term-Theory</u>

4	6.5	Socio cultural Determinants in Buyer Behaviour			
(i)	2.0	Culture Understanding cultural and sub-cultural influences on individual, norms and their role, customs, traditions and value system. Cross Culture Cultural variations across demographic segments with special Reference to Women, Men, Children & Millennials Netizens in India	CO4	L5: Evaluate	Internal-Test, Quiz End Term-Presentation, Theory
(ii)	4.5	Social Class and Social Stratification Homogeneity of needs in social class, product usage norms and evaluation rules within class. Social Class stratification in India SEC, PRIZM Model & Geodemographic Segmentation	CO5	L6: Create	Internal-Test, Class Participation End Term-Theory
5	3.5	Consumer Decision Process			
(i)	1.5	Heuristics & Decision-making models, Rational Decision Making- EKB Model Howard Sheth Model and Applications	CO5	L6: Create	Internal-Test, Class Participation End Term-Theory
(ii)	2.0	Consumer Privacy and Marketer's ethics Disregard for consumer's privacy Manipulation of children by advertising Blunt violation of privacy facial Recognition and location targeting.	CO4	L5: Evaluate	Internal-Test, Quiz End Term-Presentation, Theory
6		Project Presentation			

Pedagogy

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

Evaluation: (Marks)

Internal	40%
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External	60%
Total	100%

Scope of Internal Assessment:

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

Assessment Mapping

Parameter	Marks	CO 1	CO 2	CO 3	CO 4	CO 5
Internal	40	15%	18%	22%	24%	21%
Class Assignment	5	20%	20%	10%	20%	20%
Class Test	5	20%	20%	10%	20%	20%
Classroom Discussion	5	40%	30%	-	15%	10%
Case Study Analysis	5	10%	20%	15%	10%	20%
Class Participation	5	30%	20%	10%	10%	30%
Presentation	5	10%	-	10%	10%	40%
Project	10	10%	10%	-	15%	20%
End Term	60	40%			20%	40%

Textbook:

Book Title	Name of Author	Publisher	Edition No.	Year
Consumer Behaviour	Leon Schiffman & Joseph Wiseblit & S Ramesh Kumar	Pearson, New Delhi	11 th	2015

Faculty Material		Moodle		
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Reference Books:

Book Title	Name of Author	Publisher	Edition No.	Year
Consumer Behaviour- A Digital Native	Varsha Jain, Jagdeesh Sheth, Don E. Schultz	Pearson		
Consumer Behaviour	Henry Assael	Thomson Southwest Learning	6 th	2006
Consumer Behaviour in Indian Perspective	Suja Nair	Himalaya Publication	2 nd	2010
Consumer Behaviour	Blackwell, Miniard and Engel, Drydeb	Press EUSA		
Consumer Behaviour	Satish K. Batra and Kazmi	Excel Books		2004
Consumer Behaviour	Wayne D. Hoyer, Deborah J. Macinnis & Pinaki Dasgupta	Biztantra	1 st	2008
Consumer Behaviour in Indian Context India	Srivastava K.K. & Khandal Sujata	Galgotia Pub (P) Ltd.	1 st	2005
Consumer Behaviour & Marketing Action	Assael Henry	Cengage Learning	6 th	2011
Consumer Behaviour	S.Ramesh Kumar, Leon Schiffman & Leslie Kanuk	Prentice Hall, New Delhi	11 th	2015
Marketing White Book				

E-books:

https://books.google.as/books?id=3GsH1PokSulC&pg=PP1&lpg=PP1&dq=Huddleston,+Patricia;+Minahan,+Stella.+In&source=bl&ots=UNLX1Uq4r_&sig=EyO9ZW_7Ns2wtxZ4qCLCStbssU8&hl=en&sa=X&ved=0ahUKEwjG3aXQsIHNAhUTR48KHfYYCyMQ6AEITTAJ#v=onepage&q=Huddleston%2C%20Patricia%3B%20Minahan%2C%20Stella.%20In&f=false
http://www.gbv.de/dms/zbw/60816755X.pdf
http://www.worldcat.org/title/consumer-behavior-global-shifts-and-local-effects/oclc/730517884
WARC Articles and Case Studies

Course Title : **Digital Sales Funnel Management**
No of Credits : **2**
Contact Hours : **20 hrs (75 minutes per session)**

Course Outcomes	Description	Cognition	Hours	Evaluation Tools
CO1	Investigate the factors leading to individual and collective success related to sales strategies.	L3: Apply	4.0	<u>Internal</u> Quiz, Test <u>End Term-</u> Theory
CO2	Relate competitive sales strategies which can help in articulating a compelling value proposition.	L4: Analyse	2.5	<u>Internal-</u> Quiz, Assignments <u>End Term-</u> Theory
CO3	Create key elements of crafting and driving sales and understand the role of sales in strategic decision-making.	L6: Create	7.0	<u>Internal-</u> Quiz, Test <u>End Term-</u> Theory
CO4	Use Sales Promotion tools for managing and retaining online Customers.	L4: Analyse	3.0	<u>Internal-</u> Quiz, Test <u>End Term-</u> Theory

CO5	Use of Microsoft Clarity & paid tool -Crazyegg for improving sales management & creating heatmaps and Activity.	L5: Apply	3.5	<u>Internal-</u> Assignments, Test <u>End Term-</u> Theory
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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	2	-	-
CO2	3	2	1	-	-
CO3	-	3	1	2	1
CO4	1	3	1	2	2
CO5	2	3	1	2	2
CO	2.25	2.8	1.2	2	1.6

Session Plan

Sr. No	Hrs	Units	Cos	Topics Mapped with CO	Evaluation Tools
1	2	Sales Management Process			
(i)	2	Overview of the Sales Management Process	CO1	L3: Apply	<u>Internal</u> Quiz, Test <u>End Term-</u> Theory
2	2	Understanding Sales Funnel(Macro & Micro Funnel)			
(i)	1	Mid Funnel & Lower Funnel Sales Activities.	CO1	L3: Apply	<u>Internal</u> Quiz, Test <u>End Term-</u> Theory
(ii)	1	Moving the consumer from top funnel to lower funnel through different sales promotion.	CO1	L3: Apply	<u>Internal</u> Quiz, Test <u>End Term-</u> Theory

3	3.5	Phases to transforming into Digital Seller			
(i)	3.5	Six Phases to transforming into Digital Seller	CO2	L4: Analyse	<u>Internal-Quiz, Assignments</u> <u>End Term-Theory</u>
4	2.5	Buyer Persona Identification and Mapping			
(i)	2.5	Overview about Buyer Persona Identification and Mapping	CO2	L4: Analyse	<u>Internal-Quiz, Assignments</u> <u>End Term-Theory</u>
5	2	Online Lead Generation			
(i)	2	Discuss different platforms of lead generation.	CO1	L3: Apply	<u>Internal Quiz, Test</u> <u>End Term-Theory</u>
6	2	Sales tools (InsideView, OneMob, Outreach, LinkedIn, and Sales Navigator)			
(i)	2	Introduction to Sales tools (InsideView, OneMob, Outreach, LinkedIn, and Sales Navigator)	CO4	L4: Analyse	<u>Internal-Quiz, Test</u> <u>End Term-Theory</u>
7	1	Digital Sales Channels			
(i)	1	Omni Channel Sales Management Cross Channel Sales Optimization and Test	CO4	L4: Analyse	<u>Internal-Quiz, Test</u> <u>End Term-Theory</u>
8	5	How to Influence the Online customer			
(i)	1.5	Digital Sales Strategy- (Selling through Webinar, Affiliation, Video, Storytelling etc)	CO1	L3: Apply	<u>Internal Quiz, Test</u> <u>End Term-Theory</u>
(ii)	1	Managing and retaining the online Customers	CO4	L4: Analyse	<u>Internal-Quiz, Test</u> <u>End Term-Theory</u>
(iii)	1	Sales Promotion Tools Usage of Microsoft clarity & paid tool	CO1	L5: Apply	<u>Internal Quiz, Test</u>

		-Crazyegg for improving sales management & creating heatmaps.			<u>End Term-Theory</u>
(iv)	1.5	Activity	CO4	L4: Analyse	<u>Internal-Quiz, Test</u> <u>End Term-Theory</u>

PEDAGOGY:

The course objectives will be achieved by means of lectures, individual and group assignments, case discussion and presentations, group projects, marketing quiz, book reviews, press news discussion, articles on marketing in HBR (Harvard Business Review). For each session the topic to be covered will be announced in advance it is essential that students should come prepared for the class to discuss the material due for that session. The students will be notified for the dates of submission and presentation of assignments cases, and projects etc.

<u>Evaluation</u>	
Internal	40%
External	40%
Total	100%

Internal Assessment will be based on the following Parameters.

