

# **PGDM *iConnect***

## **Syllabus - Course Outline**

**PGDM – (2023 - 2025)**



**ITM Business School**

**Institute for Technology & Management**

ITM Campus, Plot No.25 & 26, Institutional Area,  
Sector – 4, Kharghar (E), Navi Mumbai – 410 210

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**PGDM**  
***iConnect***  
**Course-Outline**  
**(2023 - 2025)**

**PROGRAM OUTCOMES**

PO1: Apply knowledge of management theories and practices to solve business problems.

PO2: Foster Analytical and critical thinking abilities for data-based decision making.

PO3: Ability to develop Value based Leadership ability.

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

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

# **PGDM**

## ***iConnect***

# **Course-Outline**

**PGDM – International Business**  
**(2023 - 2025)**

**ITM Business School**

**Institute for Technology & Management**

ITM Campus, Plot No.25 & 26, Institutional Area,  
Sector – 4, Kharghar (E), Navi Mumbai – 410 210

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**Course Structure (2023-25)**  
**PGDM International Business**

Sr. No.	Course Code	Semester I	Credits	Hours
1		Accounting for Managers	4	40
2		Marketing Management	4	40
3		Leading and Managing Organizations	4	40
4		Managerial Economics	2	20
5		Enterprise Systems Management	2	20
6		Decision Sciences	4	40
7		Lifestyle Management	2	20
8		Introduction to Operations Management	2	20
9		Technology Based Business Transformation	2	20
10		Introduction to MS Excel and Advanced Methods	4	40
11		Managerial Communication - 1	4	40
12		Verbal Skills and Quantitative Analysis - 1	2	20
13		Entrepreneurship	2	20
14		Career Management - 1	2	20
		<b>Total</b>	<b>40</b>	<b>400</b>
Sr. No.	Course Code	Semester II	Credits	Hours
1		Research Methodology	2	20
2		International Business	2	20
3		International Trade	2	20
4		Foreign Policy	2	20

5		<b>French</b>	2	20
6		Leadership Lab	2	20
7		Global Supply Chain and Logistics Management	4	40
8		Export and Import Management	4	40
9		Cost and Management Accounting	2	20
10		Country Profiling and Market Evaluation	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
15		Selling Skills	2	20
16		Career Management – 2	2	20
17		Capstone Project Phase – I	2	20
		<b>Sub Total</b>	<b>38</b>	<b>380</b>
		<b>Industry Internship Project – IB</b>	<b>4</b>	<b>40</b>
		<b>Europe Internship</b>	<b>4</b>	<b>40</b>
<b>Sr. No.</b>	<b>Course Code</b>	<b>Semester III</b>	<b>Credits</b>	<b>Hours</b>
1		Strategic Management	2	20
2		Business Ethics and Corporate Governance	2	20
3		International Financial Management	2	20
4		Business Analytics	2	20
5		Sales Management	2	20
6		Global Marketing	2	20
		Global Operations Management	4	40
		Leadership Lab - I	2	20
7		Digital and Social Media Marketing	2	20
8		Placement Readiness Module	4	40
9		Corporate Transition Module	4	40
10		Capstone Project Phase – II	2	20

		<b>Total</b>	<b>30</b>	<b>300</b>
<b>Sr. No.</b>	<b>Course Code</b>	<b>Semester IV</b>	<b>Credits</b>	<b>Hours</b>
1		Capstone Project – Final	4	40
2		Social Psychology	2	20
3		Career Management	-	-
		<b>Total</b>	<b>6</b>	<b>60</b>
		<b>Grand Total</b>	<b>122</b>	<b>1220</b>

**PGDM**  
***iConnect***  
**Course-Outline**  
**(2023 - 2025)**

**PROGRAM OUTCOMES**

PO1: Apply knowledge of management theories and practices to solve business problems.

PO2: Foster Analytical and critical thinking abilities for data-based decision making.

PO3: Ability to develop Value based Leadership ability.

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

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

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

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



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

### Mapping with CO-PO

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

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

### Session Plan

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

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

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

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

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### **Pedagogy**

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

### **Evaluation: -**

Internal Assessment-40 %

External assessment- 60 %

**Total- 100 %**

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

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

### **Assessment Mapping:**

Parameters	Cos	CO1	CO2	CO3	CO4	CO5
	Marks					
<b>Internal</b>	<b>40</b>	<b>10.00%</b>	<b>35.00%</b>	<b>10.00%</b>	<b>22.50%</b>	<b>22.50%</b>
<b>Class Test</b>	10	0.00%	100.00%	0.00%	0.00%	0.00%
<b>Project</b>	5	0.00%	0.00%	0.00%	0.00%	100.00%
<b>Assignment</b>	5	0.00%	0.00%	0.00%	100.00%	0.00%
<b>Attendance</b>	10	20.00%	20.00%	20.00%	20.00%	20.00%
<b>Class Participation</b>	10	20.00%	20.00%	20.00%	20.00%	20.00%

<b>End Term</b>	<b>60</b>	<b>16.67%</b>	<b>16.67%</b>	<b>16.67%</b>	<b>16.67%</b>	<b>33.33%</b>
<b>Total</b>	<b>100</b>	<b>14.00%</b>	<b>24.00%</b>	<b>14.00%</b>	<b>19.00%</b>	<b>29.00%</b>

#### **Textbook:**

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

#### **Reference Books:**

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

#### **E-Books:**

1. Accounting for Management – Dr. N.P. Srinivasan & Dr. M. Sakthivel Murugan, S.Chand, Revised Edition 2019, eBook.
2. Accounting for Management - S. Ramanathan, Oxford University Press, 1/e, 2019, eBook.



3. A Textbook of Accounting for Management - S N Maheshwari, Sharad K Maheshwari,

Vikas Publishing House, 4/e, 2018, e-Book.

4. Accounting for Management - Lal, Jawahar., Himalaya Pub. House., 2019, eBook.

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

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

## Mapping CO with PO

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

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

## Session plan

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

(i)	9	STP, consumer behavior analysis, introducing marketing mix, product strategies	<b>CO3</b> - Examine the competitive environment and integrate the marketing strategies for better marketing decisions	<b>L4: Analyse</b>	<u>Internal Evaluation:</u> Case study Analysis, Assignment  <u>End term:</u> Short answers
<b>4</b>	<b>7</b>	<b>Marketing mix (contd)</b>			
(i)	7	Pricing, marketing communication, distribution channels, retailing	<b>CO4-</b> Assess the potential market segments to target and position effectively for profitable business opportunities	<b>L5: Evaluate</b>	<u>Internal Evaluation:</u>  Class test, Case study (critical assessment) <u>End term:</u> Case study Short answers
<b>5</b>	<b>4</b>	<b>Applied Marketing strategies for value creation</b>			
(i)	4	Project – embedding the major marketing concepts	<b>CO5</b> – Apply marketing mix strategies for value creation to all the stakeholders	<b>L3 Apply</b>	<u>Internal Evaluation:</u>  A detailed presentation on a new brand creation, covering all the major marketing concepts supported by a report  <u>End term:</u> Case study/short

					answers
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### **Pedagogy**

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

### **Evaluation**

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

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

6. Attendance
7. Class Participation
8. Class Test
9. Case study discussion
10. Assignments
11. Projects

### **Assessment Mapping**

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

<b>End Term</b>	<b>60</b>	<b>20%</b>	<b>15%</b>	<b>30%</b>	<b>20%</b>	<b>15%</b>
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**Textbook:**

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

**Reference Book:**

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

**E-Books:**

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





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

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

### Mapping with CO-PO

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

COs / Pos	PO 1	PO 2	PO 3	PO 4	PO5
CO1	3	2	2	1	-
CO2	2	3	2	2	-
CO3	2	3	2	1	2
CO4	3	3	2	2	3

CO5	2	3	3	2	3
CO EQ	2.4	2.8	2.2	1.6	2.5

### **Session Plan**

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

<b>3</b>	<b>2</b>	<b>Structuring</b>			
<b>3</b>	<b>2</b>	Definition, Need, Importance of Structuring. Types of Organisational structure. structuring in Organizations	<b>CO2</b> Interpret contemporary HR practices for better workplace productivity.	L3: Apply	<u>Internal</u> Evaluation: Project, Class test Question in End term exam.
<b>4</b>	<b>2</b>	<b>Organizing and controlling</b>			
<b>4.1</b>	<b>1</b>	Definition of Organizing, Scope, need and importance Organizing Function, Elements of Organizing,	<b>CO2</b> Interpret contemporary HR practices for better workplace productivity.	L3: Apply	<u>Internal</u> Evaluation: Project, Class test Question in End term exam.
<b>4.2</b>	<b>1</b>	Managerial Control Process, Types of Control, Control Techniques. Application of Controlling Techniques	<b>CO2</b> Interpret contemporary HR practices for better workplace productivity.	L3: Apply	<u>Internal</u> Evaluation: Project, Class test Question in End term exam.
<b>5</b>	<b>1</b>	<b>Leadership</b>			
<b>5.1</b>	<b>1</b>	Definition, Importance, Leadership Traits,	<b>CO2</b> Interpret contemporary HR practices for better workplace productivity.	L3: Apply	<u>Internal</u> Evaluation: Project, Class test Question in End term exam.
<b>5.2</b>	<b>1</b>	Styles of leadership Leading for High performance Team	<b>CO3</b> Correlate HR systems and individual behaviour for building up the strong culture	L4: Analyse	<u>Internal</u> Evaluation: Project, Class test Question in End term exam.
<b>6</b>		<b>Human Resource Management</b>			
<b>6.1</b>	<b>1</b>	Introduction, Functions, need of HRM.	<b>CO2</b> Interpret contemporary	L3: Apply	<u>Internal</u> Evaluation: Project, Class

			HR practices for better workplace productivity.		test Question in End term exam.
6.2	1	Skills and competencies of an hr Manager. Role of Line manager as HR Manager	<b>CO3</b> Correlate HR systems and individual behaviour for building up the strong culture	L4: Analyse	<u>Internal</u> Evaluation: Project, Class test Question in End term exam.
<b>7</b>	<b>2</b>	<b>Recruitment and Selection.</b>			
7.1	1	Definition, Need and Importance. Recruitment process, Selection Process.	<b>CO2</b> Interpret contemporary HR practices for better workplace productivity.	L3: Apply	<u>Internal</u> Evaluation: Project, Class test Question in End term exam.
7.2	1	Definition of Interview and Interview Techniques	<b>CO2</b> Interpret contemporary HR practices for better workplace productivity.	L3: Apply	<u>Internal</u> Evaluation: Project, Class test Question in End term exam.
<b>8</b>	<b>2</b>	<b>Performance Management</b>			
8.1	1	Definition of Performance Management, Need and importance.	<b>CO2</b> Interpret contemporary HR practices for better workplace productivity.	L3: Apply	<u>Internal</u> Evaluation: Project, Class test Question in End term exam.
8.2	1	Definition of KRA and KPI. Methods of PMS. Modern methods of Appraisal.	<b>CO2</b> Interpret contemporary HR practices for better workplace productivity	L3: Apply	<u>Internal</u> Evaluation: Project, Class test Question in End term exam.
<b>9</b>	<b>2</b>	<b>Compensation and Benefits</b>			
9.1	1	Definition, need for and importance of compensation. Types of compensation.	<b>CO2</b> Interpret contemporary HR practices for	L3: Apply	<u>Internal</u> Evaluation: Project, Class

			better workplace productivity		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	<b>Introduction to OB and Personality</b>			
10.1	2	Definition of OB, Definition of personality, types of personality,	CO4 Examine individual and team behavior for effective people management	L4: Analyse	<u>Internal</u> Evaluation: Project, Class test Question in End term exam.
10.2	2	Attributes that shape up the personality & Personal Effectiveness, Personality Attributes, Personality Testing	CO3 Correlate HR systems and individual behaviour for building up the strong culture	L4: Analyse	<u>Internal</u> Evaluation: Project, Class test Question in End term exam.
11	5	<b>Perception and Individual Decision Making</b>			
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	L4: Analyse	<u>Internal</u> Evaluation: Project, Class test Question in End term

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

			for effective people management		in End term exam.
<b>14.2</b>	<b>3</b>	Definition of Stress, Reasons of Stress, stress management techniques, Role of Organisation in managing employee stress, wellness at workplace and its importance.	<b>CO5</b> 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.

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

#### Parameters of Internal Assessment:

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

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

#### Assessment Mapping

Parameter	Marks	CO 1	CO 2	CO 3	CO 4	CO 5
Internal	40	21%	21%	21%	21%	15%

Attendance	10	20%	20%	20%	20%	20%
Class Participation	10	20%	20%	20%	20%	20%
Class Test	5	50%	50%	0	0	0%
Assignments	5	0	0	50%	50%	0
Projects	10	20%	20%	20%	20%	20%
<b>End Term</b>	<b>60</b>	10%	20%	20%	25%	25%
<b>Total</b>	<b>100</b>	15%	21%	21%	24%	21%

### Textbook:

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

### Reference Books:

- |  |   |
|--|---|
| 1. New Era of Management   | - Richard L. Daft, CENGAGE Publisher, 2 <sup>nd</sup><br>edition, Reprint- 2012   |
| 2. Principles of Management  | - P C Tripathi & P N Reddy, Tata McGraw Hill,<br>5 <sup>th</sup> Edition, 2012  |
| 3. Essential of Management - An International,<br>Innovation, & Leadership Perspective | - Harold Koontz & Heinz Weihrich, Tata<br>McGraw Hill, 10 <sup>th</sup> Edition, 2015.  |
| 4. Management & Organizational Behaviour   | - Ramesh B Rudani, Tata Mac Graw Hill, 1 <sup>st</sup><br>Edition, 2011   |
| 5. Human Resource Management   | – Gary Dessler & Biju Varkkey, Pearson, 14 <sup>th</sup><br>Edition, 2016   |
| 6. Human Resource Management –   | - Sharon Pande & Swapnalekha Basak, Vikas Text<br>& Cases                      Publishing House Pvt. Ltd., 2 <sup>nd</sup><br>Edition, 2015 |
| 7. Human Resource Management   | - Seema Sanghi, Vikas Publishing House Pvt.<br>Ltd., 1 <sup>st</sup> Edition, 2014.   |
| 8. Human Resource Management –   | - A. Din Pangotra, Asian Books Pvt. Ltd., with<br>Practical Up-Gradation 1 <sup>st</sup> Edition, 2013                                      |
| 9. Organizational Behaviour – Text & Cases   | - Kavita Singh, Vikas Publishing House Pvt. Ltd.,<br>3 <sup>rd</sup> Edition, 2015.   |
| 10. Organizational Behaviour – A Modern  | - Arun Kumar & N Meenakshi, Vikas Approach<br>Publishing House Pvt. Ltd., 1 <sup>st</sup> Edition, 1 <sup>st</sup><br>Reprint 2014.         |

### E Books:

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

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



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

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

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

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

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

[http://bba12.weebly.com/uploads/9/4/2/8/9428277/organizational\\_behavior\\_15e\\_-\\_stephen\\_p\\_robbins\\_\\_timothy\\_a\\_judge\\_pdf\\_qwerty.pdf](http://bba12.weebly.com/uploads/9/4/2/8/9428277/organizational_behavior_15e_-_stephen_p_robbins__timothy_a_judge_pdf_qwerty.pdf)

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

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

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

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

**Course Title : Managerial Economics**

**Semester : I**

**Credit : 2**

**Duration : 20 hrs**

Course Outcome	Description	Cognition	Hours	Evaluation Tools
After the completion, of the course, students should be able to				
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 &amp; Discounting Principle.</p> <p>14.Objective of the Firm: Maximization Theory of Profit, Sales Revenue, Growth, Managerial Utility Function &amp; the Wealth of</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>

		Stockholders under risk and uncertainty.			
<b>2 &amp; 3</b>	<b>2.50</b>	<b>Demand, Supply, and Market Equilibrium</b>			
	<b>0.50</b>	<p>15. Definition of Demand - Demand Function - Law of Demand</p> <p>16. Law of Supply - Supply Function, Schedule</p>	<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>
	<b>2.00</b>	<p>17. Demand and Various Types of Goods - Demand Schedule and Demand Curve - Determinants of Demand - Changes in Quantity Demanded Vs. Changes in Demand - Individual Demand and 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>	<p>CO-2</p> <p>Apply the key concepts and techniques of microeconomics to recognize and solve business problems faced by an organization.</p>	L3: Apply	<p>Class Test</p> <p>Assignment</p> <p><u>End term</u></p> <p>Theory Question</p>
<b>4</b>	<b>1.25</b>	<b>Elasticity of Demand</b>			
	<b>1.25</b>	<p>20. Price Elasticity of Demand - Degrees of Elasticity - Point and Arc Elasticity - Price Elasticity and Total Revenue.</p> <p>21. Cross-Price Elasticity</p> <p>22. Income Elasticity</p>	<p>CO-2</p> <p>Apply the key concepts and techniques of microeconomics to recognize and solve business problems faced by an organization.</p>	L3: Apply	<p>Class Test</p> <p>Assignment</p> <p><u>End term</u></p> <p>Theory Question</p>