1	Group Project
2	Multiple Choice Question/ Objective Test
3	Final Presentation
4	Assignments/ News / Article Analysis
5	Case Presentation
6	Role Play

Assessment Mapping

Parameter	Marks	CO 1	CO 2	CO 3	CO 4	CO 5
Internal	40	15%	18%	22%	24%	21%
Group Project	6	20%	20%	20%	20%	20%
Multiple Choice Question/ Objective Test	6	20%	20%	20%	20%	20%
Final Presentation	10	30%	30%	15%	15%	10%
Assignments/ News / Article Analysis	5	10%	15%	-	20%	20%
Case Presentation	5	-	10%	20%	30%	30%
Role Play	8	-	20%	30%	40%	30%
End Term	60		30%		40%	30%

PRESCRIBED TEXTBOOK :(PTBR)

Book Title	Name of Author	Publisher	Edition No.	Year
Digital Sales Transformation in a Customer First World	Donald Daly	Tree Press		2017

OTHER REFERENCE BOOKS:

Book Title	Name of Author	Publisher	Edition No.	Year
The Ultimate Sales Funnel	<u>Jason Britt</u>			2021
Sales Funnel Management for Small Business Owners in 2019	Mark Warner			
Sales Funnel Made Simple	Nick Tsi			
Sales & Distribution Management	Tapan Panda & Sunil Sahdev Oxford			2009

Course Title : Integrated Digital Marketing Communication

Semester : II Credit : 2

Duration : 20 hours (75 minutes per session)

Course Outcomes	Description	Cognition	Hours	Evaluation Tools
CO1	Understand key terms, definitions, theories, models, and the process and demonstrate the models i	L2: Understand	2	<u>Internal</u> Quiz, Test <u>End Term-</u> Theory

CO2	Understand the key advertising concepts like media planning, advertising ethics, and ad campaigns among others to ensure reasonable insight		L2: Understand	8	Internal- Practical End Term- Theory
CO3	Apply effective digital advertising practices to tap the potential.		L3: Apply	2	Internal- Test, Practical End Term- Theory
CO4	Analyse various IDMC campaigns and be able to create a digital campaign by applying the knowledge and skills.		L4: Analyse	2	Internal- Test, Assignment End Term- Theory
CO5	Assess cases, structured live projects, and real-time activities to enable to learn vital functions of digital promotional efforts.		L5: Evaluate	2	Internal- Assignment End Term- Theory

Mapping COs with POs

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

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

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

Session Plan

Sr. No	Hours	Units	Cos	Topics Mapped with CO	Evaluation Tools
1	2	Introduction to Digital ecosystem. <ul style="list-style-type: none"> ● Advertising spends of the Industry (USA / India) ● Penetration of Programmatic advertising (USA / India) ● Opportunities for advertisers and publishers What is Digital advertising ? What is programmatic advertising? Types of Jobs and opportunities in the Industry What is a Publisher? Website /app <ul style="list-style-type: none"> ● What is inventory Monetization? And Type of Monetization? How to monetize Inventory? Direct advertiser's vs SSPs 	CO1	L2: Understand	<u>Internal</u> Quiz, Test <u>End Term-</u> Theory
2	2	What is Sellers.Json <ul style="list-style-type: none"> ● What is ads.txt? ● Type of ad inventories? Banner, Video(VPAID, VAST), Grey inventories(Pop up, pop under) ● How to create an Adsense account? 	CO 2	L2: Understand	<u>Internal</u> Quiz, Test <u>End Term-</u> Theory
3	2	What is an ad network? <ul style="list-style-type: none"> ● What is the Supply Side Platform? Examples of SSPs? 	CO2	L2: Understand	<u>Internal</u> Quiz, Test

		<ul style="list-style-type: none"> ● Certification 1 discussion – Marketing foundation 			<u>End Term-Theory</u>
4	4	<p>Understand the Basics of -</p> <ul style="list-style-type: none"> ● Block Chain ● Emerging & Advanced Technologies ● Application program interfaces ● Smart Devices ● Cloud Computing <p>Demand side platform?</p> <ul style="list-style-type: none"> ● Trading Desk and Programmatic advertising platform? Type of Programmatic Deals to buy inventory? Direct deals, Private Marketplace, Private Auction , Open Auction (Open RTB) <p>Type of RTB Auction Programmatic ecosystem Structure</p> <ul style="list-style-type: none"> ● Bidding System <p>Data Management Platform?</p> <ul style="list-style-type: none"> ● 1st Party data ● 3rd party data ● 2nd party data ● Data collection process ● Cookie syncing process. ● Device ID syncing ● Audience Activation – Recency and Frequency <p>Type of data segments?</p> <ul style="list-style-type: none"> ● AI ML in precision marketing ● Identity mapping after cookie ban and iOS 14 no data collection update ● General Data Protection Law- GDPR ● DV360 or Mediamath or other programmatic Platform Walk-through 1 ● Account Structure ● Insertion Order ● Line Items ● Objectives 	CO3	L2: Understand	<u>Internal</u> Quiz, Test <u>End Term-Theory</u>
5	2	DV360 or Media math or other programmatic Platform Walk-through 2	CO4	L3: Apply	<u>Internal-Test, Assignment</u>

		<ul style="list-style-type: none"> ● Audience Creation Proximity Targeting / Geo Targeting / Location syncing Category and inventory level targeting <p>Why ad servers are used and how to use ad servers</p> <ul style="list-style-type: none"> ● DCM- DV Campaign Manager or Sizmek. Third party tracking techniques ● Purchase funnels and user journey ● 12. Why ad servers are used and how to use ad servers ● DCM- DV Campaign Manager or Sizmek. Third party tracking techniques ● Purchase funnels and user journey 			<u>End Term-Theory</u>
6	2	<p>Advanced Monetization</p> <ul style="list-style-type: none"> ● Waterfall model ● Header bidding (Browser side vs Server Side) ● Setting up programmatic Deals <p>Mobile Measurement Partners- MMPs Requirement of them in App tracking? A walk through of AppsFlyer</p>	CO 4	L4: Analyse	<u>Internal-Test, Assignment</u> <u>End Term-Theory</u>
7	2	<p>A Case Study on</p> <p>. Creative Management Platform (CMP) Sizmek, Airtory</p> <ul style="list-style-type: none"> ● Ad integrity ● Fraud Prevention ● Brand Safety mechanism and tools <p>Data Studio and Report making</p> <p>Recap</p> <p>Preparing for The Trade Desk certifications https://edgeacademy.thetradedesk.com/page/certification</p> <ul style="list-style-type: none"> ● Marketing Foundation 	CO4	L5: Evaluate	<u>Internal-Test, Practical, Assignment</u> <u>End Term-Theory</u>

		<ul style="list-style-type: none"> ● The Trade Desk Certification – Data Driven Planning ● The Trade Desk Certification – Trading Essentials 			
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Pedagogy

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

Evaluation

Internal	40%
External	60%
Total	100%

Parameters of Internal Assessment:

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

Assessment Mapping

Parameter	Marks	CO 1	CO 2	CO 3	CO 4	CO 5
Internal	40	15%	18%	22%	24%	21%
Attendance	6	20%	20%	20%	20%	20%
Class Participation	6	20%	20%	20%	20%	20%
Class Test	10	30%	30%	15%	15%	10%
Class Activity	5	10%	20%	30%	20%	20%

Assignments	5	-	20%	20%	30%	30%
Projects	8	-	-	30%	40%	30%
End Term	60			30%	40	30%

Textbook:

Book Title	Name of Author	Publisher	Edition No.	Year
Advertising and Promotion an IMC Perspective	George E. Belch & Michael E. Belch Tata McGraw		9 th Edition	2017
Media Planning and buying Principles & practices in the Indian context	Arpita Menon, Tata McGraw-Hill		9 th Edition	2019

Reference Book:

Book Title	Name of Author	Publisher	Edition No.	Year
Advertising Management: Concepts	Mohan, Manvendra	Tata McGraw Hill		2007
Advertising Media Planning	Jack Scissors / Roger Baron	Tata McGraw Hill	7 th	2010
Media Planning & Buying	Arpita Menon			
Sales & Operations Planning	Wallace, Thomas. F, Stahl, Robert	A,Shroff Publishers	1 st	
Advertising Management	Jethwaney, Jaishri, Jain, Shruti	Oxford University Press		
Advertising Creativity	Marra, James. L	Prentice-Hall India		

Ogilvy on Advertising	David Ogilvy			
Selling Blue Elephants: How to make great product that people want	Moskowitz, Howard, Gofman, Alex	Pearson Publication		
Advertising & IMC Principles and Practice	Sandra Moriaty, Nancy, William D. Wells		10 th	2018

E-Books:

1.) https://projekter.aau.dk/projekter/files/198378476/Thesis_PRINT.pdf
2) http://businesslibrary.weebly.com/uploads/2/6/3/0/26309361/marketing-communications.pdf
3.) https://teddykw2.files.wordpress.com/2009/03/strategic-imc4.pdf
4.) https://www.marketo.com/ebooks/types-of-digital-ads-ppc-search-display-and-social/
5.) https://www.marketingedge.org/sites/default/files/pdf/42-Hurwitz

Course Title : **Strategic Social Selling**
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 instill these abilities in the PGDM course syllabus for the students. The purpose of selling may differ specialization wise- for example for a retail marketing person selling may be CRM and engaging the customer, 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
CO 1	Describe the introductory concepts related to selling and salesperson	L2- Understand
CO 2	Build a list of the competitors to classify them	L3 - Apply
CO 3	Solve the various ethical dilemmas associated with selling practices	L3 - Apply
CO 4	Develop a plan of action for pre-selling preparations	L3 - Apply
CO5	Analyse a situation to design a sales pitch, with the help of Role-play and devise the appropriate solution for the customer as per their requirement.	L3 - Apply

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

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

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

Course content:

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

Session Plan

Session	Topic	TOPIC Mapped with CO	Cognition
1	<p>Introduction to Sales</p> <p>Define selling & the sales process</p> <p>Difference between a product and a service</p> <p>Importance of product Information</p>	CO1	Analyse

2	<p>Attributes of a Professional Salesperson</p> <p>Teamwork</p> <p>Assertiveness</p> <p>Effective communication</p> <p>Emotional Intelligence</p> <p>Famous salesmen through the ages</p>		
3	<p>Sales and Ethics</p> <p>Pillars of professional selling</p> <p>Ethical selling</p> <p>Ethical dilemmas</p> <p>Consequences of mis-selling</p> <p>Appropriate behaviour</p> <p>Anger management</p>	CO1	Analyse
4	<p>Understanding Customer Base</p> <p>Customer profiling - why is it necessary?</p> <p>Demographics & Segmentation</p> <p>Types of customer personalities</p> <p>Handling different types of customers</p> <p>Influencers</p>	CO2	Analyse
5	<p>How and Why of Competitor Analysis</p> <p>Real Life Digital Marketing Players</p>	CO2	Analyse
6	FABing technique	CO3	Analyse

	Digital Marketing solutions and their FAB attributes		
7	Introduction to SPANCO Suspecting and Prospecting	CO3	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	CO4	Create
13	Closing a Call Handling uncertain situations	CO4	Create

14	Selling Digital Marketing solutions Identifying the right customers Applied Selling Skills :Effective Presentations	CO2, CO4	Analyse Create
15	Recap & Practicing Selling Skills through Role-Play	CO4	Create
16	Assessment	-CO1,CO2, CO3 and CO4	Analyse Create

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

Parameters of Internal Assessment:

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

Assessment Mapping

Parameter	Marks	CO 1	CO 2	CO 3	CO 4	CO 5
Internal	20	9%	9%	12%	34%	36%
Attendance	5	20%	20%	20%	20%	20%
Class Participation	5	20%	20%	20%	20%	20%
Class Test	5	10%	10%		30%	50%
Presentation	5			20%	80%	
End Term	30	10 %	10%	25%	25%	30%

Reference Book:

Reading reference 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	
0206300801.2	Apply management concepts and tools to help the poor and underprivileged communities	Applying	
0206300801.3	Develop the skills needed to assist organizations in creating and implementing socially responsible projects	Creating	

Mapping COs with POs

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

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

Evaluation: Total 50 marks

Faculty Guide	10 Marks
NGO Guide	20 Marks
Poster Presentation and Viva	20 marks
TOTAL	50 marks

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

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-Applying	
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 resources	2,3, 4, 5
13	Systems Archetypes	P.Senge, A.Rutherford	1,3
14	Level IV competencies	360* assessment	3, 5
15	Decision making using Co-Sensing & Presencing	Flow – Mihaly C/ Presencing institute resources	2, 3, 4
16	Prototyping	Presentations	3, 4, 5

Evaluation:

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

Pedagogy

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

Evaluation:	
Internal	40%
External	60%
Total	100%

Parameters of Internal Assessment:

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

Text Book:

1. Class Reading materials

Reference Books:

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

Course 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:

21. Emotional intelligence
22. Critical Thinking with 6 thinking hats
23. The Speaking Circle
24. Students Presentation

Course Outcomes	Description	Cognition	Hours	Evaluation Tools
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CO1	Outline the concept of six thinking hats to brainstorm multiple perspectives and arrive at better decision making.	K2: Understand	6.0	<u>Internal</u> Assignment, Class test <u>End Term-</u> Case Study
CO2	Apply elements of quick thinking to brainstorm ideas quickly and come across as a more confident speaker	K3: Apply	2.5	<u>Internal-</u> Practical, Class Test <u>End Term-</u> Case Study / Short Note
CO3	Describe ways to create and maintain the impression of credibility, power, and efficiency during business presentations.	K3: Apply	14	<u>Internal-</u> Presentation <u>End Term-</u> Case Study
CO4	Apply elements of public speaking creatively to deliver ted talks picture story telling, news discussions	K3: Apply	2.5	<u>Internal-</u> Class Test, Case Study <u>End Term-</u> Theory
CO5	Analyse the concepts and techniques of emotional intelligence to resolve personal and workplace problems.	K4: Analyse	2.5	<u>Internal-</u> Class Test, Case Study <u>End Term-</u> Theory

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

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

CO Code	PO1	PO2	PO3	PO4	PO5
CO 1	3	3	3	3	1
CO 2	1	3	3	3	1
CO 3	1	3	1	3	

CO4		3	1	3	
CO5	1	3	3	3	3
CO5	1.5	3	22	3	1.66

Session Plan

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

Pedagogy

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

Evaluation:

Internal	40%
External	60%
Total	100%

Parameters of Internal Assessment:

- Attendance
- Class Participation
- Students Presentation

Assessment Mapping

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

Text Book:

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

Reference Books:

Business Communication

(Connecting At work)

Technical Communication -
University Press, 2010

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

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 Outcomes	Description	Cognition	Hours	Evaluation Tools
CO1	Understand custom sorting techniques, identifying and removing duplicate entries	K2: Understand	2.0	<u>Internal</u> Test, Practical, Project Presentation
CO2	Compute financial, logical, database and statistical, lookup and nesting of formulae on databases.	K3: Apply	10.0	<u>Internal</u> Test, Practical, Project Presentation
CO3	Analyze data using various features under Data Validation and 'What If' analysis	K4: Analyze	3.0	<u>Internal</u> Test, Practical, Project Presentation <u>End Term-</u> Test
CO4	Infer reports using pivot tables and slicers. Infer dashboards for effective report creation.	K4: Analyze	3.5	<u>Internal</u> Test, Practical, Project Presentation <u>End Term-</u> Test
CO5	Examine Macros using VB script	K4: Analyze	1.5	<u>Internal</u> Test, Practical, Project Presentation <u>End Term-</u> Test

Mapping COs with POs

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

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

Session Plan

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

2	3.0	Excel Database and Statistical formulae			
(i)	1.5	Database formulae: <ul style="list-style-type: none"> ● Excel Function: DSUM() ● Excel Function: DAVERAGE() ● Excel Function: DCOUNT() ● Excel Function: DCOUNTA() ● Excel Function: DMAX() ● Excel Function: DMIN() 	CO2: Compute	K3: Apply	<u>Internal</u> Test, Practical, Project Presentation
ii)	1.5	Statistical formulae <ul style="list-style-type: none"> ● Using Excel's IF() Function ● Using Excel's COUNTIF() Function ● Using Excel's COUNTIFS() Function ● Using Excel's AVERAGEIF() Function ● Using Excel's AVERAGEIFS() Function ● Using Excel's SUMIFS() Function ● Using Excel's SUMIF() Function 	CO2: Compute.	K3: Apply	<u>Internal</u> Test, Practical, Project Presentation
3	3.0	Excel Logical and Financial formulae			
(i)	1.0	Logical formulae <ul style="list-style-type: none"> ● Using Excel's IF() Function ● Nesting Excel's IF() with AND() Function ● Nesting Excel's IF() with OR() Function 	CO2: Compute	K3: Apply	<u>Internal</u> Test, Practical, Project Presentation
(ii)	2.5	Financial formulae <ul style="list-style-type: none"> ● Using Excel's FV() and PV() Function ● Using Excel's RRI() with PMT() Function ● Using Excel's NPV() with IRR() Function 	CO2: Compute	K3: Apply	<u>Internal</u> Test, Practical, Project Presentation

4	4.0	Working with Excel's Lookup Functions			
(i)	4.0	<ul style="list-style-type: none"> ● Using Excel's VLOOKUP() Function ● Using Excel's HLOOKUP() Function ● Using Excel's INDEX() and MATCH() OFFSET() and CHOOSE() Functions ● Nested VLOOKUP() ● VLOOKUP() using MATCH() and INDEX() 	CO2: Compute	K3: Apply	<u>Internal</u> Test, Practical, Project Presentation
5	1.5	Data Validation In Excel			
(i)	1.0	<ul style="list-style-type: none"> ● Data Validation using Indirect() ● Creating a Validation List ● Adding a Custom Validation Error ● Department Specific Formulae 	CO3: Analyze	K4: Analyze	<u>Internal</u> Test, Practical, Project Presentation <u>End Term-</u> Test
6	1.5	Mastering Excel's "What If?" Tools			
(i)	1.5	25. Working with Excel's Goal Seek Tool 26. Working with Excel's Solver Tool 27. Building Effective Data Tables in Excel 28. Analysing Scenario's in Excel	CO3: Analyze	K4: Analyze	<u>Internal</u> Test, Practical, Project Presentation <u>End Term-</u> Test
7	3.5	Excel Pivot Tables, Pivot Charts, and working on Dashboard			
(i)	2.5	<ul style="list-style-type: none"> ● Working with Excel PivotTable ● Modifying Excel PivotTable Calculations ● Grouping PivotTable Data ● Formatting PivotTable Data 	CO4: Infer	K4: Analyze	<u>Internal</u> Test, Practical, Project Presentation <u>End Term-</u> Test

		<ul style="list-style-type: none"> ● Drilling Down into PivotTable Data ● Working with Pivot Charts ● Filtering PivotTable Data 			
(ii)	1.0	<ul style="list-style-type: none"> ● Filtering with the Slicer Tool ● Working with Dashboard using the above tool. 	CO4: Infer	K4: Analyze	<u>Internal</u> Test, Practical, Project Presentation <u>End Term-</u> Test
8	1.5	Microsoft Excel Macros and VBA			
(i)	1.5	<ul style="list-style-type: none"> ● Working with Excel Macros ● Activating the Developer Tab in Excel ● Working with the Macro Recorder ● Editing a Macro with VBA ● Working Buttons to run Macros 	CO5: Examine	K4: Analyze	<u>Internal</u> Test, Practical, Project Presentation <u>End Term-</u> Test

Pedagogy

- Lecture
- Test
- Project Presentation

Continuous Evaluation-50 Marks

Parameters of Internal Assessment:

- Attendance-5 Marks
- Class Participation-5 Marks
- MCQ-10 Marks
- Project-10 Marks
- Viva-5 Marks

● Case Study Based Questions-15 Marks

Assessment Mapping

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

Reference Book:

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

E-Books:

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

(Level 1)				
Corporate Finance Institute-Excel	-	Corporatefinanceinstitute.com	https://corporatefinanceinstitute.com/resources/ebooks/excel-book-pdf/	2013

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

Course Description

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

Contents

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

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

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

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

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

Session Plan

Sessi on	Hou rs	Topics	Topic Mapped with CO	Cognitio n	Evaluati on Tool
1	1.25 hour s	Advanced Tenses	CO5: Apply rules of grammar and deduction techniques to solve grammatical portion in placement process	Understa nd	Internal Test,
2	1.25 hour s	Advanced Prepositions	CO5: Apply rules of grammar and deduction techniques to solve grammatical portion in placement process	Understa nd	Internal Test,
3	1.25 hour s	Sentence Completion Questions	CO5: Apply rules of grammar and deduction techniques to solve grammatical portion in placement process	Apply	Internal Test,
4	1.25 hour s	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 Conversion s, Average and relative speed, late and early arrivals, problems	CO1-Apply tricks and short-cuts to solve mathematical problems in the easiest and the fastest manner.	Apply	Internal Test,

		on trains, boats & streams			
7-8	2.5	Time and Work: Efficiency, Man- Days, pipes and cisterns	CO1-Apply tricks and short-cuts to solve mathematical problems in the easiest and the fastest manner.	Apply	Internal Test,
9	1	Mensuration: Areas and Perimeters of 2 Dimensional figures, Basic concepts of 3 Dimensional figures	CO1-Apply tricks and short-cuts to solve mathematical problems in the easiest and the fastest manner.	Apply	Internal Test,
10	1	Logical Reasoning: Linear Arrangements	CO5- Analyze the given data logically to enhance the problem solving ability.	Analyze	Internal Test,
11	1.5	Logical Reasoning: Circular Arrangements	CO5- Analyze the given data logically to enhance the problem solving ability.	Analyze	Internal Test,
12	1.5	Logical Reasoning: Matrix Arrangements	CO5- Analyze the given data logically to enhance the problem solving ability.	Analyze	Internal Test,
13	1	Data Interpretation: Problems based on bar graphs, pie charts, line graphs etc.,	CO5- Analyze the given data logically to enhance the problem solving ability.	Analyze	Internal Test,