5 & 6	2.50	<b>Supply-Side Economics: Theory of Production and Cost</b>			
	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 <u>End term</u></p> <p>Numerical/Theory Question</p>
7	1.25	<b>Market Structure: Introduction and Basic Features</b>			
	1.25	Market Morphology - Perfect Competition, Monopoly, Monopolistic Competition, and Oligopoly: Market Features – Existence in Real World(examples).	<p>CO-1</p> <p>Understand the fundamental theories and concepts of managerial economics.</p>	L2: Understand	<p>Class Test</p> <p>Assignment <u>End term</u></p> <p>Theory Question</p>
8 & 9	2.50	<b>Nature and Scope of Macroeconomics and National Income: Concept and Measurement</b>			
	1.25	26. Definition and Nature of Macroeconomics - Circular Flow: Two, Three and Four Sector Economy - Aggregate Demand & Supply - Consumption & Investment.	<p>CO-1</p> <p>Understand the fundamental theories and concepts of managerial</p>	L2: Understand	<p>Class Test</p> <p>Assignment <u>End term</u></p> <p>Theory Question</p>

			economics.		
	1.25	27. National Income: GDP/GNP, Nominal, Real and Deflator - GDP at Factor Cost & Market Price - Methods of Measuring National Income - NDP, National Income (NI) and Per-Capita Income (PCI) - Personal Income (PI) and Disposable Income (DI) - National Income Estimates Based on New Series (Base Year 2011-12) - GVA.	CO-4 Analyze the impact of macroeconomic factors on business decision-making.	L4: Analyze	Class Test Assignment <u>End term</u> Theory Question
10 & 11	2.50	<b>Inflation: Theories and Control Measures</b>			
	2.50	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	<b>Monetary Policy</b>			
	2.50	1. Evolution of Money - Functions of Money - The Value of Money - The Quantity Theory of Money - The Neutrality of Money. 2. Demand for Money and Supply of Money - Money Creation by the Commercial	CO-5 Evaluate the intent and outcomes of monetary and fiscal policies to	L5: Evaluate	Class Test Assignment <u>End term</u> Theory Question

		Bank - Banks and the Money Supply - The Money Multiplier - Deposit Creation and Deposit Multiplier - Credit Multiplier. 3. Monetary Policy: Meaning, Scope, and Quantitative and Qualitative Instruments.	address the economic issues.		
14	1.25	<b>Fiscal Policy and Union Budget</b>			
	1.25	5. Meaning and Objectives of Fiscal Policy - Fiscal Instruments & Target Variables - Fiscal Deficit - Union Budget 2022-2023.	CO-5 Evaluate the intent and outcomes of monetary and fiscal policies to address the economic issues.	L5: Evaluate	Class Test Assignment <u>End term</u> Theory Question
15 & 16	2.50	<b>Balance of Payment</b>			
	2.50	1. Meaning, Purpose, and Structure of Balance of Payments: Basic Principles - Balance of Trade (BOT) - Assessment of BOP Disequilibrium - Capital Account Convertibility - Special Drawing Rights. 2. Calculating Exchange Rate Changes - Appreciation, Depreciation, Devaluation, and Revaluation - Exchange Rate in Free Market and Fixed Exchange Rate System - The Real Exchange Rate: NEER and REER - Purchasing Power Parity.	CO-4 Analyze the impact of macroeconomic factors on business decision-making.	L4: Analyze	Class Test Assignment <u>End term</u> Theory Question

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

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

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

**Parameters of Internal Assessment:**

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

**Assessment Mapping:**

Parameter	Marks	CO-1	CO-2	CO-3	CO-4	CO-5
Internal	20	17.5%	20%	20%	22.5%	20%



Attendance	5	20%	20%	20%	20%	20%
Class Participation	5	20%	20%	20%	20%	20%
Class Test	5	10%	20%	20%	30%	20%
Assignment	5	20%	20%	20%	20%	20%
End Term	30	10%	20%	20%	30%	20%

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

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

<b>eBooks:</b>	
Managerial Economics (ME)	D. N. Dwivedi, 8th Edition, Vikas Publishing House Pvt Ltd, 2015.
Managerial Economics	Suma Damodaran, 2nd edition, Oxford University Press, 2010.
Principles of Economics	N. Gregory Mankiw, 7th Edition, Cengage Learning India Pvt Ltd, New Delhi 2015.
Managerial Economics	R. Panneerselvam, P. Sivasankaran & P. Senthilkumar, 1st Edition Cengage Learning India Pvt Ltd, 2018.
Managerial Economics Principles and Worldwide Applications (MEPWA)	Dominick Salvatore and Siddhartha K. Rastogi, 9th edition, Oxford University Press, 2020.
Microeconomics: Markets, Methods, and Models	Douglas Curtis and Ian Irvine, LYRYX Service Course Solution, 2014. <a href="https://laecon1.lyryx.com/textbooks/OPEN_CURTIS_MIC_1/marketing/CurtisIrvine-Microeconomics-2017A.pdf">https://laecon1.lyryx.com/textbooks/OPEN_CURTIS_MIC_1/marketing/CurtisIrvine-Microeconomics-2017A.pdf</a>
Simplified Principles of Microeconomics	Hazbo Skoko, 1 <sup>st</sup> Edition, Bookboon.com, 2015.

	<a href="https://bookboon.com/en/simplified-principles-of-microeconomics-ebook#download">https://bookboon.com/en/simplified-principles-of-microeconomics-ebook#download</a>
Principles of Microeconomics for AP courses	Timothy Taylor, Openstax College, Rice University, 2015. <a href="https://d3bxy9euw4e147.cloudfront.net/oscms-prodcms/media/documents/PrinciplesofMicroeconomicsforAPCourses-OP.pdf">https://d3bxy9euw4e147.cloudfront.net/oscms-prodcms/media/documents/PrinciplesofMicroeconomicsforAPCourses-OP.pdf</a>
Principles of Economics	Timothy Taylor, Openstax College, Rice University, 2014. <a href="https://d3bxy9euw4e147.cloudfront.net/oscms-prodcms/media/documents/PrinciplesofEconomics-OP.pdf">https://d3bxy9euw4e147.cloudfront.net/oscms-prodcms/media/documents/PrinciplesofEconomics-OP.pdf</a>
Essentials of Macroeconomics	Peter Jochumzen, 1 <sup>st</sup> Edition, Bookboon.com, 2010. <a href="https://bookboon.com/en/macroeconomics-uk-ebook">https://bookboon.com/en/macroeconomics-uk-ebook</a>
Practical Guide to Contemporary Economics	Yuri Yevdokimov, Bookboon.com, 2012. <a href="https://bookboon.com/en/practical-guide-to-contemporary-economics-ebook">https://bookboon.com/en/practical-guide-to-contemporary-economics-ebook</a>

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

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

### Mapping with CO-PO

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

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

## Session Plan

Sr. No	Hours	Units	COs	Cognition	Evaluation Tools
		<b>Introduction to ESM</b>			
1	2	28. Introduction to Enterprise Systems Management 29. Introduction to database concepts 30. Introduction to e-commerce concepts and strategies	CO1: Understand various information systems concepts and e-commerce strategies to improve managerial decision-making.	L2: Understand	<u>Internal Quiz, Test</u> <u>End Term-Theory</u>
		<b>ERP Module - 1</b>			
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>
		<b>ERP Module - 2</b>			
3	3	4. Database Management Systems 5. Structured Query Language Practical 6. Business Intelligence 7. Business Analytics 8. Big Data Analytics 9. 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>
		<b>ERP Module - 2</b>			

4	3	1. 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>
		<b>ERP Module - 1</b>			
5	1	3. 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	1. How do DBMS, Business Intelligence, Business Analytics & Big Data Analytics support Decision Making? 2. 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>
		<b>E-commerce</b>			
7	1	1. E-Commerce 2. Unique features of e-commerce, Assess digital markets, and digital goods strategies. 3. 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>
		<b>E-commerce</b>			

8	2	<ol style="list-style-type: none"> <li>1. How has e-commerce transformed marketing?</li> <li>2. How has e-commerce affected B2B transactions?</li> <li>3. What is the role of m-commerce in business and what are the most important m-commerce applications?</li> <li>4. What issues must be addressed when building an e-commerce presence?</li> <li>5. Types of E-Commerce</li> <li>6. E-Commerce Payment Systems</li> </ol>	CO 5: Assess the impact of futuristic and challenging trends in enterprise systems.	L5: Evaluate.	<u>Internal-Assignment</u> <u>End Term-Theory</u>
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### Pedagogy

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

### Evaluation

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

### Parameters of Internal Assessment:

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

### Assessment Mapping

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

Class Activity	5	10%	20%	30%	20%	20%
Assignments	5	-	20%	20%	30%	30%
Projects	10	-	-	30%	40%	30%
<b>End Term</b>	<b>60</b>			<b>30%</b>	<b>40%</b>	<b>30%</b>

#### Textbook:

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

#### Reference Books:

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

#### E-Books:

Book Title	Name of Author	Publisher	Link	Year
MIS			<a href="http://www.uotechnology.edu.iq/depts/mypdf/subjects/4is/4mis.pdf">http://www.uotechnology.edu.iq/depts/mypdf/subjects/4is/4mis.pdf</a>	
MIS			<a href="http://www.academia.edu/5275161/Management_Information_Systems_12th_Edition">http://www.academia.edu/5275161/Management_Information_Systems_12th_Edition</a>	

MIS			<a href="https://drive.google.com/file/d/1Arp1vggiOgxjksUrIScOBIt7b5Q8vvNF/view">https://drive.google.com/file/d/1Arp1vggiOgxjksUrIScOBIt7b5Q8vvNF/view</a>	
Introduction to MIS			<a href="https://drive.google.com/file/d/1DQ48mt_EbzBRRCX_Zyzmtz6SOhdsoagL/view">https://drive.google.com/file/d/1DQ48mt_EbzBRRCX_Zyzmtz6SOhdsoagL/view</a>	
MIS – Basic Concepts			<a href="https://drive.google.com/file/d/1xhxT8ReGYpmlfApE8lBXij0cCGH7Ji9F/view">https://drive.google.com/file/d/1xhxT8ReGYpmlfApE8lBXij0cCGH7Ji9F/view</a>	
MIS			<a href="https://www.sigc.edu/departement/mba/studymet/ManagmentInformationSystem.pdf">https://www.sigc.edu/departement/mba/studymet/ManagmentInformationSystem.pdf</a>	
MIS			<a href="http://dinus.ac.id/repository/docs/ajar/Kenneth_C.Laudon,Jane_P.Laudon_-_Management_Information_Sysrem_13th_Edition_.pdf">http://dinus.ac.id/repository/docs/ajar/Kenneth_C.Laudon,Jane_P.Laudon_-_Management_Information_Sysrem_13th_Edition_.pdf</a>	
MIS			<a href="http://www.pearsonmiddleeastawe.com/pdfs/SAMPLE-MIS.pdf">http://www.pearsonmiddleeastawe.com/pdfs/SAMPLE-MIS.pdf</a>	
MIS			Managing the digital firm - <a href="http://iefb.weebly.com/uploads/1/4/2/4/14240576/libri_per_msi.pdf">http://iefb.weebly.com/uploads/1/4/2/4/14240576/libri_per_msi.pdf</a>	
ERP - Making it happen			<a href="http://www.labee.ufsc.br/~luis/egcec/livros/ERP/ERP%20-%20Making%20It%20Happen.pdf">http://www.labee.ufsc.br/~luis/egcec/livros/ERP/ERP%20-%20Making%20It%20Happen.pdf</a>	
ERP - Global opportunities and challenges			<a href="http://www.csbdn.in/csbdn-old/pdf/Enterprise_Resource_Planning.pdf">http://www.csbdn.in/csbdn-old/pdf/Enterprise_Resource_Planning.pdf</a>	
Thinking about ERP -			<a href="https://www.syspro.com/dl/EB/SYSPRO-Thinking-About-ERP-ALL-EB.pdf">https://www.syspro.com/dl/EB/SYSPRO-Thinking-About-ERP-ALL-EB.pdf</a>	
Open ERP			<a href="http://brochures.sisalp.fr/openerp-book-v6.pdf">http://brochures.sisalp.fr/openerp-book-v6.pdf</a>	
Business Analysis	Steven P. Blais		Best Practices for Success	



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

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

					work
(ii)	3.0	Practical application on various datasets	CO2: Illustrate the use of statistical concepts to solve business problems	L3: Apply	<u>Internal-Practical, Class test</u>
<b>4</b>	<b>2.5</b>	<b>Measures of Dispersion</b>			
(i)	.5	Various concepts related with measures of dispersion	CO1: Understand the various statistical concepts used in Decision Science	L2 : Understand	<u>Internal-Test, Viva, Practical</u>
(ii)	2	Sums related to dispersion	CO3: Analyze the statistical information for business decision making	L4: Analyse	<u>Internal - Project work, Test</u>
<b>5</b>	<b>1.5</b>	<b>Measures of Symmetry</b>			
(i)	.5	Various concepts related to skewness, moments and Kurtosis	CO1 : Understand the various statistical concepts used in Decision Science	L2 : Understand	<u>Internal-Test, Viva</u>
(ii)	1	Sums related to Skewness and Kurtosis	CO3 : Analyze the statistical information for business decision making	L4: Analyse	<u>Internal - Project work</u>
<b>6</b>	<b>3.5</b>	<b>Probability &amp; its Distributions</b>			
(i)	1	The various concepts related with probability	CO1: Understand the various statistical concepts used in Decision Science	L2: Understand	<u>Internal-Viva Test, End Term-Theory</u>
(ii)	1	Discrete and Continuous Frequency Distribution: Calculation of Binomial, Poisson and Normal Distribution	CO2 : Illustrate the use of statistical concepts to solve business problems	L3: Apply	<u>Internal-Test, Practical End Term-Sums</u>
(iii)	1.5	Discrete and Continuous Frequency Distribution: Application of Binomial, Poisson and Normal Distribution.	CO3 : Analyze the statistical information for business decision making	L4: Analyse	<u>Internal-Viva, Test, End Term-Theory</u>
<b>7</b>	<b>1.0</b>	<b>Theory of estimation</b>			
(i)	.5	Various concepts related with theory of estimation	CO1: Understand the various statistical concepts used in Decision Science	L2: Understand	<u>Internal-Test, Viva Practical End Term-Sums, Theory</u>

(ii)	.5	Calculation of point and interval estimate	CO2 : Illustrate the use of statistical concepts to solve business problems	L3: Apply	<u>Internal-Test, Practical End Term-Sums</u>
<b>8</b>	<b>3.5</b>	<b>Hypothesis Testing</b>			
(i)	1	T test & F Test : Concepts	CO3 : Analyze the statistical information for business decision making	L4 : Analyse	<u>Internal-Project work End term -Practical</u>
(ii)	2.5	T test & F test : Application	CO4 : Assess the tools & techniques used in decision making for its appropriateness	L5 : Evaluate	<u>Internal-Project work End term -Practical</u>
<b>9</b>	<b>1</b>	<b>Chi-Square test</b>			
(i)	1	Introduction to Chi-square	CO1 : Understand the various statistical concepts used in Decision Science	L2: Understand	<u>Internal-Viva Test, End Term-Theory</u>
<b>10</b>	<b>2</b>	<b>Analysis of Variance</b>			
(i)	1	Concept of ANOVA	CO2 : Illustrate the use of statistical concepts to solve business problems	L3: Apply	<u>Internal-Project work End term -Practical</u>
(ii)	1	Practical application using software	CO4 : Assess the tools & techniques used in decision making for its appropriateness	L5 : Evaluate	<u>Internal-Project work End term -Practical</u>
<b>11</b>	<b>4.0</b>	<b>Measures of Association</b>			
(i)	.5	Understand the various concepts related measures of association	CO1: Understand the various statistical concepts used in Decision Science	L2: Understand	<u>Internal -Viva, Test</u>
(ii)	2.5	Concept: Karl Pearson, Spearman coefficient of correlation	CO3 : Analyze the statistical information for business decision making	L3:Apply	<u>Internal-Project work End term -Practical</u>
(iii)	1	Practical application using software : Karl Pearson, Spearman coefficient of	CO4 : Assess the tools & techniques used in	L4 : Analyze	<u>Internal-Project</u>

		correlation	decision making for its appropriateness		work <u>End term</u> -Practical
<b>12</b>	<b>5</b>	<b>Regression Analysis</b>			
(i)	1	Understand the various concepts related with regression analysis	CO1: Understand the various statistical concepts used in Decision Science	L2: Understand	<u>Internal</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-</u> Project work <u>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-</u> Project work <u>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
<b>13</b>	<b>1.5</b>	<b>Time Series and forecasting</b>			
(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