14	1.5	Clocks and Calendars: Basic Concepts, angles between the minute and the hour hand, faulty clocks, mirror image time, ordinary year, leap year, odd days, decoded day of the week	CO2- Understand the patterns of clocks, calendars, Venn diagrams to encourage higher order thinking.	Understand	Internal Test,
15-16	2.5	Syllogism and Venn Diagrams: Concepts, Tricks and Questions	CO2- Understand the patterns of clocks, calendar, and Venn diagrams to encourage higher-order thinking.	Understand	Internal Test,

Pedagogy

1. Lecture

2. Practice exercises

Parameters of Internal Assessment:

1. Class Test
2. Class Participation
3. Attendance

Assessment Mapping

Parameter	Marks	CO 1	CO 2	CO 3	CO 4	CO 5
Attendance	10	20%	20%	20%	20%	20%
Class Participation	10	30%	20%	20%	10%	20%

Class Test 1 Quants	10	50%	50%			
Class Test 2 Quants	10			50%	50%	
Class Test Verbal	10					100%

Reference Book:

R.S. Agarwal - First Edition: 1989

Uma Maheshwari- GACP - First Edition: 2017

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

Course 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:

18.Cover Letter

19.Building effective video resumes

20.Group Discussion and Personal Interviews

Course Outcomes	Description	Cognition	Hours	Evaluation
CO1	Understand the importance of quick thinking and situation handling skills to ace interview process for campus internship placements	L2 - Understand	1	Internal - Assignment
CO2	Compare self and peer contribution w.r.t verbal and non-verbal communication during Case based Group Discussion for self-improvement	L3- Apply	2	Internal - Group Discussion
CO3	Outline an effective cover letter highlighting their suitability for the role to stand out among the pool of applicants	L3- Apply	10	Internal - External - Case Study
CO4	Classify information in order to make an appealing video resume highlighting their skills, education, achievements in the best possible way to have an edge over other applicants	L4- Analyze	2	Internal Class Test
CO5	Determine the industry of their choice by shortlisting the roles, profiles & sector for internship placements.	L5- Evaluate	1	Class Test

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

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

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

CO	1.5	2	2	2	2

Session Plan

Session No.	Hrs	Topic/Subtopic	TOPIC Mapped with CO	Cognition	Evaluation Tools
1	1	Road Map and Placement Guidance	CO5- Determine the industry of their choice by shortlisting the roles, profiles & sectors for internship placements.	Evaluate	
2	1	Video Resumes	CO4- Classify information in order to make an appealing video resume highlighting their skills, education, achievements in the best possible way to have an edge over other applicants	Apply	Internals
3	1	Cover Letter	CO3-Outline an effective cover letter highlighting their suitability for the role to stand out among the pool of applicants	Apply	Internals- Assignment
4-6	3	Overview of a Group Discussion (Practice -Case Study)	CO2- Compare self and peer contribution w.r.t verbal and non-verbal communication	Apply	Internals

			during Case based Group Discussion for self improvement		
7-16	9	Mock Personal Interview	CO1 Understand the importance of quick thinking and situation handling skills to ace interview process for campus internship placements	Create	Internals

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

Parameters of Internal Assessment:

- 64. Personal Interview
- 65. Class Participation
- 66. Attendance

Assessment Mapping

Parameter	Marks	CO 1	CO 2	CO 3	CO 4	CO 5
Internal	20	30%	10%	10%	25%	25%
Attendance	5	20%	20%	20%	20%	20%
Class Participation	5	20%	20%	20%	20%	20%
Personal Interviews	10	-	-	-	30%	70%
End Term	30	15%	15%	20%	20%	30%

Reference Books:

Interviews and GD – GK Publication

GD and Interview – R. Gupta and Anand Gaugaly

How to succeed in GD and Interview – SK Mondal

Course Title : Capstone Project Phase 1

Semester : II

No of Credit : 2

Duration : 20 hrs

PROGRAM OUTCOMES

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

Course Outcome : Capstone Project Phase I			
Course Outcomes	After the completion of projects students should be able to	Cognition	Remarks
	Co1- Identify the sector, conduct preliminary industry analysis and finalise scope of work	L2: Understand	

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

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

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

Course Title : Industry Internship Project

Semester : II

No. of Credit : 8

Duration : 80 hrs.

Program Objectives:

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

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

Mapping COs with POs

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

COs	PO1	PO2	PO3	PO4	PO5
0206300803.1	-	1	1	3	-

0206300803.2	3	2	-	3	1
0206300803.3	-	3	3	1	-
0206300803.4	-	3	1	2	3
PO Attainment level	3	2.2	1.6	2.2	2

Semester-III

Course Title : **Strategic Management**
Semester : **III**
Credit : **2**
Duration : **20 hrs. (75 minutes per session)**

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

Program Outcomes

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

Course Outcomes

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

Course Outcomes	Description	Cognition	Hours	Evaluation Tools
CO 1	Explain the Business Environment and its relation to the Strategic Management process.	K2 Understanding	4	<u>Internal Quiz</u> <u>End Term-Theory</u>
CO 2	Apply the Strategic Management tools for the optimum organizational performance.	K3 Applying	4	<u>Internal-Case</u> <u>End Term-Theory</u>

CO 3	Construct the strategic tools and techniques for corporate /business/functional levels of the decision making.	K3 Applying	3	<u>Internal-Test,</u> <u>Presentation</u> <u>End Term-</u> <u>Application</u> <u>Questions</u>
CO 4	Examine and infer the various strategic alternatives and determine the appropriate strategy in real world scenarios.	K 4 Analyzing	6	<u>Internal-Test,</u> <u>Presentations</u> <u>End Term-</u> <u>Theory & Case</u>
CO 5	Assess and integrate knowledge from Strategic Management to solve problems in a large multi-disciplinary context.	K5 Evaluating	3	<u>Internal-Test, Project</u> <u>End Term-</u> <u>Case/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	3	-	1	3
CO2	3	1	2	3	2
CO3	2	2	2	2	1
CO4	2	2	1	3	3
CO5	2	2	1	2	3
CO	2.4	2.0	1.2	2.2	2.4

Session Plan

Sr. No	Hrs	Units	COs	Topics Mapped with CO	Evaluation Tools
1	4	Introduction to Strategic Management			

(i)	4	Organizations and strategy- What is Strategy? What makes a strategy winner? Strategic Management and competitiveness	CO1: Explain the Business Environment and its relation to the Strategic Management process.	K2: Understand	<u>Internal-Quiz</u> <u>End Term-Theory/Short</u> Notes
2	6	Environmental Analysis			
(i)	4	Evaluating the External Environment: Strategically relevant factors, Industry driving forces, Industry KSFs. Competition, and Competitor Analysis, Competitive weapons for competing with rivals. ETOP Study. I/O Model of Above Average Returns	CO2: Apply the Strategic Management tools for the optimum organizational performance.	K3 & K4 Apply & Analyze	<u>Internal-Case Study</u> <u>End Term-Theory</u> Questions
(ii)	2	The Internal Organization: Resources, Tests of Resource's Competitive Power. Capabilities, Competencies, and Competitive Advantages, Distinctive Competence, Resource Based Model	CO4: Examine and infer the various strategic alternatives and determine the appropriate strategy in real world scenarios.		<u>Internal-Case Study</u> <u>End Term-Theory</u> Questions
3	7	Competition Analysis and Types of Strategy			
(i)	3	Business-Level Strategy, Competitive Rivalry and dynamics, Quest for competitive advantage and Dynamics, Industry Analysis. Outcomes of Environment and industry analysis. (The Herfindahl-Hirschman Index)	CO3: Construct the strategic tools and techniques for corporate, business and functional levels of the decision making.	K3 & K4 Apply & Analyze	<u>Internal-Test</u> <u>End Term-Theory</u> Questions
	4	Corporate-Level Strategy- Grand Strategies, Portfolio Analysis and Corporate Parenting, Strategic Acquisition and Corporate Restructuring, Rationale for restructuring, Global Strategy, The three main strategic approaches, Profit sanctuaries and Cross Border Strategic Moves.	CO4: Examine and infer the various strategic alternatives and determine the appropriate strategy in real world scenarios.		<u>Internal-Test/Presentations</u> <u>End Term-Comprehensive Case</u>
4	3	Cooperative Strategies and Organizational Structure Decisions			
(i)	3	Cooperative Implications for Strategy, Structure and Controls with Organizations, Stages of Development of Organization, Organization Design and Change.	CO5: Assess and integrate knowledge from Strategic Management to solve problems in a large	K4 & K5 Analyze & evaluate	<u>Internal-Test</u> <u>End Term-Theory</u> Questions

			multi-disciplinary context.		
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Pedagogy

- Lecture
- Case Studies
- Flipped Classroom

Evaluation

Internal 60%

External 40%

Total 100%

Parameters of Internal Assessment:

67. Attendance & Class Participation

68. Class Test and Assignments

69. Reflection Journals

70. Projects

Assessment Mapping

Parameter	Marks	CO 1	CO 2	CO 3	CO 4	CO 5
Internal	20	15%	18%	22%	24%	21%
Attendance & Class Participation	5	20%	20%	20%	20%	20%