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

## Evaluation

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

## Parameters of Internal Assessment:

- 31. Attendance
- 32. Class Participation
- 33. Class Test
- 4. Assignment
- 5. Project

## Assessment Mapping

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

## Text Book:

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

## Reference Books:

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

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

#### E-Books details:

Sr . N o.	Name of the Book	Author's Name	Publication	link	Edition
1)	Introductory Statistics: Concepts, Models and Applications	David. W. Stockburger	Atomic dog publishing. com	<a href="http://www.pdf titles.com/book/13223/introductory-statistics-concepts-models-and-applications">http://www.pdf titles.com/book/13223/introductory-statistics-concepts-models-and-applications</a>	1996
2)	Business Statistics	Bajpai Naval	Pearson India	<a href="https://www.pinterest.com/pin/760404718307803413/">https://www.pinterest.com/pin/760404718307803413/</a>	2008
3)	Fundamentals of Business Statistics	Sharma J.K	Pearson India	<a href="https://docs.google.com/document/d/12xXI9UF2FEMuJ_uN6J6h7TJ1biiAp2kt1DKlhuo0yvA/edit">https://docs.google.com/document/d/12xXI9UF2FEMuJ_uN6J6h7TJ1biiAp2kt1DKlhuo0yvA/edit</a>	2008
4)	Problems & Solutions of Business Statistics	Sharma, J. K.	Pearson India	<a href="https://www.amazon.in/Business-Statistics-Problems-Solutions-Sharma-ebook/dp/B00CDIDNAG#reader_B00CDIDNAG">https://www.amazon.in/Business-Statistics-Problems-Solutions-Sharma-ebook/dp/B00CDIDNAG#reader_B00CDIDNAG</a>	2011

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



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

**Course Outcome**

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

## Mapping CO with PO

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

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

## Session Plan

Session	Hrs	Topic	COs	Cognition	Evaluation Techniques
1	<b>2 hrs</b>	<b><u>Introduction to LSM</u></b> Meaning of Yoga and its importance in higher education. Do's and Don'ts in LSM. Sitting correct for good postures. Simple yogic stretches for whole body. What is Asana? Does Yoga mean only asanas?	<b>CO1:</b> Explain Yoga concepts and principles to regulate and discipline lifestyle.	L2: Understand	<u>Internal</u> , Practical, <u>End Term</u> Theory

2	1 hrs	<b>HELM-CONNECT</b> Where we learn about our peers and our mentors, and we connect with them. We also understand the power of intention and the need for inner guidance.	<b>CO2:</b> Apply the HELM (Heartfulness Enabled Leadership Mastery) concepts for Inner strength and strength building.	L3: Apply	<u>Internal-Practical</u>
3	1 hrs	<b><u>Personality Development Tools</u></b> Suryanamaskar simplified in steps. Build your strength. <b>Guided Meditation 1:</b> Pranadharana -I Shavasana for relaxation.	<b>CO3:</b> Demonstrate various yoga concept, , Mudras and asanas for energy conservation, Personality development and positive health	L3: Apply	<u>Internal-Practical</u>
4	1 hrs	<b>HELM-CORE</b> Here we move from outer connections to inner and we learn about our inner strengths, skills and values.	<b>CO2:</b> Apply the HELM (Heartfulness Enabled Leadership Mastery) concepts for Inner strength and strength building.	L3: Apply	<u>Internal-Practical</u>
5	1 hrs	<b><u>Yoga for improving Body Language.</u></b> Selected standing asanas - explanation, demonstration and practice. <b>Guided Meditation 3:</b> Pranadharana -I & II Shavasana for relaxation.	<b>CO3:</b> Demonstrate various yoga concept, , Mudras and asanas for energy conservation, Personality development and positive health	L3: Apply	<u>Internal-Practical</u>
6	1 hrs	<b><u>Yoga for Extra Energy.</u></b> Various stretches for loosening. Suryanamaskar Supine Asanas - explanation, demonstration and practice. <b>Pranayama-</b> Anuloma Viloma, Bhramari, Ujjai- explanation,	<b>CO3:</b> Demonstrate various yoga concept, , Mudras and asanas for energy	L3: Apply	<u>Internal-Practical</u>

		demonstration and practice. <b>Guided Meditation:</b> Pranadharana I & II Shavasana for relaxation.	conservation, Personality development and positive health		
7	1 hrs	<b><u>Yoga for Stress Management.</u></b> <b>Pranayama-</b> Kapalbhathi, Sheetal, Seetkari –demonstration, explanation and practice. Reflection Exercise. <b>Guided Meditation:</b> Pranadharana I, II & III Shavasana for relaxation.	<b>CO4: Assess</b> the impact of Pranayama and Meditations in reducing stress.	L5: Evaluate	<u>Internal-Test, Practical End Term-</u>
8	1 hrs	<b>HELM-Context</b> - Where we learn about our world and our place in it and try to understand how we can contribute towards the fulfilment of UN Goals for Sustainable Development	<b>CO2:</b> Apply the HELM (Heartfulness Enabled Leadership Mastery) concepts for Inner strength and strength building.	L3: Apply	<u>Internal-Practical</u>
9	1 hrs	<b>HELM-Choices</b> - Role of peer pressure in decision making and how to take the right decision in most situations.	<b>CO2:</b> Apply the HELM (Heartfulness Enabled Leadership Mastery) concepts for Inner strength and strength building.	L3: Apply	<u>Internal-Practical</u>
10	1 hrs	<b><u>Mudra Vighyan- Ancient science for Modern World.</u></b> Control Five basic elements for complete health. Explanation, Demonstration and Practice of important mudras. Shavasana for relaxation.	<b>CO3:</b> Demonstrate various yoga concept, , Mudras and asanas for energy conservation, Personality development and positive health	L3: Apply	<u>Internal-Practical</u>
11	1 hrs	<b>HELM-Causality</b> - Where we discuss the cause and effect of our actions.	<b>CO2:</b> Apply the HELM (Heartfulness Enabled	L3: Apply	<u>Internal-Practical</u>

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

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

### **Evaluation:**

Internal Assessment	40%
External Assessment	60%
Total	100%

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

Classroom participation  
Attendance  
Class Tests  
Class Tests / Assignments

### **Assessment Mapping**

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

Practical Class Test-1	5	-	-	40%	30%	30%
Practical Class Test-2	5	-	-	40%	30%	30%
<b>End Term</b>	<b>30</b>	<b>25%</b>	<b>15%</b>	<b>30%</b>	<b>20%</b>	<b>10%</b>

**Text Books:**

Study material will be provided on ERP

**Reference Books:**

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

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

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

**Mapping CO with PO**

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

<b>COs / Pos</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>
CO1	3	2	-	2	-



CO2	3	3	-	2	-
CO3	2	3	-	2	-
CO4	2	3	2	3	2
CO5	2	3	2	3	2
<b>CO</b>	<b>2.4</b>	<b>2.8</b>	<b>2.0</b>	<b>2.4</b>	<b>2.0</b>

## Session Plan

Sr. No	Hours	Units	COs	Cognition	Evaluation Tools
		<b>Introduction to the Latest Technologies</b>			
1	2.5	Introduction to the latest technologies that changing business trends.	CO1: Identify the latest technological trends affecting digital disruptions across sectors.	L2: Understand	<u>Internal</u> Quiz, Test <u>End Term-</u> Theory
		<b>Applications of the latest technologies</b>			
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 -  9. Machine Learning and Deep Learning  10. Augmented Reality and Virtual Reality	CO2: Illustrate the use of latest technologies tools to create value and enhance business opportunities	L3: Analyse	<u>Internal</u> Quiz, Test <u>End Term-</u> Theory
4	2	Understand the Basics of -  10. Block Chain 11. Emerging & Advanced Technologies 12. Application program interfaces 13. Smart Devices	CO2: Illustrate the use of latest technologies tools to create value and enhance business	L3: Analyse	<u>Internal</u> Quiz, Test <u>End Term-</u> Theory

		14.Cloud Computing	opportunities		
5	3.5	Apply various strategies focusing on the industry impacts of technological innovation and digitizing Products for Sustainability's Sake Innovation.	CO3: Demonstrate the application of technological innovation in various business domain.	L3: Analyse	<u>Internal-Test</u> <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</u> <u>End Term-Theory</u>
7	4	A Case Study on  4. Blockchain in Manufacturing: "FabRec": A Prototype for Peer-to-Peer Network of Manufacturing Node 5. Case Study: 7 Inspiring Case Studies on VR and AR --"Smart Home with Full Automation" 6. Security-risks-of-cloud-computing	CO5: Assess the impact of technology innovations to to measure its success and disruptions.	L5: Evaluate	<u>Internal-Project</u> <u>End Term-Theory</u>

### Pedagogy

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

#### 4. Practical & Projects

##### Evaluation

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

##### Parameters of Internal Assessment:

- |    |                     |
|----|---------------------|
| 1. | Attendance          |
| 2. | Class Participation |
| 3. | Class Test          |
| 4. | Project             |

##### Assessment Mapping

Parameter	Marks	CO 1	CO 2	CO 3	CO 4	CO 5
Internal	20	18%	20%	18%	20%	25%
Attendance	5	20.0%	20.0%	20.0%	20.0%	20.0%
Class Participation	5	20.0%	20.0%	20.0%	20.0%	20.0%
Class Test	5	30.0%	40.0%	30.0%	0.0%	0.0%
Project	5	0.0%	0.0%	0.0%	40.0%	60.0%
<b>End Term</b>	<b>30</b>	<b>13.3%</b>	<b>26.7%</b>	<b>20.0%</b>	<b>20.0%</b>	<b>20.0%</b>
<b>Total</b>	<b>50</b>	<b>15.0%</b>	<b>24.0%</b>	<b>19.0%</b>	<b>20.0%</b>	<b>22.0%</b>

##### Reference Books:

Book Title	Name of Author	Publisher	Edition No.	Year

Internet of Things – Architecture and design principles	Raj Kamal	Tata McGraw Hill	12th	2018
<a href="#">The Digital Transformation Playbook – Rethink Your Business for the Digital Age</a>	David Rogers	Columbia Business School Publishing	2nd	2016
Digital Transformation	Lindsay Herbert	Bloomsbury Publication		2018
Demystifying Digital Transformation: A Practitioner's Companion	<a href="#">Nishith Sharan</a>			2018

#### E-Books:

Book Title	Link	Year
Technology Trends	<a href="https://www.forbes.com/sites/jaysondemers/2017/12/30/7-technology-trends-that-will-dominate-2018/#702d35c857d7">https://www.forbes.com/sites/jaysondemers/2017/12/30/7-technology-trends-that-will-dominate-2018/#702d35c857d7</a>	
Technology Trends	<a href="http://fortune.com/2017/12/26/4-technology-trends-2018/">http://fortune.com/2017/12/26/4-technology-trends-2018/</a>	
Hottest technologies	<a href="https://www.inc.com/yoram-solomon/3-hottest-technologies-that-will-change-your-busin.html">https://www.inc.com/yoram-solomon/3-hottest-technologies-that-will-change-your-busin.html</a>	
Technologies will change small	<a href="https://hubworks.com/13-technologies-will-change-small-business.html">https://hubworks.com/13-technologies-will-change-small-business.html</a>	

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

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

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

### Mapping with CO-PO

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

<b>COs / Pos</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>
CO1	3	1		1	1

CO2	3	3		2	2
CO3	3	3		2	3
CO4	3	3		2	3
CO5	3	3		2	3
<b>CO</b>	<b>3</b>	<b>3</b>		<b>2</b>	<b>2</b>

### Session Plan

Sr. No.	Hours	Syllabus- Course Contents	Course Outcome (CO)	Cognition	Evaluation Tools
1	3	<b>Introduction to Operations Management</b>  Operations management of Manufacturing and service sectors, Transformation process, Goods and Services, Types of Production Systems  Interface of Operations with other management areas	CO1-Explain the concepts, principles, practices & challenges of operations management for efficiently managing business operations.	L2: Understand	<u>Internal-</u> Test, Assignment
2	1	Role of Operations, in Various Sectors	CO1- Explain the concepts, principles, practices & challenges of operations management for efficiently managing business operations.	L2: Understand	<u>Internal-</u> Test, Assignment



3	1	<b>Future of Operations</b> -Circular Economy, Industry 4.0, Product Design	CO1- Explain the concepts, principles, practices & challenges of operations management for efficiently managing business operations.	L2: Understand	<u>Internal-</u> Test, Assignment
4	2	<b>New Product/Service Development</b>  New product development cycle, reasons for failure of new products, Outsourcing and Offshoring of new product development - over-view	CO2- Apply the various framework, to New product design & development, for continuous successes of the business	L3: Apply	<u>Internal-</u> Test, Case Study, Exercise
5	2.50	<b>Facility Location</b> Strategy for new location and various Methods for selecting a site for a factory. Objectives, Various types of plant layout in manufacturing and service industry. Steps for determining layout	CO3- Apply appropriate methods related to the selection of facility location, layout and capacity planning for better productivity, cost effectiveness and increased efficiency of the business	L3: Apply	<u>Internal-</u> Test, Case Study <u>End Term-</u>  Theory

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

		quality, Cost of quality, QC Tools, Six Sigma, ISO	decisions making.		
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<b>Pedagogy</b>
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%	
<b>End Term</b>	<b>30</b>	<b>20%</b>	<b>16%</b>	<b>22%</b>	<b>22%</b>	<b>20%</b>
<b>Total</b>	<b>50</b>	<b>20%</b>	<b>15%</b>	<b>22%</b>	<b>23%</b>	<b>20%</b>

**Textbook:**

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

**Reference Book:**

1) Production and Operations Management - Chase, Ravi Shankar, Jacobs  
Hill, 14th Edition, 2014, Reprint 2017 Mc Graw

2) Operations Management- Theory and Practice - B.Mahadevan, Pearson, 3<sup>rd</sup>  
Edition, 2015

3) Operations & Supply Management: - S.N. Chary, Mc Graw Hill Education  
(India) Pvt Ltd 5th Edition,  
Reprint 2013,

4) Operations Management - William J. Stevenson, Mc Graw Hill,  
12th Edition, 2017

5) Production and Operations Management - Kanishka Bedi, OXFORD, 3rd  
Edition, 2013

**E-Book:**

34. Operations Management Roberta Russell and Bernard Taylor

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

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

[http://carlbamford.weebly.com/uploads/4/4/1/3/4413567/operations\\_management\\_6th\\_ed.pdf](http://carlbamford.weebly.com/uploads/4/4/1/3/4413567/operations_management_6th_ed.pdf)

3) Operations Management Notes by Anna University --

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

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

[http://ebook3000.com/Operations-Management--12th-edition\\_389046.html](http://ebook3000.com/Operations-Management--12th-edition_389046.html)

**Semester: I**

**Course Title: Introduction to MS-Excel and Advance Methods**

**Credit: 4**

**Duration: 40 hrs.**

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

				End Term- Test
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### Mapping CO with PO