Class Test & Assignments	5	30%	30%	15%	15%	10%
Reflection Journals	5	10%	20%	30%	20%	20%
Projects	5	-	-	30%	40%	30%
End Term	20	5%	15%	30%	30%	20%

Textbook:

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

Reference Books:

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

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

Course Description:

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

CO Code	Course Outcome : Student will be able to	Cognition	Hours	Evaluation Tools
CO1	Outline the scope and importance of ethics and ethical behaviour in personal and professional life	K2-Understand	5	<u>Internal</u> Quiz, test
CO2	Manage and Analysis ethical issues in business and challenges in functional areas to work for the welfare and betterment of stakeholders.	K3 -Apply	7	<u>Internal</u> Dialogue and Role Play
CO3	Imbibe ethical issues in corporate governance and to adhere to ethical codes	K4-Analyse	5	<u>Internal</u> Test, Role Play End-term Exam
CO4	Assess various corporate social responsibilities and practise in their professional life	K5-Evaluate	3	<u>Internal</u> Test, Case Study End-term-Exam

Mapping COs with POs

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

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

Syllabus and CO mapped

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

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

SESSION-WISE COURSE OUTLINE:

Session	Topics	Aligned CO's
1	Introduction to Business Ethics and Overview,	CO1
2	Theoretical approaches to Business Ethics, Ethics and Morality, , Ethical Dilemma	CO1
3	Various theories of Ethics	CO1
4	Ethical issues in the Business and responsibility towards Environment. Discussing various theories of business ethics	CO2
5	Ethical issues in the Business and responsibility towards Environment. Discussing various theories of business ethics	CO2
6	Ethical issues in Marketing and Consumer Protection Act,	CO2
7	Ethical issues in HRM,	CO2
8	Ethical issues Finance, IT	CO2
9	Significance of Corporate Governance in business environment, regulatory framework,	CO3
10	Cadbury Committee Report ,Narayan Murthy, Committee Report, Role of SEBI,	CO3

11	Companies Act 2013	CO3
12	Understanding the Indian scenario of Corporate Social responsibility,	CO3
13	Understanding the various models such as Anglo-American Model, German Model, Japanese Model	CO4
14	Understanding the various models such as Anglo-American Model, German Model, Japanese Model	CO4
15	Presentation	CO4
16	<i>Presentation</i>	CO4

Pedagogy

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

Evaluation

Internal 80%

External 20%

Total 100%

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

Assessment Mapping

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

Textbook:

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

Reference Books:

- 1) Business Ethics: Concepts & Cases - Manuel Velasquez (PHI).
- 2) Business Ethics - A. Crane and D. Matten, 2nd Edition
- 3) Corporate Governance - Satheesh Kumar (Oxford)
- 4) Report of the Committee on the Financial Aspects of Corporate Governance – 1992
Adrian Cadbury.
- 5) Report on Corporate Governance - Narayan Murthy Committee : 2003

E-Books:

- 1) Business Ethics - James Brousseau

Course Title : Comprehensive Review Module
Semester : III
No. of Credit : 2
Duration : 20 hrs.

Course Description:

The course would enable students to refresh the basic course in their respective domain. It prepares them to face the placement interview more confidently.

Students are provided refresh course in the respective area which covers basic concepts, tools techniques, model etc., Subsequent sessions deals with important questions which are relevant for place interview. Tests / viva are conducted for students in which each student need to appear and clear the course.

Course Outcomes

After completing the course the student should be able to:

CO	Course Outcome statement	Cognition	Remarks
0206300353.1	Refresh conceptual knowledge of the functional domain	Applying	
0206300353.2	Analyze & Evaluate tools and models	Analyzing	
0206300353.3	Demonstrate the conceptual knowledge at the time of final placements	Analyzing	
0206300353.4	Develop confidence for problem solving and decision making in their core functional area.	Evaluating	

Mapping COs with POs

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

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	L4 : Apply	

			designing instruments		
			CO2: Able to collect and classify relevant and reliable primary and secondary data for the study	Analyse	
			C03: Able to analyse data and derive meaning to teach a logical conclusion	Analyse	
			CO4 : Develop critical thinking for interpretation of the data	Analyse	

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

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

Session Plan

Sessions	Topics	Reference Reading	Topic mapped with CO	Cognition
1, 2 & 3	Revision of Basic Course in the specific domain	PPT / Study Material	0206300353.1, 0206300353.2, 0206300353.4, 0206300353.5	L3, L4 & L5 - Applying, Analyzing, Evaluating
4, 5, 6 & 7	Revision of Specialise Courses	PPT / Study Material	0206300353.1, 0206300353.2, 0206300353.4, 0206300353.5	L1, L3, L4 & L5 – Remembering, Applying, Analyzing, Evaluating
8, 9 & 10	Test / Viva of basic courses		0206300353.1, 0206300353.2, 0206300353.4	L3, L4 & L5 - Applying, Analyzing, Evaluating
11, 12, 13 & 14	Test / Viva Special courses		0206300353.1, 0206300353.2, 0206300353.4	L3, L4 & L5 - Applying, Analyzing, Evaluating
15 & 16	Overall Feedback & Action Plan		0206300353.1, 0206300353.2, 0206300353.3, 0206300353.4, 0206300353.5	L1, L3, L4 & L5 – Remembering, Applying, Analyzing, Evaluating,

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:

- 71.Revision
- 72.Data Sufficiency
- 73.Visual Reasoning
- 74.Logical Deduction
- 75.Doubt Clearing Sessions
- 76.Mock Tests
- 77.Essay Writing
- 78.Corporate Jargons
- 79.Spotting Errors

Course Outcomes	Description	Cognition	Hours	Evaluation Tools
C01	C01- Apply the concepts of Quantitative aptitude for successful placements in the corporates	L2 -Underst and	15	Internal Test,
C02	C02- Understand different placement practice techniques w.r.t Clock and Calendar to strengthen the problem solving ability	L2 -Underst and	5	Internal Test,
C03	C03- Analyze the given data logically with appropriate reasoning to deduce the results accurately.	L3 - Apply	7.5	Internal Test,
C04	C04: Develop the ability to critically analyse a given	L3 -	7.5	Internal Test,

	situation and work to arrive at the most suitable solution during the placement process.	Apply		
CO5	CO5: Apply rules of grammar and deduction techniques to solve grammatical portion in placement process	L4 - Analyse	5	Internal Test,

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

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

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

SESSION-WISE COURSE OUTLINE

Session	Hours	Topics	CO	Cognition	Evaluation Tool
1	1.25	Corporate Jargons	CO5: Apply rules of grammar and deduction techniques to solve grammatical portion in placement process	Understand	Internal Test,
2	1.25	Essay Writing (Format, types, Approaches, dos & don'ts,)	CO5: Apply rules of grammar and deduction techniques to solve grammatical portion in placement process	Understand	Internal Test,
3-4	2.5	Spotting Errors (Sentence correction using parts of speech, tenses)	CO5: Apply rules of grammar and deduction techniques to solve grammatical portion in placement process	Understand	Internal Test,
5-6	2.5	Revision:	C02- Understand	Understa	Internal Test,

		Recap of concepts learnt in semester 1 and 2	different placement practice techniques w.r.t Clock and Calendar to strengthen the problem solving ability	nd	
7-8	2.5	Doubt Clearing Session: Problems based on students' doubts	C02- Understand different placement practice techniques w.r.t Clock and Calendar to strengthen the problem solving ability	Understand	Internal Test,
9-10	2.5	Data Sufficiency: Basic Concepts, Tricks and Questions	CO3- Analyze the given data logically with appropriate reasoning to deduce the results accurately.	Analyze	Internal Test,
11-12	2.5	Visual Reasoning: Basic Concepts, Tricks and Questions	CO3- Analyze the given data logically with appropriate reasoning to deduce the results accurately.	Analyze	Internal Test,
13-14	2.5	Logical Deduction: Basic Concepts, Tricks and Questions	CO3- Analyze the given data logically with appropriate reasoning to deduce the results accurately.	Analyze	Internal Test,
15-16	2.5	Mock Test 1: Mock Test for preparation of placements process	C01- Apply the concepts of Quantitative aptitude for successful placements in the corporates.	Apply	Internal Test,

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

		methods	corporates.		

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

Parameters of Internal Assessment:

1. Class Test
2. Class Participation
3. Attendance

Assessment Mapping

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

Reference Book:

R.S. Agarwal - First Edition: 1989

Uma Maheshwari- GACP - First Editor

Course Title : Corporate Transition Module
Semester : III
No. of Credits : 4

Contact Hours : 40 hrs.