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

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



## Session Plan

Sr. No	Hrs	Units	COs	Cognition	Evaluation Tools
<b>1</b>	<b>1.5</b>	<b>Microsoft Excel Fundamentals:</b>			
(i)	1.5	1. Launching Excel 2. Introduction to the Excel Interface 3. Customizing the Excel Quick Access Toolbar 4. Understanding the Structure of an Excel Workbook 5. Saving an Excel Document 6. 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_
<b>2</b>	<b>3.0</b>	<b>Microsoft Excel Fundamentals:</b>			
(i)	3.0	7. Launching Excel 8. Introduction to the Excel Interface 9. Customizing the Excel Quick Access Toolbar 10. Understanding the Structure of an Excel Workbook 11. Saving an Excel Document 12. 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_
<b>3</b>	<b>3.0</b>	<b>Entering and Editing Text and Formulas</b>			
(i)	3.0	3. Entering Text to Create Spreadsheet Titles 4. Working with Numeric Data in Excel 5. Entering Date Values in Excel 6. Working with Cell References 7. Data Linking within workbooks and	CO1: Apply basic excel fundamentals and commands to manage worksheet effectively.	L3: Apply	<u>Internal-</u> Assignment, Test, Practical <u>End Term-</u>

		worksheets.  8. Creating Basic Formulas in Excel  9. Relative Versus Absolute Cell References in Formulas  10. Consolidate multiple sheets into single sheets.			Test
<b>4</b>	<b>2.0</b>	<b>Working with Basic Excel Functions</b>			
(i)	2.0	1. The structure of an Excel Function 2. Working with the SUM() Function 3. Working with the MIN() and MAX() Functions 4. Working with the AVERAGE() Function 5. Working with the COUNT() Function 6. Using the AutoSum Command 7. Using the AutoFill Command to Copy Formulas	CO2: Solve numerical, text, date, and lookup formula.	L3:  Apply	<u>Internal-</u>  Assignment, Test, Practical  <u>End Term-</u>  Test,
<b>5</b>	<b>2.5</b>	<b>Study of Basic and Advance filter:</b>			
(i)	2.5	7. Introduction to Basic filter 8. Advance filter 9. Filter function	CO2: Solve numerical, text, date, and lookup formula.	L3:  Apply	<u>Internal-</u>  Assignment, Test, Practical  <u>End Term-</u>  Test
<b>6</b>	<b>2.0</b>	<b>Paste Special Functions and Protection of cells, workbook, and worksheets:</b>			
(i)	2.0	1. Paste Special Transpose 2. Paste Special Values 3. Paste Special Formula 4. Paste Special Link 5. Protection of Cells	CO2: Solve numerical, text, date, and lookup formula.	L3:  Apply	<u>Internal-</u>  Assignment, Test, Practical  <u>End Term-</u>  Test

		6. Protection of Workbook and Worksheets			
7	2.0	<b>Working with Excel's Lookup Functions</b>			
(i)	2.0	15. Using Excel's VLOOKUP() Function 16. 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	<b>Transpose and Date Functions</b>			
(i)	1.0	1. TRANSPOSE using Paste special 2. 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	5. DAYS 6. WEEKDAY 7. EOMONTH 8. EDATE 9. WEEKNUM, 10. EMONTH, 11. YEARFRAC	CO2: Solve numerical, text, date, and lookup formula.	L3: Apply	<u>Internal-</u> Assignment, Test, Practical <u>End Term-</u> Test
9	2.5	<b>Text Based Functions and working with Match and Index:</b>			
(i)	1.5	4. Using Excel's LEFT(), RIGHT() and MID() Functions 5. Using Excel's LEN() Function 6. Using Excel's SUBSTITUTE(), REPLACE(), TRIM() Function	CO2: Solve numerical, text, date, and lookup formula.	L3: Apply	<u>Internal-</u> Assignment, Test, Practical <u>End Term-</u> Test

		7. Using Excel's CONCATENATE() Function 8. Using Excel's Text functions TEXT SPLIT() TEXT BEFORE() HSTACK() VSTACK() TAKE() DROP() CHOOSECOLS() CHOOSEROWS()			
(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,
<b>10</b>	<b>4.0</b>	<b>Analyse Basic Charts in Excel:</b>			
(i)	4.0	7. Creating an Excel Column Chart 8. Working with the Excel Chart Ribbon 9. Adding and Modifying Data on an Excel Chart 10. Formatting an Excel Chart 11. 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
<b>11</b>	<b>7.0</b>	<b>Analyse different chart and its uses:</b>			
(i)	3.5	9. Candle Chart 10. Gantt Chart	CO3: Analyse the use of different charts.	L4: Analyse	<u>Internal-</u> Practical, Test <u>End Term-</u>

					Test
(ii)	3.5	7. Forecast and Trend Chart 8. Histogram Chart	CO3: Analyse the use of different charts.	L4: Analyse	<u>Internal-</u> Practical, Test <u>End Term-</u> Test
<b>12</b>	<b>2.5</b>	<b>Working with Google Drive, Google Calendar and Google forms</b>			
(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					
<b>13</b>	<b>1.0</b>	<b>Introduction to Functions and Conditional Functions</b>			
(i)	1.0	Get familiar with  Conditional Formatting column/row wise and filter functions with filter views.	CO5: Analyse different features and formulas on Google Spreadsheet.	L4: Analyse	<u>Internal-</u> Test
<b>14</b>	<b>2.0</b>	<b>Nested Conditional Functions</b>			

(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	<b>Working with TEXT functions</b>			
(i)	2.0	2. LEFT() 3. RIGHT() 4. LEN() 5. TRIM() 6. FIND() & SEARCH()	CO5: Analyse different features and formulas on Google Spreadsheet.	L4: Analyse	<u>Internal-</u> Test
16	1.5	<b>Working in a Collaborative environment and protection of worksheet and named ranges</b>			
(i)	1.5	7. Learning different sharing techniques 8. Getting familiar with owners' rights 9. Protection of sheets in a collaborative environment Protection of named ranges in spreadsheet	CO5: Analyse different features and formulas on Google Spreadsheet.	L4: Analyse	<u>Internal-</u> Test
17	1.5	<b>Stock Picking and Real Time Translators with GOOGLE FINANCE and GOOGLE TRANSLATE</b>			
(i)	1.5	1. Get stock information instantly with GOOGLE FINANCE() 2. Become a polyglot with GOOGLE TRANSLATE()	CO5: Analyse different features and formulas on Google Spreadsheet.	L4: Analyse	<u>Internal-</u> Test

### Pedagogy

11.Lecture

12. Assignments

13. 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%
<b>End Term</b>	<b>60</b>	<b>10%</b>	<b>70%</b>	<b>10%</b>	<b>5%</b>	<b>5%</b>

**Reference Book:**

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

**E-Books:**

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

**Course Title:**           **Managerial Communication - 1**

**Semester:**               **I**

**Credit:**                 **2**

**Duration:**             **20 hrs.**

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

### **Mapping with CO-PO**

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

<b>COs / Pos</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>
CO1	3	-	-	1	-
CO2	-	3	-	3	2
CO3	2	2	1	3	-
CO4	2	2	2	2	-
CO5	2	2	2	2	2
CO	2.3	2.3	1.7	2.2	2.0

### Session Plan

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

10-16		Debate Movie Review  Ad Spoof  News Room	CO2: Debate on current affairs to ace debates, movie review and news room discussions.	<b>L4 - Anlayse</b>	<u>Internal</u>  Role Play  <u>End Term</u>  Theory
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<b>Pedagogy</b>
1. Lecture
2. Case Study
3. News/Article Analysis
4. Live Activity/Exercise
5. Videos

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

**Parameters of Internal Assessment:**

Written Assessment - Email

Attendance

Class Participation

**Assessment Mapping**

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

**Textbooks/Reference Books:**

Business Communication (Connecting at Work) Hory Sankar Mukerjee 1<sup>st</sup> Edition (Oxford)

**Course Title : Verbal Skills and Quantitative Analysis - 1**

**Semester : I**

**Credit : 2**

**Duration : 20 hours**

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

#### **Mapping with CO-PO**

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

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

## Session Plan

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



		Price, Selling Price, Profit, Loss, Marked Price, Discounts, Successive discounts	different tricks and techniques to solve mathematical problems.		Test <u>End Term</u> Practical
12	1.25	<b>Simple Interest, Compound Interest:</b> when interest is compounded annually, semi-annually, quarterly and monthly, amount, installments	CO4: Apply different tricks and techniques to solve mathematical problems.	L3: Apply	<u>Internal</u> Test <u>End Term</u> Practical
13	1.25	<b>Permutation and Combination:</b> Factorial, arrangement, and selections with repetition and without repetition	CO2: Apply the principles of probability combined with permutation and combination to determine event dynamics.	L2: Understand	<u>Internal</u> Test <u>End Term</u> Practical
14	1.25	<b>Probability:</b> Coins, Dice, and Cards, Basic Problems, Conditional Probability	CO2: Apply the principles of probability combined with permutation and combination to determine event dynamics.	L3: Apply	<u>Internal</u> Test <u>End Term</u> Practical
		<b>Logical Reasoning</b>			
15	1.25	<b>Blood Relations, Direction, Coding-Decoding:</b> Basic Concepts and tricks	CO5: Analyze the problems to decipher codes, patterns, directions, and relationships.	L4: Analyze	<u>Internal</u> Test <u>End Term</u> Practical
16	1.25	<b>Number Series, and Analogies:</b> Basic Concepts and tricks. Internal Assessment	CO5: Analyze the problems to decipher codes, patterns, directions and relationships.	L4: Analyze	<u>Internal</u> Test <u>End Term</u> Practical

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

**Parameters of Internal Assessment:**

1. Class Test
2. Class Participation
3. Attendance

### Assessment Mapping

<b>Internal</b>	<b>20</b>	<b>15.0%</b>	<b>20.0%</b>	<b>20.0%</b>	<b>22.5%</b>	<b>22.5%</b>
Attendance	5	20%	20%	20%	20%	20%
Class Participation	5	30%	20%	20%	10%	20%
Quiz	5	20%	40%	40%	-	-
Class Test	5				50%	50%
<b>End Term</b>	<b>30</b>	<b>20 %</b>	<b>20%</b>	<b>20%</b>	<b>20%</b>	<b>20%</b>
<b>Total</b>	<b>50</b>	<b>18%</b>	<b>20%</b>	<b>20%</b>	<b>21%</b>	<b>21%</b>

### Reference Book:

R.S. Agarwal - First Edition: 1989

Uma Maheshwari- GACP - First Edition: 2017

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

**Course Title : Entrepreneurship**

**Semester : I**

**No. of Credit : 2**

**Duration : 20 hours**

Course Outcomes	Description	Cognition	Hours	Evaluation Tools
CO1	<b>Understand</b> basic Entrepreneurship concepts to learn the process of entrepreneurship	L2: Understand	2.5	<u>Internal</u> Quiz, <u>End Term-</u> Theory
CO2	<b>Apply</b> basic entrepreneur tools for generating new business ideas.	L3: Apply	5	<u>Internal-</u> <u>Assignment</u> <u>End Term-</u> Theory
CO3	<b>Analyze</b> tools, techniques, and frameworks for starting a business venture.	L4: Analyze	7.5	<u>Internal-</u> Quiz, <u>End Term</u> Theory
CO4	<b>Evaluate</b> 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	<b>Create</b> 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
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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
<b>CO</b>	<b>1.8</b>	<b>2.8</b>	<b>2.8</b>	<b>2.4</b>	<b>2</b>

### Session Plan

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

<b>5</b>	1.15	Idea Evaluation			
<b>(i)</b>	1.15	Idea Evaluation- Mullins Framework/ Decision Matrix Analysis & 5 Q Model	CO3: <b>Analyze</b> the acquire knowledge of tools, techniques, and frameworks for starting a business venture and		<u>Internal-</u> Assignment
<b>6</b>	1.15	Customer Segment			
<b>(i)</b>	1.15	Value proposition and Customer segments	CO3: <b>Analyze</b> the acquire knowledge of tools, techniques, and frameworks for starting a business venture and	L4: Analyze	<u>Internal-</u> Quiz
<b>7</b>	<b>2.5</b>	Lean Canvas Model			
<b>(i)</b>	2.5	Lean Canvas Business Model, The Business Plan, why some Business Plans fail?	CO3: <b>Analyze</b> the acquire knowledge of tools, techniques, and frameworks for starting a business venture and	L4: Analyze	<u>Internal-</u> Assignment  External - Theory
<b>7</b>	2.5	Entrepreneurial Finance			
<b>(i)</b>	2.5	Entrepreneurial Finance- Costing, Pricing, Funding & Sources of Capital Solution	CO3: <b>Analyze</b> the acquire knowledge of tools, techniques, and frameworks for starting a business venture and	L4: Analyze	<u>Internal-</u> Test,
<b>8</b>	<b>1.15</b>	Business Plan			
<b>(i)</b>	1.15	B-Plan Basics- Operations, HR	CO4: <b>Evaluate</b> the business idea and its feasibility and create the business model & MVP		<u>Internal-</u> Assignment  External - Theory
<b>9</b>	1.15	Developing Prototype			
<b>(i)</b>	1.15	Demo, Prototyping and Minimum Viable Product (MVP)	CO4: <b>Evaluate</b> the business idea and its feasibility and create the business model & MVP	L4: analyze	<u>Internal-</u> Test,
<b>10</b>	<b>2.5</b>	Presentation			
<b>(i)</b>	<b>2.5</b>	Final Presentation of MVP	CO5 <b>Evaluate</b> the business idea and its feasibility and create the business model & MVP	L6: Create	<u>Internal-</u> Presentation

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### **Pedagogy**

- 14.Lecture
- 15.Case Studies, collaboration
- 16.Presentation and assignments
- 17.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%
<b>End Term</b>	<b>30</b>		<b>10%</b>	<b>30%</b>	<b>30%</b>	<b>30%</b>

**Textbook:**

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

**Alternative Textbook**

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

**Reference Books:**

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

**E-Books:**

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

**Course Title** : **Career Management - 1**

**Semester** : **I**

**Credit** : **2**

**Duration** : **40 hrs**

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



## Mapping with CO-PO

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

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

## Session Plan

Sess. No.	Hrs	Topic	COs	Cognition	Evaluation Tools
		<b>Resume Building</b>			
1	1	Roadmap			
2- 3	2	Resume Building (General Dos and Don'ts of resume)	CO1- Understand the nuances of creating an effective resume and use a 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
		<b>Social Medial Management</b>			
6 & 7	3	LinkedIn Networking  (Tips to capitalize Networking on LinkedIn)	CO4 - Illustrate a summary of students' work experience, skills, and achievements on the professional social media platform, LinkedIn	Apply	<u>Internal</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
		<b>Resume Building</b>			
9	1	Overview of a Group Discussion (Dos and Don'ts + outline for attempting abstract & current affairs-based GD topics)	CO2- Develop the industry knowledge and skills to ace live projects, online and offline interviews, group discussion for campus placements	L4: Analyse	<u>Internal</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
		<b>Personal Interview</b>			
13-14	3	Overview of P.I (Framework to answer basic interview questions)	CO2 - Develop the industry knowledge and skills to ace live projects, online and offline interviews, group discussion for campus placements	L4: Analyse	<u>Internal</u> Role Play <u>End Term</u> Practical
15-32		Mock PI	CO2 - Develop the industry knowledge and skills to ace online and offline interviews for campus placements	L4: Analyse	<u>Internal</u> Role Play <u>End Term</u> Practical

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

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

### Parameters of Internal Assessment:

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

### Assessment Mapping

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

**Reference Books:**

Interviews and GD

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

**Mapping COs with POs**

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

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

### Session Plan

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

<b>3</b>	<b>1.0</b>	<b>Qualitative Research</b>			
	.5	Introduction to qualitative research. Various types of qualitative research	CO1: Explain the various concepts related to qualitative research	K2: Understand	<u>Internal-Practical End Term-Sums</u>
	.5	Qualitative research procedures :focus group interview ,depth interview and projective techniques	CO2: Apply the various concepts in solving business problems	K3: Apply	<u>Internal : Project work</u>
<b>4</b>	<b>3.5</b>	<b>Sampling and Sampling methods</b>			
	.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 End Term-Theory</u>
	3.0	Case study	CO3 : Apply the concepts learnt in solving business problems	K3: Apply	<u>Internal Project work End term -Theory</u>
<b>5</b>	<b>1.0</b>	<b>Questionnaire designing</b>			
	.5	Questionnaire design process, Types of interview method , pre -testing a questionnaire	CO2:Explain the various steps and the concepts involved in questionnaire designing	K2 :Understand	<u>Internal-assignment End Term-theory</u>
	.5	Computer and internet questionnaire construction	CO3 : Apply the steps learnt in solution of a business problem	K3 : Apply	<u>Internal Project work End term -theory</u>
<b>6</b>	<b>1.0</b>	<b>Data Collection Methods</b>			
	.5	Various methods of data collection	CO1: Explain the various methods of data collection	K2: Understand	<u>Internal-Project work End Term-Theory</u>
	.5	Case Study	C02 :Apply the various concepts learnt in solving business problems	K3:Apply	<u>Internal-Project work End Term-</u>