Course Description:

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

Content

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

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

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

			industries of their choice		
2	1	Resume - ITM format	CO5 - Classify details of their internship on a resume in a way that describes their tasks, skills, gained experiences and measurable achievements effectively	Analyze	
3		Video Resume			
4-5		Resume Review	CO5 - Classify details of their internship on a resume in a way that describes their tasks, skills, gained experiences and measurable achievements effectively		
6	2	Resume_ATS	CO4- Apply attributes of ATS resume format and increase their chances of receiving revert on their online job applications	Apply	
7-9	4	Mock GD	CO3 -Formulate the plan of action to crack abstract, case based and other types of group discussions	Apply	
10-12	4	Mock GDs Assessment	CO3- Formulate plan of action to crack abstract, case based and other types of group discussions	Apply	
13-14	3	Overview of PI - Situation Based Questions (Domain & HR) - Students Panel	CO2 - Develop the ability to critically analyse a given situation and work to arrive at a most suitable solution	Apply	

			during an interview.		
15-32		Mock PI – Talewind Faculty & Alum			

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

Evaluation:	
Internal	40%
External	60%
Total	100 %

Parameters of Internal Assessment:

- Mock Interviews
- Attendance
- Class Participation

Assessment Mapping

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

Mock Interview	20	25%	25%	-	25%	25%
End Term	60	20%	20%	20%	20%	20%

Textbook:

Study material provided by Concerned Faculty

Reference Books:

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

Course Title : Programmatic Advertising

Semester : III Credit : 2
Duration : 20 hours (75 minutes per session)
Course Faculty :

Course Outcomes	Description	Cognition	Hours	Evaluation Tools
CO1	Understand the programmatic ecosystem.	L2: Understand	3	Internal Quiz, Test End Term-Theory
CO2	Understand to trade digital ad inventory with various software.	L2: Understand	8	Internal-Practical End Term-Theory
CO3	Apply various software to buy digital ads and explore the differences between those.	L3: Apply	3	Internal-Test, Practical End Term-Theory
CO4	Analyse the different ways of website/app monetization and generating good revenue from it.	L4: Analyse	3	Internal-Test, Assignment End Term-Theory
CO5	Assess case studies & news articles emphasizing how to use programmatic software/tech to buy or sell online ad inventory.	L5: Evaluate	3	Internal-Assignment End Term-Theory

Mapping COs with POs

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

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

Session Plan

Sr · No	Hours	Units	Cos	Topics Mapped with CO	Evaluati on Tools
1	3	Introduction to Digital Ecosystem. <ul style="list-style-type: none"> Advertising spends of the Industry (USA / India) Penetration of Programmatic advertising (USA / India) Opportunities for advertisers and publishers What is Digital advertising? What is programmatic advertising? Types of Jobs and opportunities in the industry? What is a Publisher? Website /app? What is inventory Monetization? And Type of Monetization? How to monetize Inventory? Direct advertisers vs SSPs 	CO 1	L2: Understand	<u>Internal</u> Quiz, Test <u>End</u> <u>Term-</u> Theory
2	2	What is Sellers.Json <ul style="list-style-type: none"> What is ads.txt? Type of ad inventories? Banner, Video (VPAID, VAST), Grey inventories (Pop up, pop under) 	CO 2	L2: Understand	<u>Internal</u> Quiz, Test <u>End</u> <u>Term-</u>

		<ul style="list-style-type: none"> How to create an AdSense account? 			Theory
3	2	What is an ad network? <ul style="list-style-type: none"> What is the Supply Side Platform? Examples of SSPs? Certification 1 discussion – Marketing foundation 	CO 2	L2: Understand	<u>Internal Quiz, Test</u> <u>End Term-Theory</u>
4	4	<p>Understand the Basics of -</p> <ul style="list-style-type: none"> Block Chain Emerging & Advanced Technologies Application program interfaces Smart Devices Cloud Computing <p>Demand side platform?</p> <ul style="list-style-type: none"> Trading Desk and Programmatic advertising platform? <p>Type of Programmatic Deals to buy inventory? Direct deals, Private Marketplace, Private Auction, Open Auction (Open RTB)</p> <p>Type of RTB Auction</p> <p>Programmatic ecosystem Structure</p> <ul style="list-style-type: none"> Bidding System <p>Data Management Platform?</p> <ul style="list-style-type: none"> 1st Party data 3rd party data 2nd party data Data collection process Cookie syncing process. Device ID syncing Audience Activation – Recency and Frequency <p>Type of data segments?</p> <ul style="list-style-type: none"> AI ML in precision marketing Identity mapping after cookie ban and iOS 14 no data collection update. General Data Protection Law- GDPR 9.DV360 or Mediamath or another programmatic Platform Walk-through Account Structure Insertion Order Line Items Objectives 	CO 3	L2: Understand	<u>Internal Quiz, Test</u> <u>End Term-Theory</u>
5	3	DV360 or Media math or another programmatic Platform Walk-through 2	CO 4	L3:	<u>Internal-Test,</u>

		<ul style="list-style-type: none"> • Audience Creation Proximity Targeting / Geo Targeting / Location syncing Category and inventory level targeting <p>Why ad servers are used and how to use ad servers ?</p> <ul style="list-style-type: none"> • DCM- DV Campaign Manager or Sizmek. Third party tracking techniques • Purchase funnels and user journey • 12. Why ad servers are used and how to use ad servers • DCM- DV Campaign Manager or Sizmek. Third party tracking techniques Purchase funnels and user journey 		Apply	Assignment <u>End Term-</u> Theory
6	3	<p>Advanced Monetization</p> <ul style="list-style-type: none"> • Waterfall model • Header bidding (Browser side vs Server Side) • Setting up programmatic Deals <p>Mobile Measurement Partners- MMPs</p> <p>Requirement of them in App tracking?</p> <p>A walk through of AppsFlyer</p>	CO 4	L4: Analyse	<u>Internal-</u> Test, Assignment <u>End Term-</u> Theory
7	3	<p>A Case Study on</p> <p>. Creative Management Platform (CMP)</p> <p>Sizmek, Airtory</p> <ul style="list-style-type: none"> • Ad integrity • Fraud Prevention • Brand Safety mechanisms and tools <p>Data Studio and Report making</p> <p>Recap</p> <p>Preparing for The Trade Desk certifications</p> <p>https://edgeacademy.thetradedesk.com/page/certification</p> <ul style="list-style-type: none"> • Marketing Foundation • The Trade Desk Certification – Data-Driven Planning • The Trade Desk Certification – Trading Essentials 	CO 4	L5: Evaluate	<u>Internal-</u> Test, Practical, Assignment <u>End Term-</u> Theory

Pedagogy

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

Evaluation

Internal	40%
External	60%
Total	100%

Parameters of Internal Assessment:

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

Assessment Mapping

Parameter	Marks	CO 1	CO 2	CO 3	CO 4	CO 5
Internal	40	15%	18%	22%	24%	21%
Attendance	6	20%	20%	20%	20%	20%
Class Participation	6	20%	20%	20%	20%	20%
Class Test	10	30%	30%	15%	15%	10%
Class Activity	5	10%	20%	30%	20%	20%
Assignments	5	-	20%	20%	30%	30%
Projects	8	-	-	30%	40%	30%
End Term	60			30%	40%	30%

Reference Books:

Book Title	Name of Author	Publisher	Edition No.	Year
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Introduction to Programmatic Advertising	Kosorin Kosorin			14 May 2016
Programmatic Advertising: The Successful Transformation to Automated, Data-Driven Marketing in Real-Time (Management for Professionals)-	Oliver Busch.			
Programmatic Advertising: The Ultimate Guide to Programmatic Media Buying & Selling	<u>Alex</u> <u>Vasileiadis</u>			16 May 2020.

E-Books:

<p>1.Hubspot Digital Advertising Workbook :https://offers.hubspot.com/thank-you/digital-advertising-workbook?utm_source=resources&utm_medium=hubspot_resources&utm_campaign=digital_advertising_workbook&hubs_signup-url=www.hubspot.com%2Fresources%2Febook%2Fadvertising&hubs_signup-cta=directories_link&_ga=2.121568520.1670900661.1620904430-975584308.1620904430&hubs_offer=offers.hubspot.com%2Fdigital-advertising-workbook&submissionGuid=92046ab1-7dcd-4f33-835c-1883030c1ba4</p>
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Course Title : **Content Marketing**
No of Credits : **2**
Contact Hours : **20 Hours**

Course Outcomes	Description	Cognition	Hours	Evaluation Tools
CO-1	Outline the scope of Content Marketing to get an overview of basics of Content marketing.	L2: Understand	2	Internal Class Activity, quiz End Term- Theory
CO-2	Apply the principles of content marketing.	L3: Apply	6	Internal Test, Assignment End Term- Theory
CO-3	Develop a content marketing plan & strategy.	L6: Create	6	Internal- Assignment End Term- Theory
CO-4	Create best practices for content across media types.	L6: Create	2	Internal- Class Activity, Test End Term- Theory
CO-5	Implement various content marketing tools	L3: Apply	4	Internal- Practical End Term- 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
CO-1	2	3	2	2	-

CO-2	2	-	2	2.5	-
CO-3	1	1.5	3	2	-
CO-4	1	2	3	3	-
CO-5	2	3	1	2	-
CO	1.6	1.9	2.2	2.3	-

Sr. No	Hrs	Units	Cos	Topics Mapped with CO	Evaluation Tools
1	2	Introduction to Content Marketing			
(i)	2	<ul style="list-style-type: none"> What is Content Marketing, Objectives, Origins of Content Marketing, Content Marketing—Definition, Effective vs. Ineffective, The No-strategy Penalty 	CO-1	L2: Understand	<u>Internal</u> Class Activity <u>End Term-</u> Theory
2	3	Content Marketing Strategy:			
(i)	3	<ul style="list-style-type: none"> Introduction, Objectives, You Need a Documented Strategy, Start with Your Customers, Brand's Story. 	CO-2	L3: Apply	<u>Internal</u> Test, Assignment <u>End Term-</u> Theory
3	3				
(i)	3	<ul style="list-style-type: none"> Channel Strategy Establish Listening Posts Measurement & Overcoming Budget Issues 	CO-3	L6: Create	<u>Internal-</u> Assignment <u>End Term-</u> Theory
4	3	Overseeing a Content Marketing Program:			
(i)	3	<ul style="list-style-type: none"> Introduction Preview, Who Oversees Content Marketing, Content Marketing and Social Media Content Marketing and SEO, Roles in The Customer Journey, The Engagement Model Preview. 	CO-2	L3: Apply	<u>Internal</u> Test <u>End Term-</u> Theory
5	3	Content Marketing Tactics:			

(i)	3	<ul style="list-style-type: none"> Objectives, In-Person Events, eNewsletters, Online Videos, Case Studies, Webinars and Webcasts, social media (Except Blogs), Blogs/VLogs, Research Reports, White Papers, On-Site, Mobile Content, Infographics, Press Releases, Putting It All Together Preview, Caterpillar's Built for It campaign. 	CO-3	L6: Create	<u>Internal-Assignment</u> <u>End Term-</u> <u>Theory</u>
6	2	Engagement Marketing through Content Management on social media:			
(i)	2	<ul style="list-style-type: none"> Introduction, Overview, Facebook, LinkedIn, YouTube, Twitter, The Secret to Highly Shareable Content. 	CO-4	L6: Create	<u>Internal-Class Activity, Test</u> <u>End Term-</u> <u>Theory</u>
7	4	Content Management:			
(i)	4	<ul style="list-style-type: none"> Content SEO & Securing Distribution Practical implementation of paid tool- Hootsuite Introduction to Inbound Marketing 	CO-5	L3: Apply	<u>Internal-Practical</u> <u>End Term-</u> <u>Theory</u>