<b>7</b>	<b>1.5</b>	<b>Data analysis methods</b>			
	1.0	Methods of data analysis : an introduction	CO1: Explain the various methods involved in data analysis	K2: Understand	<u>Internal-Quiz, Test, End Term-Theory</u>
	.5	Univariate analysis, Bivariate analysis, Parametric and Non-parametric test -	CO2: Apply the various concepts learnt for business decision making	K2 -Understand	<u>Internal-Viva End Term-Theory</u>
<b>8</b>	<b>10.5</b>	<b>Performing Univariate, bivariate and parametric , non -parametric test in SPSS</b>			
	.5	Univariate , bivariate analysis in SPSS	CO2 : Apply the various concepts learnt in solution of a research problem	K3: Apply	Internal Project work End term : Practical question
	3.5	Analyze the SPSS output.	CO3:Analyze a business research problem with the help of market research tools and techniques for effective decision making	K4: Analyze	<u>Internal-Project work End Term-Practical question</u>
	4.0	Assess the output for decision making	CO4 : Assess the output for business decision making	K4: Analyze	<u>Internal : Project work End term :Practical</u>
	2.5	Evaluate the output for decision making	CO5 :Evaluate the output for decision making	K5 : Evaluate	<u>Internal : Project work End term : Practical</u>
<b>9</b>	<b>1.0</b>	<b>Report preparation and presentation</b>			
	.5	Importance of report preparation and presentation process	CO1: Explain the various steps related to the preparation of the report	K2 :Understand	<u>Internal-Projectwork Viva End term-Theory question</u>
	.5	Report format and report writing	CO2 : Apply the various steps learnt in report of research	K3:Apply	<u>Internal-Project End term</u>



			report		:Question
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### **Pedagogy**

18.Lecture

19.Case Studies

20.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	30	15%	18%	22%	24%	21%
Attendance	6	20%	20%	20%	20%	20%
Class Participation	6	20%	20%	20%	20%	20%
Class Test	5	30%	30%	15%	15%	10%

Viva	5	10%	20%	30%	20%	20%
Projects	8	-	-	30%	40%	30%
<b>End Term</b>	<b>20</b>	<b>5%</b>	<b>15%</b>	<b>30%</b>	<b>30%</b>	<b>20%</b>

### Pedagogy (different for subjects)

21.Lecture

22.Case Studies (Company Annual Report); Analysis using AceKP Software

23.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%
<b>End Term</b>	<b>20</b>	<b>5%</b>	<b>15%</b>	<b>30%</b>	<b>30%</b>	<b>20%</b>

**Semester** : **II**  
**Course Title** : **Research Methodology**  
**No of Credits** : **2**  
**Contact Hours** : **20 hrs (75 minutes per session)**

Course Outcomes	Description	Cognition	Hours	Evaluation Tools
CO1	Explain the need ,importance and various concepts related to market research	K2: Understand	3.0	<u>Internal</u> Quiz, Test <u>End Term-</u> Theory
CO2	<b>Apply</b> the various concepts learnt in market research in solving business problems	K3: Apply	3.5	<u>Internal-</u> Assignments , project work,Viva <u>End Term-</u> Practical question in SPSS
CO3	<b>Analyze</b> a business research problem with the help of marketing research tools and techniques for effective decision making	K4: Analyze	4.5	<u>Internal-</u> Assignment Viva project work <u>End Term-</u> Question
CO4	<b>Assess</b> the results for business decision making in research	K5: Analyze	4.0	<u>Internal</u> :Project work <u>End term :</u> <u>Question</u>
CO5	<b>Evaluate</b> the output resulting from different analysis for effective decision making	K5: Evaluate	3.0	<u>Internal :</u> <u>Project</u> <u>End term</u> :Question

### Mapping COs with POs

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

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

### Session Plan

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

<b>3</b>	<b>1.0</b>	<b>Qualitative Research</b>			
	.5	Introduction to qualitative research. Various types of qualitative research	CO1: Explain the various concepts related to qualitative research	K2: Understand	<u>Internal-Practical End Term-Sums</u>
	.5	Qualitative research procedures :focus group interview ,depth interview and projective techniques	CO2: Apply the various concepts in solving business problems	K3: Apply	<u>Internal : Project work</u>
<b>4</b>	<b>3.5</b>	<b>Sampling and Sampling methods</b>			
	.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 End Term-Theory</u>
	3.0	Case study	CO3 : Apply the concepts learnt in solving business problems	K3: Apply	<u>Internal Project work End term -Theory</u>
<b>5</b>	<b>1.0</b>	<b>Questionnaire designing</b>			
	.5	Questionnaire design process, Types of interview method , pre -testing a questionnaire	CO2:Explain the various steps and the concepts involved in questionnaire designing	K2 :Understand	<u>Internal-assignment End Term-theory</u>
	.5	Computer and internet questionnaire construction	CO3 : Apply the steps learnt in solution of a business problem	K3 : Apply	<u>Internal Project work End term -theory</u>
<b>6</b>	<b>1.0</b>	<b>Data Collection Methods</b>			
	.5	Various methods of data collection	CO1: Explain the various methods of data collection	K2: Understand	<u>Internal-Project work End Term-Theory</u>
	.5	Case Study	C02 :Apply the various concepts learnt in solving business problems	K3:Apply	<u>Internal-Project work End Term-</u>

<b>7</b>	<b>1.5</b>	<b>Data analysis methods</b>			
	1.0	Methods of data analysis : an introduction	CO1: Explain the various methods involved in data analysis	K2: Understand	<u>Internal-Quiz, Test, End Term-Theory</u>
	.5	Univariate analysis, Bivariate analysis, Parametric and Non-parametric test -	CO2: Apply the various concepts learnt for business decision making	K2 -Understand	<u>Internal-Viva End Term-Theory</u>
<b>8</b>	<b>10.5</b>	<b>Performing Univariate, bivariate and parametric , non -parametric test in SPSS</b>			
	.5	Univariate , bivariate analysis in SPSS	CO2 : Apply the various concepts learnt in solution of a research problem	K3: Apply	Internal Project work End term : Practical question
	3.5	Analyze the SPSS output.	CO3:Analyze a business research problem with the help of market research tools and techniques for effective decision making	K4: Analyze	<u>Internal-Project work End Term-Practical question</u>
	4.0	Assess the output for decision making	CO4 : Assess the output for business decision making	K4: Analyze	<u>Internal : Project work End term :Practical</u>
	2.5	Evaluate the output for decision making	CO5 :Evaluate the output for decision making	K5 : Evaluate	<u>Internal : Project work End term : Practical</u>
<b>9</b>	<b>1.0</b>	<b>Report preparation and presentation</b>			
	.5	Importance of report preparation and presentation process	CO1: Explain the various steps related to the preparation of the report	K2 :Understand	<u>Internal-Projectwork Viva End term-Theory question</u>
	.5	Report format and report writing	CO2 : Apply the various steps learnt in report of research	K3:Apply	<u>Internal-Project End term</u>

			report		:Question
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### **Pedagogy**

24.Lecture

25.Case Studies

26.Presentation and assignments

### **Evaluation**

Internal 80%

External 20%

**Total 100%**

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

55.Attendance

56.Class Participation

57.Class Test

58.Viva

59.Assignments

60.Projects

### **Assessment Mapping**

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



Viva	5	10%	20%	30%	20%	20%
Projects	8	-	-	30%	40%	30%
<b>End Term</b>	<b>20</b>	<b>5%</b>	<b>15%</b>	<b>30%</b>	<b>30%</b>	<b>20%</b>

### Pedagogy (different for subjects)

27.Lecture

28.Case Studies (Company Annual Report); Analysis using AceKP Software

29.Presentation and assignments

### Evaluation

Internal 80%

External 20%

**Total 100%**

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

61.Attendance

62.Class Participation

63.Class Test

64.Class Activity

65.Assignments

66.Projects

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

Parameter	Marks	CO 1	CO 2	CO 3	CO 4	CO 5
Internal	80	15%	18%	22%	24%	21%
Attendance	12	20%	20%	20%	20%	20%
Class Participation	12	20%	20%	20%	20%	20%

Class Test	20	30%	30%	15%	15%	10%
Class Activity	10	10%	20%	30%	20%	20%
Assignments	10	-	20%	20%	30%	30%
Projects	16	-	-	30%	40%	30%
<b>End Term</b>	<b>20</b>	<b>5%</b>	<b>15%</b>	<b>30%</b>	<b>30%</b>	<b>20%</b>

**Course Title** : **International Business**  
**No of Credits** : **2**  
**Contact Hours** : **20 hrs (75 minutes per session)**

Course Outcomes	Description	Cognition	Hours	Evaluation Tools
CO1	Analyze the basics of international business as well as the Cultural, Political, and Legal Environments facing the international business.	K2: Understand	4	<u>Internal</u> Test <u>End Term</u> Theory
CO2	Identify the theoretical constructs as well as the various forces operating in international business situations.	K3: Apply	4	<u>Internal-</u> Assignment <u>End Term</u> Theory
CO3	Evaluate the various parameters on which countries are selected for international business.	K4: Analyse	4	<u>Internal-</u> Test <u>End Term</u> Case
CO4	Evaluate the challenges that the businesses face while going international.	K5: Evaluate	4	<u>Internal-</u> Project <u>End Term-</u> Theory
CO5	Demonstrate the ability to formulate business decisions in International Business Domain through creative exercises.	K5: Evaluate	4	<u>Internal-</u> Case Analysis <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	3	3	1
CO2	3	3	2	2	1
CO3	3	3	2	1	-
CO4	2	3	2	2	3
CO5	2	3	2	3	2
<b>CO</b>	<b>2.6</b>	<b>2.8</b>	<b>2.2</b>	<b>2.2</b>	<b>1.75</b>

### Session Plan

Sr. No	Hrs	Units	Cos	Topics Mapped with CO	Evaluation Tools
<b>1</b>	<b>1</b>	<b>Introduction to International Business</b>			
(i)	2 hours	Overview and background for International Business, Globalization and International Business	CO1: Analyze the basics of international business as well as the Cultural, Political and Legal Environments facing the international business.	K2: Understand	<u>Internal Quiz, Test</u> <u>End Term Theory</u>
<b>2</b>	<b>1</b>	<b>The Cultural Environment</b>			
(i)	2 hours	Case 1: Crime that pays Case 2: Dresser (France) & Soviet Gas Pipeline Case 3: Java Lounge	CO1 : Analyse the basics of international business as well as the Cultural, Political and Legal Environments facing the international business	K3: Apply	<u>Internal-Assignment</u> <u>End Term Sums</u>
<b>3</b>	<b>2</b>	<b>The Political and Legal Environment</b>			
(i)	2	Case 1 China- Complicated Risks & Big Opportunities Case 2 Knockoff World	CO2: Identify the theoretical constructs as well as the various forces operating in international business situations.	K3: Apply	<u>Internal-Assignment</u> <u>End Term Theory</u>
<b>4</b>	<b>2</b>	<b>The Economic Environment</b>			

(i)	2	Case 1: Economic Conundrums Case 2: Sun Life Financial	CO2: Identify the theoretical constructs as well as the various forces operating in international business situations.	K4: Analyse	<u>Internal-Test</u> <u>End Term</u> Sums
<b>5</b>	<b>4</b>	Introduction to Government Influence on Trade, and Cross-National Cooperation & Agreements			
(i)	4	Case 1: US Cuban Trade Case 2: India's Current Engagements in RTAs	CO3: Evaluate the various parameters on which countries are selected for international business.	K4: Analyse	<u>Internal-Test</u> <u>End Term</u> Sums
<b>6</b>	<b>4</b>	Globalization & Society			
(i)	4	Case 1: Ecomagination & Global Greening of GE Case 2: Anglo American PLC in SA	CO 4: Evaluate the challenges that the businesses face while going international	K2: Understand	<u>Internal-</u> <u>End Term</u> Theory
<b>7</b>	<b>2</b>	Organization of International Business			
(i)	2.0 hours	Case Johnson & Johnson	CO5: Demonstrate the ability to formulate business decisions in International Business Domain through creative exercises.	K2: Understand	<u>Internal-</u> <u>End Term</u> Theory
<b>8</b>	<b>1</b>	International HRM			
(i)	1 hour	Case 1: TCT Case	CO5: Demonstrate the ability to formulate business decisions in International Business Domain through creative exercises.	K5: Evaluate	<u>Internal-Project</u>
<b>9</b>	<b>1</b>	Final Presentation and Learning Assessment			
(i)	1.0		CO5. Demonstrate the ability to formulate business decisions in International Business Domain through creative exercises	K2: Understand	<u>Internal-</u> <u>End Term</u> Theory

### Pedagogy

67.Lecture

68. Case Studies

69. Presentation and assignments

### **Evaluation**

Internal        20 marks (40%)  
External       40 marks (60%)  
**Total         100%**

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

- 30. Attendance
- 31. Class Participation
- 32. Class Test
- 33. Assignments
- 34. Projects

### **Assessment Mapping**

Parameter	Marks	CO 1	CO 2	CO 3	CO 4	CO 5
<b>Internal</b>	<b>20</b>	<b>20%</b>	<b>20%</b>	<b>20.0%</b>	<b>20.0%</b>	<b>20.0%</b>
<b>Class Test</b>	5	20.0%	0.0%	80.0%	0.0%	0.0%
<b>Project</b>	5	0.0%	0.0%	0.0%	60.0%	40.0%
<b>Attendance</b>	5	20.0%	20.0%	20.0%	20.0%	20.0%
<b>Class Participation</b>	5	20.0%	20.0%	20.0%	20.0%	20.0%
<b>End Term</b>	<b>30</b>	<b>13.3%</b>	<b>20.0%</b>	<b>20.0%</b>	<b>26.7%</b>	<b>20.0%</b>
<b>Total</b>	<b>50</b>	<b>13.0%</b>	<b>21.0%</b>	<b>20.0%</b>	<b>26.0%</b>	<b>20.0%</b>

### **Text Book:**

Book Title	Name of Author	Publisher	Edition No.
International Business-Environments & Operations	Daniels, Radebaugh, Sullivan & Salwan	Pearson Education	16 <sup>th</sup> Edition

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**Reference Book:**

Book Title	Name of Author	Publisher	Edition No.	Year
Global Business	M W Peng & Deepak K S	Cengage Learning	2 <sup>nd</sup> Edition	2017
International Business	Czinkota, Ronkainen & Moffet	McGraw Hill	8 <sup>th</sup>	
International Business	K Aswathappa			

**E-Books:**

Book Title	Name of Author	Publisher
International Business: Opportunities and Challenges in the Flattening World	Mason Carpenter & Sanjyot P Dunang	Flat World Knowledge, 2011
Introduction to International Business-People	Willaim Wardrope	

**Course Title** : **Foreign Policy**  
**No of Credits** : **2**  
**Contact Hours** : **20 hrs (75 minutes per session)**

Course Outcomes	Description	Cognition	Hours	Evaluation Tools
CO1	Discuss foreign policy as it relates to international relations, international political economy, society-state relations and discourse analysis	K2 Understand	4	<u>Internal Test</u> <u>End Term Theory</u>

CO2	Critically engage with academic and policy literature on foreign policy	K4: Apply	4	<u>Internal-Assignment</u> <u>End Term</u> Theory
CO3	Critically compare strengths and weaknesses of different approaches to foreign policy analysis	K4: Analyze	4	<u>Internal-Test</u> <u>End Term</u> Sums
CO4	Demonstrate application of theories of foreign policy analysis to specific cases	K5: Evaluate	4	<u>Internal-Project</u> <u>End Term-</u> Theory
CO5	Conduct research think critically and debate effectively and comprehend the issues and processes described and to relate them to current affairs and present-day issues of significance	K5: Evaluate	4	<u>Internal-Project</u> <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	1	2	3	1
CO2	2	1	1	1	2
CO3	1	-	1	2	1
CO4	-	-	1	1	1
CO5	3	2	3	2	3
<b>CO</b>	<b>2</b>	<b>1.6</b>	<b>1.6</b>	<b>1.8</b>	<b>1.6</b>