Pedagogy

1. Presentation
2. Lecture
3. Practical
4. Online certification on Inbound Marketing from Hubspot Academy

Evaluation

Internal	40%
External	60%
Total	100%

Parameters of Internal Assessment:

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

Assessment Mapping

Parameter	Marks	CO 1	CO 2	CO 3	CO 4	CO 5
Internal	40	10%	30%	30%	10%	20%
Attendance	5	20%	20%	20%	20%	20%
Class Participation	5	20%	20%	20%	20%	20%
Class Test	10	-	60%	-	40%	-
Class Activity	5	40%	-	-	60%	-
Assignments	5	-	60%	40%	-	-
End Term	60	-	-	25%	35%	40%

Textbook:

Book Title	Name of Author	Publisher	Edition No.	Year
Content Marketing, Powering Content	Laura Busche-	Shroff Publication		2017

Reference Books:

Book Title	Name of Author	Publisher	Edition No.	Year
Content Strategy for the Web	Melissa Rach & Kristina Halvorson		2nd Edition	
Digital Marketing	Vandana Ahuja	Oxford University Press	Second Edition	
Epic Content Marketing	Joe Pulizzi	Tata McGraw Hill		2014.
The Content Marketing Hurricane	Lambert Justin P	Createspace Independent Publishing Platform.		
Everybody Writes: Your Go-To Guide to Creating Ridiculously Good Content	Ann Handley	Wiley publication		2016

E-Books:

1. <https://www.simplilearn.com/digital-marketing/content-marketing-foundation-course#/course-description>

2.	https://contentmarketinginstitute.com/2015/02/content-marketing-playlist/
3.	Introduction to Web Analytics for E-Commerce: How to Track Activity to Optimize Your Web Site-
4.	Blogging-Marketing-Course-eMarketing-Institute-Ebook-2018-Edition.
5.	https://www.udemy.com/content-marketing-masterclass/

Course Title : Business Intelligence and Big Data Analytics
Semester : III
Credit : 2
Duration : 20 hours

Course Outcomes	Description	Cognition	Hours	Evaluation Tools
CO1	Understand how to make use of excel BI suite and R studio for creating reports and dashboards.	L2: Understand	4	<u>Internal Quiz, Test</u> <u>End Term-Theory</u>
CO2	Understand the fundamentals of Big Data Analytics, HDFS and relate its importance in business decisions.	L2: Understand	5	<u>Internal-Practical</u> <u>End Term-Theory</u>
CO3	Apply effective business intelligence concepts to improve business decisions and solve real time problems.	L3: Apply	4	<u>Internal-Test,</u> <u>Practical</u> <u>End Term-Theory</u>
CO4	Analyse how to make use of the data for better decision making and to develop insights.	L4: Analyse	4	<u>Internal-Test,</u> <u>Assignment</u> <u>End Term-Theory</u>
CO5	Assess project results derived from real-time data and analyse case studies based on it.	L5: Evaluate	3	<u>Internal-Assignment</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	3	3	-	-
CO2	3	3	3	-	2
CO3	3	3	2	-	1
CO4	2	3	3	1	2
CO5	2	3	2	1	3
CO	2.6	3	2.6	1	2

Session Plan

Sr. No	Hours	Units	Cos	Topics Mapped with CO	Evaluation Tools
1	4	Leveraging excel for Business Intelligence Important Database Concepts PivotTable Fundamentals Introducing the Pivot Table Customizing your Pivot Table Understanding Slicers Creating Timeline Slicers Understanding the Internal data Model Introduction to Power Pivot Power Pivot Internal Data Model Linking Excel Tables to Power Pivot Creating Relationships among power pivot tables Creating a Power Pivot from Power Pivot Data Loading Data from Relational Databases Loading Data from Flat Files Loading Data from Other Data Sources Refreshing and Managing External Data Connections Loading External Data into Power Pivot Creating Dashboards with Power View Activating the Power View Add-In Creating a Power View Dashboard Adding Location Intelligence with Power Map Installing and Activating the Power Map Add-In Loading Data into Power Map Managing and Modifying Map Visualizations	CO1	L2: Understand	<u>Internal</u> Quiz, Test <u>End Term-</u> Theory
2	3	R Basics Data Types Variables Operators	CO 2	L2: Understand	<u>Internal</u> Quiz, Test <u>End Term-</u> Theory

		<p> Functions Vectors Strings Matrices & Arrays Factors Lists Data Frames R Packages & R in depth R Data Interfaces Importing & Exporting data R CSV files R Excel file R Charts & Graphs Bar Charts Box Plots Histograms R Statistics & Data Science Applications Linear Regression Decision Tree Survival Analysis Chi-Square Analysis Time Serious Analysis Introduction to Predictive Analytics and its future Text Analytics Sentiment Analysis through Twitter – by downloading data from Twitter </p>			
3	2	<ul style="list-style-type: none"> • Overview of Big Data History of big data Big Data Elements Career Opportunities Big Data advantages & disadvantages • Using Big Data in Businesses Application perspective of Big Data big data in marketing, analytics, retail, hospitality, consumer good, Défense etc • Technologies for Handling Big Data Introduction to Hadoop Functioning of Hadoop Cloud Computing (features, advantages, applications) etc 	CO2	L2: Understand	<u>Internal</u> Quiz, Test <u>End Term-</u> Theory

		<ul style="list-style-type: none"> Understanding Hadoop Ecosystem HDFS MapReduce YARN HBase Hive Pig Sqoop Zookeeper Flume Oozie 			
4	4	<ul style="list-style-type: none"> Dig Deep to understand the fundamental of MapReduce and HBase Understanding Big Data Technology Foundations Big data stack - Data source layer, ingestion layer, source layer, security layer, visualization layer, visualization approaches etc. Data loading Techniques Databases, Using Hadoop to store data entire module of HDFS Learn to Process Data using Map Reduce Developing simple Map Reduce framework and the concepts applied to it. 	CO3	L2: Understand	<u>Internal Quiz, Test</u> <u>End Term-Theory</u>
5	2	Apply pivot table, power pivot, power view, power map, R concepts, HDFS to a real time data to get better insights	CO4	L3: Apply	<u>Internal-Test, Assignment</u> <u>End Term-Theory</u>
6	2	Analyse pivot table, power pivot, power view, power map, R concepts, HDFS for better decision making and to develop insights and predictive capabilities	CO 4	L4: Analyse	<u>Internal-Test, Assignment</u> <u>End Term-Theory</u>
7	3	Assess project results derived from real-time data and analyse case studies on organizations that successfully deployed these techniques for better decision making	CO5	L5: Evaluate	<u>Internal-Test, Practical, Assignment</u> <u>End Term-Theory</u>

Pedagogy

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

Evaluation

Internal	40%
External	60%
Total	100%

Parameters of Internal Assessment:

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

Assessment Mapping

Parameter	Marks	CO 1	CO 2	CO 3	CO 4	CO 5
Internal	40	15%	18%	22%	24%	21%
Attendance	6	20%	20%	20%	20%	20%
Class Participation	6	20%	20%	20%	20%	20%
Class Test	10	30%	30%	15%	15%	10%
Class Activity	5	10%	20%	30%	20%	20%
Assignments	5	-	20%	20%	30%	30%
Projects	8	-	-	30%	40%	30%
End Term	60			30%	40	30%

Textbooks:

Book Title	Name of Author	Publisher	Edition No.	Year
Business Intelligence Tools for Excel Analysts	Michael Alexander Jared Decker			

Media Planning and buying Principles & practices in the Indian context	Arpita Menon, Tata McGraw-Hill			
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Reference Books:

Book Title	Name of Author	Publisher	Edition No.	Year
Data Analytics using R	Seema Acharya,	Mc Graw Hill	5 th Edition	
Data Analytics	Anil Maheshwari	Mc Graw Hill		
Fundamentals of Business Analytics	R N Prasad, Seema Acharya	Wiley	2 nd Edition	
Business Analytics	James R. Evans	Pearson		
Learning R	Richard Cotton	Oreilly		
Hands-on programming with R	Garrett Grolemond	Oreilly		
R Packages	Hadley Wickham			
R Packages	Paul Teetor,	Oreilly		
Fluent Python	Ramalho,	OReilly		
R - Tutorialpoints	Online Reference			

E-Books:

1. http://www.tutorialspoint.com/r/r_survival_analysis.htm
2. https://www.tutorialspoint.com/python/python_reg_expressions.htm
3. R for beginners - https://cran.r-project.org/doc/contrib/Paradis-rdebuts_en.pdf
4. The art of R programming - http://heather.cs.ucdavis.edu/~matloff/132/NSPpart.pdf
5. R programming - http://www.stats.ox.ac.uk/~evans/Rprog/LectureNotes.pdf
6. R programming for data science
7. https://www.cs.upc.edu/~robert/teaching/estadistica/rprogramming.pdf
8. Advanced R - https://englianhu.files.wordpress.com/2016/05/advanced-r.pdf
9. Python - https://www.cs.uky.edu/~keen/115/Haltermanpythonbook.pdf
10. Python - https://www.tutorialspoint.com/python3/python3_tutorial.pdf
11. An introduction to python - http://tdc-www.harvard.edu/Python.pdf
12. Programming in python - https://doc.lagout.org/programmation/python/Programming%20in%20Python%203_%20A%20Complete%20Introduction%20to%20the%20Python%20Language
13. Python basics - https://anh.cs.luc.edu/331/notes/PythonBasics.pdf
14. Learning to program using python - https://www.ida.liu.se/~732A47/literature/PythonBook.pdf

Course Title : **Mobile Marketing and E-Mail Marketing**
No of Credits : **2**
Contact Hours : **20 hrs**

Course Outcomes	Description	Cognition	Hours	Evaluation Tools
CO-1	Identify the key concepts of Mobile Marketing and E-Mail Marketing.	L2: Understand	3	<u>Internal:</u> Class Activity <u>End Term-</u> Theory
CO-2	Demonstrate the common practices for email marketing and mobile marketing.	L3: Apply	3	<u>Internal-</u> Class Activity, Assignment, Practical <u>End Term-</u> Theory
CO-3	Analyse the importance of mobile & e-mail marketing to promote the business in the current scenario.	L4: Analyse	4	<u>Internal-</u> Test, Assignment <u>End Term-</u> Theory
CO-4	Create a plan to make use of mobile & email marketing.	L6: Create	2	<u>Internal-</u> Projects, Assignment

				<u>End Term-</u> Theory
CO-5	Develop strategies to obtain the personalised information that promotes goods and in turn to increase sales revenue.	L6: Create	3	<u>Internal-</u> Practical. Assignment <u>End Term-</u> Theory

COs / POs	PO 1	PO 2	PO 3	PO 4	PO 5
CO-1	2	2	1	1	-
CO-2	2	3	-	-	-
CO-3	3	2	1	-	2
CO-4	3	3	2	2	2
CO-5	3	3	2	2	2
CO	2.6	2.6	1.5	1	1.5

Session Plan:

Sr. No	Hrs.	Units	Cos	Topics Mapped with CO	Evaluation Tools
1	3	Introduction to Mobile marketing			
(i)		<ul style="list-style-type: none"> ● Key Email Marketing Concepts ● Campaign Process ● Online Data Capture & Offline Data Capture 	CO-1	L2: Understand	<u>Internal:</u> Class Activity <u>End Term-</u> Theory
2	3				
(i)		<ul style="list-style-type: none"> ● Segmentation ● Email Design ● User Behavior & User Characteristics 	CO-2	L3: Apply	<u>Internal-</u> Assignme nt, Class Activity <u>End Term-</u> Theory
3	4				

(i)		<ul style="list-style-type: none"> ● Email Copy, Structure & Delivery ● Scheduling & Measurement ● A/B Testing 	CO-2	L3: Apply	<u>Internal-</u> Assignme nt, Project, Practical <u>End Term-</u> Theory
4	4				
(i)		<ul style="list-style-type: none"> ● Key Mobile Marketing Concepts & Trends in Mobile ● Mobile Devices ● SMS Content & Strategy 	CO-3	L4: Analyse	<u>Internal:</u> Assignme nt, Test, Practical <u>End Term-</u> Theory
5	6				
(i)	2	<ul style="list-style-type: none"> ● Mobile Advertising ● Mobile Optimized Websites ● Proximity Marketing, Bluetooth and QR Codes 	CO-4	L6: Create	<u>Internal</u> Assignme nt, Test, Project, Practical <u>End Term-</u> Theory
(ii)	3	<ul style="list-style-type: none"> ● Mobile Coupons & Ticketing ● Integrated Mobile strategy and implementation 	CO-5	L6: Create	<u>Internal</u> Assignme nt, Practical <u>End Term-</u> Theory

Pedagogy:

1. Live Projects
2. Class Test
3. Class Participation & Attendance

Evaluation

Internal 40%

External 60%

Total 100%**Parameters of Internal Assessment:**

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

Assessment Mapping

Parameter	Marks	CO 1	CO 2	CO 3	CO 4	CO 5
Internal	40	15%	15%	20%	10%	15%
Attendance	6	20%	20%	20%	20%	20%
Class Participation	6	20%	20%	20%	20%	20%
Class Test	10	-	-	50%	50%	-
Class Activity	5	50%	50%	-	-	-
Assignments	5	-	20%	20%	30%	30%
Projects	8	-	-	20%	40%	40%
End Term	60			30%	40%	30%

Textbook:

Book Title	Name of Author	Publisher	Edition No.	Year
Digital marketing	Seema Gupta	Mc Graw Hill	Latest Edition	
Internet Marketing	Moutusy Maity-	Oxford Publication		2017

Reference Books:

Book Title	Name of Author	Publisher	Edition No.	Year
E-Marketing-Art & Science of Online Marketing-	Brandon Eley, Shayne Tiley	Shroff Edition		2015
Email Marketing: Create Stunning HTML Email That Just Works	Mathew Patterson	Shroff Publication		2016

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	L4 : Apply	

			designing instruments		
			CO2: Able to collect and classify relevant and reliable primary and secondary data for the study	Analyse	
			C03: Able to analyse data and derive meaning to teach a logical conclusion	Analyse	
			CO4 : Develop critical thinking for interpretation of the data	Analyse	

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

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

Semester-IV

Course Title : Capstone Project Final

Semester : IV

No of Credit : 4

Duration : 40 hrs

PROGRAM OUTCOMES

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

		Course Outcome :	Capstone Project – Final		
		Course Outcomes	After the completion of the project students should be able to	Cognition	Remarks
			CO1 : Students will be able to examine real world problems by integrating technical and management theories and concept	Analyse	
			CO2 : The ability to infer and integrate information to	Analyse	

			come to a logical conclusion		
			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

Course Title : **E-Commerce and E-Business (Online)**
No of Credits : **2**
Contact Hours : **20 hrs**

Course Outcomes	Description	Cognition	Hours	Evaluation Tools
CO-1	Discuss the basic concepts and technologies used in the field of e-commerce & e-business.	L2: Understand	4	<u>Internal</u> Assignment <u>End Term-</u> Theory
CO-2	Use the Industry-relevant online/digital business concepts and critically analyze the online strategies.	L3: Apply	3	<u>Internal</u> Assignment <u>End Term-</u> Theory
CO-3	Appraise the significance of E-Commerce and its applications in business.	L5: Evaluate	3	<u>Internal-</u> Project <u>End Term-</u> Theory
CO-4	Interpret the latest trends and practices in E-Commerce and Digital Marketing.	L4: Analyse	6	<u>Internal-</u> Case study <u>End Term-</u> Theory
CO-5	Construct value propositions for organizations using digital business concepts.	L3: Apply	4	<u>Internal-</u> Project <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
CO-1	3	2	1	1	-
CO-2	2	2	1	1	-
CO-3	2	2	1	2	1
CO-4	2	2	2	2	1
CO-5	2	2	3	2	1
CO	2.2	2	1.6	1.6	1

Session Plan

Sr. No	Hrs.	Units	Cos	Topics Mapped with CO	Evaluation Tools
1	4				
(i)	4	<ul style="list-style-type: none"> Introduction to E-business, Strategies and Managing E-Enterprise, E-age EDI – Electronic Data Interchange, Benefits, Challenges E-Commerce business models, E-business vs E-commerce 	CO:1	L2: Understand	Internal Assignment End Term- Theory
2	3				
(i)	3	<ul style="list-style-type: none"> Internet Marketing and Techniques, E-business relationships and technologies Affiliate programs, E-customer relationship management 	CO:2	L3: Apply	Internal Assignment End Term- Theory
3	4				
(i)	4	<ul style="list-style-type: none"> E-Commerce Process Models – E-Commerce Sales Life Cycle Model Barriers to e-commerce E-Commerce forums, current trends in electronic business--commerce 	CO:5	L3: Apply	Internal Assignment End Term- Theory

		<ul style="list-style-type: none"> Future of Indian Government in terms e-commerce / online transactions 			
4	3	Technology for Online Business:			
(i)	3	<ul style="list-style-type: none"> E-Marketing and e-payment Mechanism of Making Payment Through Internet Online Payment Mechanism 	CO:4-	L4: Analyse	Internal-Case study <u>End Term-</u> Theory
5	3				
(i)	3	<ul style="list-style-type: none"> Electronic Payment Systems Payment Gateways, Visitors to Website 	CO:4	L3: Apply	Internal-Case study <u>End Term-</u> Theory
6	3				
(i)	3	<ul style="list-style-type: none"> Laws Relating to Online Transactions. Applications in E-commerce: E-commerce Applications in Manufacturing, Wholesale, Retail and Service Sector 	CO:3	L5: Evaluate	Internal-Project <u>End Term-</u> Theory

Pedagogy

1. Case Studies
2. Assignments
3. Project

Evaluation

Internal	60%
External	40%
Total	100%

Parameters of Internal Assessment:

1. Class Test
2. Assignments
3. Projects

Assessment Mapping

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

Textbook:

Book Title	Name of Author	Publisher	Edition No.	Year
E-business	Parag Kulkarni, Sunita Jahirabadkar, and Pradip Chand,	Oxford Publication		Jul 2013

Reference Books:

Book Title	Name of Author	Publisher	Edition No.	Year
Ecommerce and Digital Marketing	Rahul Vasant	Himalaya publication	2 nd Edition	2018
E-Commerce Strategy, Technologies and Applications	Whitley, David.	Tata McGraw Hill		
Electronic Commerce	Schneider Gary P. and Perry, James T	Thomson Learning		

E-Commerce: The Cutting Edge of Business	Bajaj, Kamlesh K & Nag, Debjani	McGraw Hill		
Designing Systems for Internet Commerce	Treese G. Winfield & Stewart C. Lawrance			
Essentials of E-commerce Technology	V. Rajaraman	PHI learning PVT Ltd.,		
Information Systems Today -	Leonard Jessup / Joseph VALLACICH.	PHI learning		2011

E-Books:

Book Title	Name of Author	Publisher	Link	Year
Electronic Commerce			https://florida.theorange grove.org/og/file/29589c3c-8bcd-72c1-b2f237789232eb3c/1/Electronic_Commerce.pdf	
Electronic Commerce Framework, Technologies and Network			https://books.google.co.in/books?id=s3R6tlQ08EoC&printsec=copyright&redir_esc=y#v=onepage&q&f=false	

E-Commerce and E-Business			https://upload.wikimedia.org/wikipedia/commons/e/e6/E-Commerce_and_E-Business.pdf	
E-Commerce for Everybody			http://ithemes.com/wp-content/uploads/downloads/2014/01/ecommerce-for-everybody-ebook.pdf	