### Session Plan

Sr. No	Hrs	Units	COs	Topics Mapped with CO	Evaluation Tools
<b>1</b>	<b>2</b>	<b>Introduction to Foreign Policy</b>			
(i)	2	Introduction to Foreign Policy- Why, What & How- A conceptual understanding  <b>Dialogue:</b> Readings 10.Horse Play	CO 1- Discuss foreign policy as it relates to international relations, international political economy, society-state relations and discourse analysis	K2: Understand	<u>Internal Quiz, Test</u> <u>End Term Theory</u>
<b>2</b>	<b>2</b>	<b>US Foreign policy</b>			
(i)	2	Common terms & Models used. <b>Notes:</b> American Foreign policy – an introduction. Dialogue – Neo-Liberalism	CO 2- Critically engage with academic and policy literature on foreign policy	K3: Apply	<u>Internal- Assignment</u> <u>End Term Theory</u>
<b>3</b>	<b>2</b>	<b>Role of Media in Foreign policy</b>			
(i)	2	<b>Manufacturing Consent</b>	CO2: Compute the Return & Risk along with time value of money techniques to	K3: Apply	<u>Internal- Assignment</u> <u>End Term</u>

			gauge its impact on financial decisions.		Theory
<b>4</b>	<b>2</b>	<b>European Foreign Policy</b>			
(i)	2	A look into UK, Germany, France, Italy and turkey- Institutional mechanism Dialogue - European Oneness: A propaganda?	CO3: Critically compare strengths and weaknesses of different approaches to foreign policy analysis	K4: Analyse	<u>Internal-Case Analysis</u> <u>End Term</u> Theory
<b>5</b>	<b>2</b>	<b>Middles east crisis</b>			
(i)	2	Dialogue – Terrorism – a product of states?	CO4: Demonstrate application of theories of foreign policy analysis to specific cases	K4: Analyse	<u>Internal-Test</u> <u>End Term</u> Theory
<b>6</b>	<b>2</b>	<b>National Security and FP</b>			
(i)	2.0	Research & Debate How does NSA collect all digital communication & its implication on democracy, individual right to privacy & human rights	CO 5 Conduct research think critically and debate effectively and comprehend the issues and processes described and to relate them to current affairs and present-day issues of significance.	K2: Evaluate	<u>Internal-Case Analysis/Debate</u> <u>End Term</u> Theory
<b>7</b>	<b>2</b>	<b>US, Russia and China</b>			
(i)	2	Polity, economy, and technology of the triumvirate	CO5: Conduct research think critically and debate effectively and comprehend the issues and processes described and to relate them to current affairs and present-day issues of significance	K5: Evaluate	<u>Internal-Assignment</u> <u>End Term</u> Theory
<b>8</b>	<b>2</b>	<b>US, Israel Foreign Policy: Palestine Crisis</b>			
(i)	2	Power of lobbies	CO5: Conduct research think critically and debate effectively and comprehend the issues and processes described and to relate them to current affairs and present-day issues of	K5: Evaluate	<u>Internal-Project</u>

			significance		
<b>9</b>	<b>2</b>	Human Rights and FP			
(i)	2	Dialogue and Debate	CO 1 Discuss foreign policy as it relates to international relations, international political economy, society-state relations and discourse analysis.	K2: Understand	<u>Internal- - End Term Theory</u>

### **Pedagogy**

70.Lecture

71.Case Studies

72.Presentation and assignments

### **Evaluation**

Internal 20 marks (40%)

External 40 marks (60%)

**Total 100%**

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

35.Attendance

36.Class Participation

37.Class Test

38.Assignments

39.Projects

### **Assessment Mapping**

Parameter	Marks	CO 1	CO 2	CO 3	CO 4	CO 5
<b>Internal</b>	<b>20</b>	<b>20%</b>	<b>20%</b>	<b>20.0%</b>	<b>20.0%</b>	<b>20.0%</b>
<b>Class Test</b>	5	20.0%	0.0%	80.0%	0.0%	0.0%
<b>Project</b>	5	0.0%	0.0%	0.0%	60.0%	40.0%
<b>Attendance</b>	5	20.0%	20.0%	20.0%	20.0%	20.0%

<b>Class Participation</b>	5	20.0%	20.0%	20.0%	20.0%	20.0%
<b>End Term</b>	<b>30</b>	<b>13.3%</b>	<b>20.0%</b>	<b>20.0%</b>	<b>26.7%</b>	<b>20.0%</b>
<b>Total</b>	<b>50</b>	<b>13.0%</b>	<b>21.0%</b>	<b>20.0%</b>	<b>26.0%</b>	<b>20.0%</b>

**Text Book:**

Instructor Resource

**Reference Book-**

<b>Book Title</b>	<b>Name of Author</b>	<b>Publisher</b>	<b>Edition No.</b>	<b>Year</b>
The New Foreign Policy seeking power in globalized era	Laura Neack	New Millennium Books	2 <sup>nd</sup>	2018
Diplomacy	Henry Kissinger	Simon & Schuster		1995
World Order	Henry Kissinger	Penguin Books		1995
How the World Works	N Chomsky	Soft Skill Press		2011
Confessions of an Economic Hit Man	J Perkins	Berrett Koehler Publishers		2004
Dirty Wars	Jeremy Scahill	Nation Books		2013

**Course Title : French**

**Credit : 2**

**Duration : 20 hrs**

This course is designed to cover an ideal introduction to the French language. The course starts with simple conversational sentences used in day to day life, the Alphabets, Numbers. Each part of speech is taught in each session.

Eventually, this course is designed to identify the communication skills in French – to introduce oneself and to know how to convert a given sentences into different tenses and vocabulary.

**Course outcome**

<b>Course Outcomes</b>	<b>Description</b>	<b>Cognition</b>	<b>Hours</b>	
CO 1	Apply the foreign language skill for effective communication within the organisation for leaning and understanding the diversity of international business	K3- Applying	4	Internal s
CO 2	Demonstrate the foreign language skill to leverage upon firm's core competencies and better understanding of strategy.	K4– Analysing	4	Internal s
CO 3	Analyse business cases/situations using the foreign language skills.	K2- Understanding	4	Internal s, Class Test
CO 4	Understand the French language and culture in a better way as a step towards professional development.	K2- Understanding	4	Video
CO5	Be able to start speaking the basics.	K5- Evaluating	4	Video

**Mapping COs with POs**

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

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

CO 2	2	2	----	----	--
CO 3	2	--	2	--	4
CO 4	--	--	--	3	4
CO 5	1.75	1	0.5	0.75	4
	2	1	0.5	1	--

### **Session wise Course Outlines**

Session No.	Topic/Sub Topic	Reading Material	Topics Mapped with CO	Cognition
<b>SEMESTER ONE (FRENCH)</b>				
Session 1	73. Salutations & Expressions 74. To introduce oneself (presentez-vous) 75. General Vocabulary genderwise	Ppt & Notes	1	L4 - Analysing
Session 2	40. Subject Pronouns 41. Learning Numbers 1 to 100 11. Days of the week 12. Months of the year	Ppt & Notes	1	L4 - Analysing
Session 3	17. Vocabulary of eatables, parts of a house & medical related	Ppt & Notes	1	L4 - Analysing
Session 4	18. Definite & Indefinite Articles 19. Contracted Articles	Ppt & Notes	2	L4 - Analysing
Session 5	9. Adjective Demonstratives 10. The Prepositions 11. The Adjectives	Ppt & Notes	2	L3 - Applying
Session 6	12. The Verbs 13. 1 <sup>st</sup> Group verbs: Conjugation & usage	Ppt & Notes	3	L4 - Analysing
Session 7	14. 2 <sup>nd</sup> Group verbs: Conjugation & usage	Ppt & Notes	3	L4 - Analysing
Session 8	15. 3 <sup>rd</sup> Group verbs: Conjugation & usage	Ppt & Notes	4	L4 - Analysing

	usage			
Session 9	16.The Adjective Possessives	Ppt & Notes	4	L4 - Analysing
Session 10	17.Seasons in France	Ppt & Notes	4	L4 - Analysing
Session 11	10.Asking Time in French	Ppt & Notes	4	L4 - Analysing
Session 12 & 13	10.The Interrogatives	Ppt & Notes	4	L4 - Analysing
Session 14 & 15	11.Practice session	Ppt & Notes		L5 - Evaluating
Session 16	12.Doubt clearing session	Ppt & Notes	5	L5 - Evaluating
<b>Internal Assessment</b>				
1. Lecture				
2. Assignments				
3. Apps				
4. Videos				
<b>Evaluation in each semester</b>				
Internal	20			
External	30			
<b>Total</b>	<b>50</b>			

**Parameters of Assessment:**

Viva: 10 marks

Attendance: 5 marks

Class Participation: 5 marks

End Term Test: 30 marks

**Total: 50 marks**

**Text Book:**

Book Title	Name of Author	Publisher	Edition No.	Year
Cours de Langue et de Civilisaiton Francaises	G. MAUGER	Goyal Foreign Language Books	Latest	

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

### **Course Description**

Leadership Labs provides an experiential component to the curriculum, where students are focused on a set of broad managerial perspectives. They will brainstorm and learn about frameworks and cases in strategic decision-making, critical-analytical thinking, and organizational behavior, which provides a broad context for those aspiring to serve in executive roles. As a part of the lab they will have to go through the rigor of dialogues, discussions, and inquiry through Book reviews, ET analysis, Movie analysis, Long case discussions etc. Emotional, spiritual, relationship and physical quotient will be given emphasis and parallelly aligned with all sessions in the form of Yoga, Zumba and training for run and fitness. Immersive, Experiential & Insightful, the course delivers a highly personalized learning experience with the ultimate goal of creating more productive, professional relationships. Most of the learning occurs in “T-group” Harvard school like sessions in which small, intimate groups of 12 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	Course Outcome; Student will be able to-	Cognition	Remarks
0203300308.1	Provide an experiential component focused on a set of broad managerial perspectives and skills	L3-Applying	
0203300308.2	Participate in a series of exercises and simulations designed to create the urgency and ambiguity that frequently accompanies real-life leadership challenges.	L4-Evaluating	
0203300308.3	Analyze the decisions and behaviors they exhibited in order to build greater self-awareness.	L5-Analysing	
0203300308.4	Experience the different stages of mind development	L6-Evaluating	
0203300308.5	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
<b>0203300308.1</b>	2	1	2	3	3
<b>0203300308.2</b>	1	3	2	3	3
<b>0203300308.3</b>	2	3	3	3	3
<b>0203300308.4</b>	1	2	3	3	3
<b>0203300308.5</b>	1	3	3	3	3

Average	1.4	2.4	2.6	3	3
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## 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 (Twice weekly Yoga sessions)
    - b) Mental/emotional – Classroom sessions
    - c) Spiritual – Self -awareness and leadership discussions

**Note: Physical exercises (CO 5) including Yoga – asanas, Zumba and Run practise will be held twice weekly, is outcome based and developed in alignment to classroom sessions.**

Sr. No.	Topic/Sub – topic	Reading Material	Topics Mapped with CO	Cognition
1 & 2	Introduction Importance of aligning physical, mental and emotional skills. Role of nutrition in development	What makes an effective executive – Peter Drucker	0203300308.2	Evaluating
3	Non - verbal communication	Levels of listening	0203300308.1	Applying
4	Book Review 1		0203300308.4	Evaluating
5	Breaking inhibitions	Role plays Managing yourself – Kaplan	0203300308.3	Analysing
6	Right way of seeing- Breaking assumptions and perceptions	Change everything – N.D.Walsch	0203300308.4	Evaluating
7	Movie Review 1		0203300308.4	Evaluating
8	The shadow effect	Working on our shadow personalities	0203300308.5	Analysing
9	Emotional dramas	Celestine prophesy – James Redfield	0203300308.2	Evaluating
10	Art of Rhetoric	Socratic method	0203300308.4	Evaluating
11	Introduction to The fourth way	Class notes	0203300308.1	Applying

12	Book Review 2		0203300308.4	Evaluating
13	Art of staying focussed	Mastering internal triggers	0203300308.3	Analysing
14	Team perspectives	Group dynamics	0203300308.5	Analysing
15	Problem solving	Learning new tools	0203300308.4	Evaluating
16	Letting go	Techniques of Dr. David Hawkins	0203300308.4	Evaluating

### Evaluation:

<b>Internal Assessment</b>	<b>20 Marks</b>
<b>External Assessment</b>	<b>30 Marks</b>
<i><b>Internal Assessment:</b></i>	
<b>Presentation and Assignments</b>	<b>05 Marks</b>
<b>Journal Feedback</b>	<b>05 Marks</b>
<b>Attendance</b>	<b>05 Marks</b>
<b>Class Participation</b>	<b>05 Marks</b>
<b>ETE</b>	<b>30 Marks</b>

### Pedagogy

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

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

### Parameters of Internal Assessment:

1. Class Assignment
2. Book Review
3. Class Room Discussion
4. Journal Feedback
5. Class Participation
6. Presentation

**Text Book:**

1. Class materials

**Reference Books:**

1. The Power of Habit: Why We Do What We Do in Life and Business, Charles Duhigg, Random house, 2012
2. Fifth Discipline: The art & practice of learning organization, Peter Senge, Deckle edge, 2006
3. Flow, The Psychology of Optimal Experience, Mihaly Csikszentmihalyi, Harper Collins, 2008
4. 7 habits of highly successful people, Stephen Covey
5. Emotional intelligence, Daniel Coleman
6. Humble Inquiry; The Gentle Art of Asking Instead of Telling, Edgar H. Schein, Berrett-Koehler Publishers, 2013

**Course Title** : **Global Supply Chain Management**  
**No of Credits** : **4**  
**Contact Hours** : **40 hrs (75 minutes per session)**

Course Outcomes	Description	Cognition	Hours	Evaluation Tools
CO1	Understand the major building blocks, functions, business processes and decisions in Supply Chain Networks	K2: Understand	5	<u>Internal</u> Test <u>End Term</u> Theory
CO2	Apply newer concepts and trends in Logistics, Inventory Management and Supply Chain Risk Management.	K3: Apply	8	<u>Internal-</u> Assignment <u>End Term</u> CaseStudy
CO3	Analyze various transport processes and role of logistics in SCM	K4: Analyse	8	<u>Internal-</u> Test, Case <u>End Term</u> Theory
CO4	Evaluate risks and benefits involved in Outsourcing and E-Procurement	K5: Evaluate	8	<u>Internal-</u> Project <u>End Term-</u> Theory
CO5	Evaluate the role of various business functions supported by Information & Communication Technologies in Supply Chain Integration.	K5: Evaluate	11	<u>Internal-</u> Project, Presentations <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	1	-	1	1
CO2	3	3	1	2	2
CO3	2	3	2	3	2
CO4	3	3	2	3	3
CO5	2	3	1	3	2
<b>CO</b>	<b>2.4</b>	<b>2.6</b>	<b>1.2</b>	<b>2.4</b>	<b>2.0</b>

### Session Plan

Sr. No	Hrs	Units	COs	Topics Mapped with CO	Evaluation Tools
<b>1</b>	<b>5</b>	<b>Introduction to Global Supply Chain</b>			
(i)	5	13. Overview of Global Supply Chain Case- Future Group	CO1 Understand the major building blocks, functions, business processes and decisions in Supply Chain Networks	K2: Understand	<u>Internal Quiz, Test End Term Theory</u>
<b>2</b>	<b>8</b>	<b>Demand Planning &amp; Forecasting</b>			
(i)	8	Analysis of demand and forecasting techniques	CO3: Analyze various transport processes and role of logistics in SCM	K2: Analyse	<u>Internal- Assignment End Term Case</u>
<b>3</b>	<b>8</b>	<b>Logistics Management</b>			
(i)	8	Logistics- Introduction, documentation and documentation process, distribution strategies and emerging trends	CO2: Apply newer concepts and trends in Logistics, Inventory Management and Supply Chain Risk Management	K3: Apply	<u>Internal- Assignment End Term Theory</u>
<b>4</b>	<b>8</b>	<b>Inventory Management</b>			
(i)	8	Procurement and Outsourcing Strategies and E Procurement	CO3: Analyse various steps involved in Global Sourcing	K4: Analyse	<u>Internal- Test End Term</u>

			process		Theory
<b>5</b>	<b>4</b>	<b>Supply Chain Integration</b>			
(i)	4	SC Integration (IBM Case Study)	CO 3: Analyze various transport processes and role of logistics in SCM	K4: Analyse	<u>Internal-Test</u> <u>End Term</u> Case
<b>6</b>	<b>4</b>	<b>Emerging Issues in SCM</b>			
(i)	4	Emerging Issues in SCM- Risk Management & Resilience	CO 5: Evaluate risks and benefits involved in Outsourcing and E-Procurement	K5: Evaluate	<u>Internal-Case</u> <u>End Term</u> Theory
<b>7</b>	<b>3</b>	<b>Group Project &amp; Presentation</b>			
(i)	3	Group Projects & Presentation	CO5: Evaluate risks and benefits involved in Outsourcing and E-Procurement	K5: Evaluate	<u>Internal-Presentation</u> s

### **Pedagogy**

76.Lecture

77.Case Studies and Projects

78.Presentation and Assignments

### **Evaluation**

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

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

- 42. Attendance
- 43. Class Participation
- 44. Class Test
- 45. Assignments
- 46. Projects

### Assessment Mapping

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

#### Text Book:

Book Title	Name of Author	Publisher	Year
Global Operations and Logistics	David Simchi-Levi, Philip Kaminsky, Edith Simchi-Levi, Ravi Shankar	The McGraw Hill	2008

#### Reference Book:

Book Title	Name of Author	Publisher	Year
Logistics Management	Ganpathi & Nandi	OUP	2015



**Course Title** : **Export Import Management**  
**No of Credits** : **4**  
**Contact Hours** : **40 hrs (75 minutes per session)**

Course Outcomes	Description	Cognition	Hours	Evaluation Tools
CO1	Understand export–import within the arena of international trade and their relevance to global trade, with specific relevance to India;	K2: Understand	7.0	<u>Internal</u> Test <u>End Term</u> Theory
CO2	Demonstrate knowledge of the government's role in promoting international trade through imports and exports for the country	K4: Apply	4.0	<u>Internal-</u> Assignment <u>End Term</u> Theory
CO3	Analyze export finance, procedure, and documentation, and banking and exchange control regulations; and their significance for the Indian economy, and its impact on the Indian corporate sector	K3: Analyze	10.0	<u>Internal-</u> Test <u>End Term</u> Case Study
CO4	Master export – import procedure, documentation, and marketing, import management, and assess evolution of export – import through international foreign exchange and capital markets.	K5: Evaluate	4.5	<u>Internal-</u> Project <u>End Term-</u> Theory
CO5	Evaluate the development process for developing economies, with specific focus on India's trade policy led development including relevant reforms and the globalisation process.	K5: Evaluate	6.5	<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
CO1	3	-	-	3	3
CO2	3	2	-	2	2
CO3	2	2	1	3	2
CO4	3	3	2	2	2
CO5	2	3	1	2	2
<b>CO</b>	<b>2.6</b>	<b>2.0</b>	<b>0.8</b>	<b>2.4</b>	<b>2.2</b>

### Session Plan

Sr. No	Hrs	Units	Cos	Topics Mapped with CO	Evaluation Tools
<b>1</b>	<b>2.5</b>	<b>International Trade Marketing</b>			
(i)	2.5	Introduction: Basis of International Trade. Difference between International and Domestic market. Impact of Globalization, disintermediation and Liberalization on the International trade markets. India's Foreign Trade and Balance of payment. Recent trends in and measures to boost India's foreign trade.	CO2. Demonstrate knowledge of the government's role in promoting international trade through imports and exports for the country	K2: Understand	<u>Internal Quiz, Test</u> <u>End Term</u> Theory
<b>2</b>	<b>10</b>	<b>Export Finance</b>			
(i)	4	Global Environment for Exports Factors affecting world trade World Trade Organization (WTO), UNCTAD and ICC Regional Economic Groupings: EU, NAFTA, SAFTA, SAARC. ASEAN	CO3. Analyze export finance, procedure, and documentation, and banking and exchange control regulations; and their significance for the Indian economy, and its impact on the Indian corporate sector	K3: Analyze	<u>Internal- Assignment</u> <u>End Term</u> Case

(ii)	4.5	Export Finance, Banking & Exchange Regulations-Export Finance Pre-shipment and Post- shipment Finance. Export Finance in Foreign Currency. ECGC. Deferred payment Exports.		K3: Analyse	<u>Internal-Assignment</u> <u>End Term</u> Theory
(iii)	1.5	EXIM Bank, Its role and functions. Factoring and forfeiting.		K3: Analyse	
3	6.5	<b>Export Procedure and Documentation</b>			
(i)	6.5	Definition, meaning of exports, understanding an Export Transaction, Export Documentation: Principal, Auxiliary and Regulatory set of documents for export trade and their importance.  Customs Clearance of Cargo. Excise clearance procedure. Customs house agents. Shipping and customs formalities. Marine insurance.	CO 4 :Master export – import procedure, documentation, and marketing, import management, and assess evolution of export – import through international foreign exchange and capital markets	K5: Evaluate	<u>Internal-Test</u> <u>End Term</u> Sums
5	4	<b>Exchange Rate Mechanism</b>			
(i)	4	Direct Quotation, Spot and Forward rates, Forward contract for exports.	CO2. Demonstrate knowledge of the government's role in promoting international trade through imports and exports for the country	K4: Apply	<u>Internal-Test</u> <u>End Term</u> Sums
6	4.5	<b>Import Management</b>			
(i)	2.0	Need and definition. Import Export Policy and Procedures.  Import finance. Import LC. External commercial Borrowings. Buyers Credit. Direct Imports. Retirement of Import documents. FEMA provision regarding Imports.	CO5: Analyze export–import within the arena of international trade and their relevance to global trade, with specific relevance to India	K2 : Understand	<u>Internal-</u> <u>End Term</u> Theory
(ii)	2.5	Customs and regulations regarding imports. Indian customs Act. 1962. Customs Tariff Act.			<u>Internal-</u> <u>End Term-</u>

					Sums, Theory
<b>7</b>	<b>4.5</b>	<b>Foreign Trade Logistics</b>			
(i)	1.0	Introduction to global logistics. Different modes of shipments, operations of shipping, modes of transport.	CO1. Evaluate the development process for developing economies, with specific focus on India's trade policy led development including relevant reforms and the globalisation process	K5: Evaluate	<u>Internal-</u> - <u>End Term</u> Theory
(ii)	3.5	Cargo Insurance: Marine insurance. Basic principles of insurance applicable to cargo clause A, B & C. Ocean, air and inland transit clause	CO4: Assess the results carried out using appropriate tools & techniques to make feasible investment, financing and working capital decisions.	K5: Evaluate	<u>Internal-</u> Project <u>End Term-</u> Sums, Theory

### **Pedagogy**

79.Lecture

80.Case Studies & Documents published by Government of India

81.Presentation and assignments

### **Evaluation**

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

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

- 47.Attendance
- 48.Class Participation
- 49.Class Test
- 50.Assignments
- 51.Projects



### Assessment Mapping

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

#### Text Book:

Book Title	Name of Author	Publisher	Edition Year
Export and Import Management	Aseem Kumar	Excel Books	2007

#### Reference Book:

Book Title	Name of Author	Publisher	Year
International Trade	R M Joshi	OUP	2009
Managerial Economics in Global Economy	Dominic Salvatore	OUP	2009

**E-Books:**

Book Title	Name of Author
Mastering Import and export management	Thomas Cook, R Alston & K Raia

**Course Title : Cost and Management Accounting**

**Credits : 2**

**Duration : 20 hrs**

**Syllabus and CO mapped**

Course Outcome	Description	Cognition	Hours	Assessment Tools
<b>CO1</b>	<b>Understand</b> the concepts of Costing relevant for business environment	<b>L2 Understand</b>	<b>3.75</b>	<b>Internal Assessment:</b> - Assignment & <b>End Term-</b> Theory
<b>CO2</b>	<b>Apply</b> the cost management techniques to real business problems and provide relevant management solutions	<b>L3 Apply</b>	<b>5</b>	<b>Internal Assessment:</b> - Test <b>End Term-</b> Theory, Sums
<b>CO3</b>	<b>Examine</b> the cost accounting statements to achieve organizational goals	<b>L4Analyze</b>	<b>5</b>	<b>Internal Assessment:</b> - Assignment <b>End Term-</b> Theory, Sums
<b>CO4</b>	<b>Analyzing</b> the cost accounting and economic aspects of business for managerial	<b>L4Analyze</b>		<b>End Term</b> -Theory, Sums

	decision making		3	
<b>CO5</b>	<b>Evaluate</b> the knowledge of economic theories for effective managerial decisions under dynamic business conditions	<b>L5 Evaluate</b>	<b>3.25</b>	<b>End Term-Sums</b>

### Session Plan:

Sr. No	Hrs	Units	Cos	Topics Mapped with CO	Evaluation Tools
<b>1</b>	<b>1.25</b>	<b>Cost Accounting concepts – Advanced</b>			
i)	1.25	Comparison between Cost Accounting and Financial Accounting, Comparison between Cost Accounting and Management Accounting, Methods of costing & Techniques of costing,	CO1 - Understand the concepts of Costing relevant for business environment	L2 Understand	Internal Assessment: - Assignment & End Term-Theory
<b>2</b>	<b>2.5</b>	<b>Estimated Cost Sheet</b>			
i)	2.5	Preparation of Cost Sheet & Estimated Cost Sheet	CO2 - Apply the cost management techniques to real business problems and provide relevant management solutions	L3 Apply	Internal Assessment - Test End Term Sums
<b>3</b>	<b>2.5</b>	<b>Material Management and Accounting for materials</b>			
i)	2.5	Managing Purchase Functions, Cost of Material, storing of materials – Inventory control methods, Costs associated with storing and ordering material, Economic Order Quantity, Fixation of levels and calculation of the same, Issue control-Pricing issues (FIFO, Weighted Average)	CO2 - Apply the cost management techniques to real business problems and provide relevant management solutions	L3 Apply	Internal Assessment - Test End Term Sums



<b>4</b>	<b>1.25</b>	<b>Accounting for Labour</b>			
i)	1.25	Types of Labour Costs, Methods of Remuneration, Treatment of overtime, idle time etc.	CO1 - Understand the concepts of Costing relevant for business environment	L2 Understand	Internal Assessment – Assignment - End Term-Theory
<b>5</b>	<b>1.25</b>	<b>Accounting for Overheads</b>			
i)	1.25	Production overheads – Collection, Distribution to Production and service departments - Primary distribution and Secondary distribution	CO3 - Examine the cost accounting statements to achieve organizational goals	L4Analyze	Internal Assessment – Assignment End Term-Theory, Sums
<b>6</b>	<b>3.75</b>	<b>Cost Control and Cost Reduction</b>			
i)	1.25	Advanced Budgets and Budgetary Control - Comparison between cost control & cost reduction, Types of Budgets- Flexible Budget	CO3 - Examine the cost accounting statements to achieve organizational goals	L4Analyze	Internal Assessment - Assignment End Term-Theory, Sums
ii)	2.5	Standard Costing - Concept and development of Standard costing, Variance analysis for cost, Direct Material variance- Cost, Price, usage, mix and yield variance Direct Labour Variance- Cost, Efficiency, usage, mix, yield and idle-time variance Overhead Variance – Variable & Fixed Overhead variance Sales variances – Value, rate, volume and mix variance	CO3 - Examine the cost accounting statements to achieve organizational goals	L4Analyze	Internal Assessment - End Term-Theory, Sums
<b>7</b>	<b>6.25</b>	<b>Decision Making &amp; Relevant Accounting</b>			

i)	3	Marginal Costing and CVP Analysis - Nature and scope of Marginal Costing, Marginal Cost equation, Cost Profit volume analysis, Contribution, Break Even point, Profit volume Ratio, Margin of Safety	CO4 - Analyzing the cost accounting and economic aspects of business for managerial decision making	L4Analyze	End Term-Theory, Sums
ii)	3.25	Relevant Cost Analysis for decision making - Make or Buy Decision, Drop or add a Product, Selection of Product Mix	CO5 - Evaluate the knowledge of economic theories for effective managerial decisions under dynamic business conditions	L5 Evaluate	End Term-Sums
<b>8</b>	<b>1.25</b>	<b>Management Control System</b>			
i)	1.25	EVA, RI, ROI, Responsibility Centre & Accounting	CO1 - Understand the concepts of Costing relevant for business environment	L2 Understand	Internal Assessment – Assignment - End Term-Theory

SCALE                      **2:**  
**Moderate**  
**Alignment**

**3: High**  
**Alignment**

**-- No**  
**Alignment**

CO Code	PO 1	PO 2	PO 3	PO 4	PO 5
CO1	3	1	-	-	-

CO2	3	1	-	3	-
CO3	2	3	-	3	3
CO4	2	3	-	3	3
CO5	3	3	2	2	3
CO	2.6	2.2	2	2.75	3

### **Pedagogy**

1. Lecture
2. Case Study
3. Numerical

### **Evaluation: -**

Internal Assessment- 40 %

External assessment- 60 %

**Total- 100 %**

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

Attendance

Class Participation

Class Test

Assignment

### **Assessment Mapping**

Parameters	Cos Marks	CO1	CO2	CO3	CO4	CO5
<b>Internal</b>	<b>20</b>	<b>25.0%</b>	<b>20.0%</b>	<b>20.0%</b>	<b>15.0%</b>	<b>20.0%</b>
<b>Class Test</b>	10	50.0%	20.0%	20.0%	0.0%	10.0%
<b>Project</b>	5	20.0%	20.0%	20.0%	20.0%	20.0%
<b>Attendance</b>	5	20.0%	20.0%	20.0%	20.0%	20.0%
<b>Class Participation</b>	5	20.0%	20.0%	20.0%	20.0%	20.0%
<b>End Term</b>	<b>30</b>	<b>13.3%</b>	<b>13.3%</b>	<b>20.0%</b>	<b>26.7%</b>	<b>26.7%</b>
<b>Total</b>	<b>50</b>	<b>18.0%</b>	<b>16.0%</b>	<b>20.0%</b>	<b>22.0%</b>	<b>24.0%</b>

**Textbook:**

1. Cost Accounting - Jawahar Lal, Seema Srivastava, Tata Mc Graw Hill, 6<sup>th</sup> Edition, 2019

**Reference Books:**

1. Cost accounting- Principles & Practice-Jain & Narang, Kalyani Publishers, 21/e, 2019
2. Cost accounting- Theory & Practice- Bhabatosh Banerjee, PHI, 13th edition, 2019.
3. Advanced Management Accounting - Jawahar Lal, S Chand & Co., 3/e revised, 2019
4. Management Accounting - Paresh Shah, Oxford, 9th Impression, 2019

**E-Books:**

1. Introduction To Cost Accounting- P.C.Tulsian, S Chand Publisher, 1/e, e-book
2. Cost Accounting Theory & Problems- S.N. Maheshwari and S.N. Mittal, Mahavir Book Depot, 27/e, 2019, eBook.
3. Accounting for Management - Lal, Jawahar., Himalaya Pub. House., 2019, eBook.
4. Management Accounting - Paresh Shah, Oxford University Press India, 2E, 2019, eBook.5

**5. Management and Cost Accounting with Course Mate - Colin Drury, Cengage Learning India Pvt Ltd. 9<sup>th</sup> Edition, 2019, eBook.**

**Course code** :  
**Course Title** : **Country Profiling and Market Evaluation**  
**No of Credits** : **2**  
**Contact Hours** : **20 hrs (75 minutes per session)**  
**Course Faculty** :

Course Outcomes	Description	Cognition	Hours	Evaluation Tools
CO1	Acquire an ability to approach and deal with market evaluation challenges and opportunities in global markets.	K2: Understand	4	<u>Internal Discussion</u> <u>End Term</u> <u>Theory</u>
CO2	Make the learner understand how to evolve and implement appropriate strategies to make better decisions relevant for International Business.	K3: Apply	4	<u>Internal-Assignment</u> <u>End Term</u> <u>Theory</u>
CO3	Apply the tools of analysis to evaluate different markets and countries	K4: Analyse	4	<u>Internal-Test</u> <u>End Term</u> <u>Theory. Map</u>
CO4	Compare and contrast to identify market opportunities globally	K5: Evaluate	4	<u>Internal-Project</u> <u>End Term-</u> <u>Theory</u>
CO5	Evaluate the suitability of new business in a different country.	K5: Evaluate	4	<u>Internal-Project</u> <u>End Term-</u> <u>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	2	-	2	1
CO2	2	1	-	3	1
CO3	2	3	1	2	1
CO4	2	2	1	2	2
CO5	2	2	1	3	2
<b>CO</b>	<b>2.2</b>	<b>2.0</b>	<b>0.6</b>	<b>2.4</b>	<b>1.4</b>

### Session Plan

Sr. No	Hrs	Units	COs	Topics Mapped with CO	Evaluation Tools
<b>1</b>	<b>4</b>	<b>Introduction to Country Profiling</b>			
(i)	4	Rationale of the study Country Mapping – Need for Importance	CO1. Acquire an ability to approach and deal with market evaluation challenges and opportunities in global markets.	K2: Understand	<u>Internal</u> Quiz, Test <u>End</u> <u>Term</u> Theory
<b>2</b>	<b>4</b>	<b>Economic Geography</b>			
(i)	4	Classifying Economic Activity CAGE Framework Historical evaluation of World System	CO2: Make the learner understand how to evolve and implement appropriate strategies to make better decisions relevant for International Business.	K2: Understand	<u>Internal-</u> Assignm ent <u>End</u> <u>Term</u> Theory
<b>3</b>	<b>4</b>	<b>Geography of International Business</b>		K 3: Apply	
(i)	2	International Trade Dynamics, Changing Forms of International Business  Future Prospects	CO 4- Compare and contrast to identify market opportunities globally	K3: Evaluate	<u>Internal-</u> Assignm ent <u>End</u> <u>Term</u> Theory

(ii)	2		CO 3 Apply the tools of analysis to evaluate different markets and countries		
<b>4</b>	<b>4</b>	Country analysis using Global competitiveness Report			
(i)	4	Country analysis using WCY, Country Evaluations-China, Japan, Brazil, Germany, France, UK, USA, India	CO5: Evaluate the suitability of new business in a different country.	K4: Analyse	<u>Internal-Map Activity End Term Theory</u>

### **Pedagogy**

82.Lecture

83.Case Studies

84.Map Activity

85.Presentation and assignments

### **Evaluation**

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

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

- 52.Attendance
- 53.Class Participation
- 54.Class Test
- 55.Assignments
- 56.Projects

### Assessment Mapping

Parameter	Marks	CO 1	CO 2	CO 3	CO 4	CO 5
Internal	20	20%	20%	20.0%	20.0%	20.0%
Class Test	5	20.0%	0.0%	80.0%	0.0%	0.0%
Project	5	0.0%	0.0%	0.0%	60.0%	40.0%
Attendance	5	20.0%	20.0%	20.0%	20.0%	20.0%
Class Participation	5	20.0%	20.0%	20.0%	20.0%	20.0%
End Term	30	13.3%	20.0%	20.0%	26.7%	20.0%
Total	50	13.0%	21.0%	20.0%	26.0%	20.0%

#### Textbook:

Instructor's Resources

#### References

14. [www.cia.gov](http://www.cia.gov)
15. [www.bbc.com](http://www.bbc.com)
16. [www.weforum.org](http://www.weforum.org)
17. [www.imd.org](http://www.imd.org)
18. Economic geography
19. Guns, germs and steel, Jared Diamond, 1997



**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**

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

**Mapping COs with POs**

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

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
<b>PO Attainment 0206300801</b>	3.3	2	2.6	2	2.5

**Evaluation: Total 50 marks**

Faculty Guide	10 Marks
NGO Guide	20 Marks
Poster Presentation and Viva	20 marks
<b>TOTAL</b>	<b>50 marks</b>

**Course Title: 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:**

11. Emotional intelligence
12. Critical Thinking with 6 thinking hats
13. The Speaking Circle

#### 14.Students Presentation

Course Outcomes	Description	Cognition	Hours	Evaluation Tools
CO1	Outline the concept of six thinking hats to brainstorm multiple perspectives and arrive at better decision making.	K2: Understand	6.0	<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	The Speaking Circle  13. News Room 14. Make a Ted 15. Questions Battle 16. Picture Storytelling 17. Story Chain		

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

## 5. Videos

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

### Parameters of Internal Assessment:

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

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

### Mapping COs with POs

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

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

### Session Plan

Sr. No	Hrs	Units	Cos	Topics Mapped with CO	Evaluation Tools
1	2.0	Working with Excel List functions			

(i)	2.0	18.Sorting a List Using Single Level Sort 19.Sorting a List Using Multi-Level Sorts 20.Using Custom Sorts in an Excel List 21.Filter an Excel List Using the AutoFilter Tool 22.Creating Subtotals in a List 23.Format a List as a Table 24.Using Conditional Formatting to Find Duplicates 25.Removing Duplicates	CO1: <b>Understand</b>	K2: Understand	<u>Internal</u> Test, Practical, Project Presentation
<b>2</b>	<b>3.0</b>	<b>Excel Database and Statistical formulae</b>			
(i)	1.5	Database formulae: <input type="checkbox"/> Excel Function: DSUM() <input type="checkbox"/> Excel Function: DAVERAGE() <input type="checkbox"/> Excel Function: DCOUNT() <input type="checkbox"/> Excel Function: DCOUNTA() <input type="checkbox"/> Excel Function: DMAX() <input type="checkbox"/> Excel Function: DMIN()	CO2: <b>Compute</b>	K3: Apply	<u>Internal</u> Test, Practical, Project Presentation
ii)	1.5	Statistical formulae <input type="checkbox"/> Using Excel's IF() Function <input type="checkbox"/> Using Excel's COUNTIF() Function <input type="checkbox"/> Using Excel's COUNTIFS() Function <input type="checkbox"/> Using Excel's AVERAGEIF() Function <input type="checkbox"/> Using Excel's AVERAGEIFS() Function <input type="checkbox"/> Using Excel's SUMIFS() Function <input type="checkbox"/> Using Excel's SUMIF() Function	CO2: <b>Compute.</b>	K3: Apply	<u>Internal</u> Test, Practical, Project Presentation



<b>3</b>	<b>3.0</b>	<b>Excel Logical and Financial formulae</b>			
(i)	1.0	Logical formulae <input type="checkbox"/> Using Excel's IF() Function <input type="checkbox"/> Nesting Excel's IF() with AND() Function <input type="checkbox"/> Nesting Excel's IF() with OR() Function	CO2: <b>Compute</b>	K3: Apply	<u>Internal</u> Test, Practical, Project Presentation
(ii)	2.5	Financial formulae <input type="checkbox"/> Using Excel's FV() and PV() Function <input type="checkbox"/> Using Excel's RRI() with PMT() Function <input type="checkbox"/> Using Excel's NPV() with IRR() Function	CO2: <b>Compute</b>	K3: Apply	<u>Internal</u> Test, Practical, Project Presentation
<b>4</b>	<b>4.0</b>	<b>Working with Excel's Lookup Functions</b>			
(i)	4.0	8. Using Excel's VLOOKUP() Function 9. Using Excel's HLOOKUP() Function 10. Using Excel's INDEX() and MATCH() OFFSET() and CHOOSE() Functions 11. Nested VLOOKUP() 12. VLOOKUP() using MATCH() and INDEX()	CO2: <b>Compute</b>	K3: Apply	<u>Internal</u> Test, Practical, Project Presentation
<b>5</b>	<b>1.5</b>	<b>Data Validation In Excel</b>			
(i)	1.0	Data Validation using Indirect() Creating a Validation List Adding a Custom Validation Error Department Specific Formulae	CO3: <b>Analyze</b>	K4: Analyze	<u>Internal</u> Test, Practical, Project Presentation <u>End Term-</u> Test

<b>6</b>	<b>1.5</b>	<b>Mastering Excel's "What If?" Tools</b>			
(i)	1.5	15. Working with Excel's Goal Seek Tool 16. Working with Excel's Solver Tool 17. Building Effective Data Tables in Excel 18. Analysing Scenario's in Excel	<b>CO3: Analyze</b>	K4: Analyze	<u>Internal</u> Test, Practical, Project Presentation <u>End Term-</u> Test
<b>7</b>	<b>3.5</b>	<b>Excel Pivot Tables, Pivot Charts, and working on Dashboard</b>			
(i)	2.5	10. Working with Excel PivotTable 11. Modifying Excel PivotTable Calculations 12. Grouping PivotTable Data 13. Formatting PivotTable Data 14. Drilling Down into PivotTable Data 15. Working with Pivot Charts 16. Filtering PivotTable Data	<b>CO4: Infer</b>	K4: Analyze	<u>Internal</u> Test, Practical, Project Presentation <u>End Term-</u> Test
(ii)	1.0	17. Filtering with the Slicer Tool 18. Working with Dashboard using the above tool.	<b>CO4: Infer</b>	K4: Analyze	<u>Internal</u> Test, Practical, Project Presentation <u>End Term-</u> Test
<b>8</b>	<b>1.5</b>	<b>Microsoft Excel Macros and VBA</b>			
(i)	1.5	7. Working with Excel Macros 8. Activating the Developer Tab in	<b>CO5: Examine</b>	K4: Analyze	<u>Internal</u> Test, Practical, Project

		Excel 9. Working with the Macro Recorder 10.Editing a Macro with VBA 11.Working Buttons to run Macros			Presentation <u>End Term-</u> Test
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### **Pedagogy**

18.Lecture

19.Test

20.Project Presentation

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

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

11.Attendance-5 Marks

12.Class Participation-5 Marks

13.MCQ-10 Marks

14.Project-10 Marks

15.Viva-5 Marks

16.Case Study Based Questions-15 Marks

### **Assessment Mapping**

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

**Reference Book:**

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

**E-Books:**

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

**Course Title** : **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**

- 57. Time, Speed and Distance
- 58. Time and Work
- 59. Data Interpretation
- 60. Mensuration
- 61. Clocks and Calendars
- 62. Syllogism and Venn Diagrams
- 63. Logical Reasoning: Linear Arrangements
- 64. Logical Reasoning: Circular Arrangements
- 65. Logical Reasoning: Matrix Arrangements
- 66. Advanced Tenses
- 67. Advanced Prepositions
- 68. Sentence Completion Questions
- 69. Para jumbles

Course Outcomes	Description	Cognition	Hours	Evaluation Tools
CO1	<b>Understand Rules of Tenses &amp; Prepositions</b> to solve sentence completion & correction questions	<b>L2 -Underst and</b>	<b>2.5</b>	Internal Test,

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

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

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

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

## Session Plan

<b>Sessi on</b>	<b>Hou rs</b>	<b>Topics</b>	<b>Topic Mapped with CO</b>	<b>Cognitio n</b>	<b>Evaluati on Tool</b>
1	1.25 hours	Advanced Tenses	CO5: Apply rules of grammar and deduction techniques to solve grammatical	Understand	Internal Test,

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

		pipes and cisterns	easiest and the fastest manner.		
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,

<b>Pedagogy</b>
1. Lecture
2. Practice exercises

### Parameters of Internal Assessment:

1. Class Test
2. Class Participation
3. Attendance

### Assessment Mapping

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

Class Participation	10	30%	20%	20%	10%	20%
Class Test 1 Quants	10	50%	50%			
<b>Class Test 2 Quants</b>	<b>10</b>			<b>50%</b>	50%	
<b>Class Test Verbal</b>	<b>10</b>					<b>100%</b>

### Reference Book:

R.S. Agarwal - First Edition: 1989

Uma Maheshwari- GACP - First Edition: 2017

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

**Course Title : Selling Skills**

**No. of Credits : 2**

**Contact Hours : 20**

### Course Description:

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

Course Outcome s	Description	Cognition
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C01	Describe the various elements involved in the process of selling along with the ideal traits of a salesperson.	<b>Understand L2</b>
C02	Explain the customer needs and requirements and classify the various types of customers.	<b>Understand L2</b>
C03	Solve the various ethical dilemmas associated with selling practices.	<b>Apply L3</b>
C04	Apply the methods of Suspecting, prospecting, and approaching a customer	<b>Apply L3</b>
C05	Analyse the situation to design a sales pitch, with the help of Roleplay and prepare the appropriate solution for the customers as per their requirements.	<b>Analyse L4</b>

### Mapping COs with POs

<b>COs/ POs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
C01	1	2	1	2	3
C02	1	2	1	2	3
C03	3	3	2	2	3
C04	3	3	2	2	3
C05	3	3	2	2	3
<b>CO</b>	3	3	3	3	3
<b>CO EQ</b>	2.2	2.6	1.8	2.2	3

### Course content:

20.Sales Process

21.Product information

22.Stores Operation

23.FABing technique

24.Customer analysis

25.Buying pattern

26.Closing the sales call

## Session Plan

<b>Sessi on</b>	<b>Topic</b>	TOPIC Mapped with CO	<b>Cogniti on</b>
1	<p>Introduction to Sales</p> <p>Define selling &amp; the sales process</p> <p>How is sales different from marketing</p> <p>Difference between a product and a service</p> <p>Importance of product Information</p> <p>International Sales</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>	CO2	Analyse
3	<p>Sales and Ethics</p> <p>Pillars of professional selling</p> <p>Ethical selling</p> <p>Ethical dilemmas</p> <p>Consequences of mis-spelling</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>	CO2	Analyse

	Demographics & Segmentation Types of customer personalities Handling different types of customers Influencers		
5	How and Why of Competitor Analysis International products and real-life competitors	CO2	Analyse
6	FABing technique Real-life International products and their FAB attributes	CO3	Analyse
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 International Products Identifying the right customers	CO2, CO4	Analyse Create
15	Recap & Practicing Selling Skills through Role- Play	CO4	Create
16	Assessment	CO4	Create

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

## 5. Videos

### Evaluation:

Internal	40%
External	60%
Total	100%

### Parameters of Internal Assessment:

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

### Assessment Mapping

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

Presentation	5			20%	80%	
<b>End Term</b>	<b>30</b>	<b>10%</b>	<b>10%</b>	<b>25%</b>	<b>25%</b>	<b>30%</b>

### Reference Book:

Reading and reference will be provided, and the latest case are also provided

**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:

27.Cover Letter

28.Building effective video resumes

29.Group Discussion and Personal Interviews

Course Outcomes	Description	Cognition	Hours	Evaluation
<b>CO1</b>	Understand the importance of quick thinking and situation handling skills to ace interview process for campus internship	<b>L2 - Understand</b>	<b>1</b>	<b>Internal - Assignm</b>



	placements			<b>ent</b>
<b>CO2</b>	Compare self and peer contribution w.r.t verbal and non-verbal communication during Case based Group Discussion for self-improvement	<b>L3-Apply</b>	<b>2</b>	<b>Internal - Group Discussion</b>
<b>CO3</b>	Outline an effective cover letter highlighting their suitability for the role to stand out among the pool of applicants	<b>L3-Apply</b>	<b>10</b>	<b>Internal - External Case Study</b>
<b>CO4</b>	Classify information in order to make an appealing video resume highlighting their skills, education, achievements in the best possible way to have an edge over other applicants	<b>L4-Analyze</b>	<b>2</b>	<b>Internal Class Test</b>
<b>CO5</b>	Determine the industry of their choice by shortlisting the roles, profiles & sector for internship placements.	<b>L5-Evaluate</b>	<b>1</b>	<b>Class Test</b>

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

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

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

## Session Plan

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

7-16	9	Mock Personal Interview	CO1 Understand the importance of quick thinking and situation handling skills to ace interview process for campus internship placements	Create	Internals
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<b>Pedagogy</b>	
1. Lecture	
2. Case Study	
3. News/Article Analysis	
4. Live Activity/Exercise	
5. Videos	
<b>Evaluation:</b>	
Internal	80%
External	20%
Total	100%

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

- 86. Personal Interview
- 87. Class Participation
- 88. Attendance

#### **Assessment Mapping**

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

**Reference Books:**

Interviews and GD – GK Publication

GD and Interview – R. Gupta and Anand Gaugaly

How to succeed in GD and Interview – SK Mondal

**Course Title : Capstone Project Phase 1**

**Semester : II**

**No of Credit : 2**

**Duration : 20 hrs**

**PROGRAM OUTCOMES**

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

Course Outcome : Capstone Project Phase I			
Course Outcomes	After the completion of projects students should be able to	Cognition	Remarks
	Co1- Identify the sector, conduct preliminary industry	<b>L2: Understand</b>	

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

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

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

<b>CO4</b>	3	3	3	1	3	2	3	1
<b>CO 5</b>	3	3	3	1	3	2	3	1
<b>PO attainment</b>	3	3	2.8	1	3	2	3	1

**Course Title : Industry Internship Project**

**No. of Credit : 4**

**Contact Hours : 40 hrs.**

**Program Objectives:**

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

<b>Course Outcome:</b> Industry Internship Project (0206300803)			
<b>Course Outcomes</b>	<b><i>After the completion of course, students should be able to</i></b>	<b>Cognition</b>	<b>Remarks</b>
0203300802.1	Familiarizing the organization culture and its management functions	<b>Analyzing</b>	
0203300802.2	Application of knowledge and techniques of Business Management in organizational context.	<b>Applying</b>	
0203300802.3	Acquiring problem solving and decision-making skills and evaluating business strategies	<b>Evaluating</b>	

	and plan through critical thinking skills		
0203300802.4	Framing suitable domain specific solutions to business problems.	<b>Creating</b>	

### Mapping COs with POs

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

COs	PO1	PO2	PO3	PO4	PO5
0203300802.1	-	1	1	3	-
0203300802.2	3	2	-	3	1
0203300802.3	-	3	3	1	-
0203300802.4	-	3	1	2	3
<b>PO Attainment level</b>	<b>3</b>	<b>2.2</b>	<b>1.6</b>	<b>2.2</b>	<b>2</b>

**Course Title : Europe Internship**

**No of Credit : 4**

**Contact Hours : 40 hrs.**

### **Ecole Supérieure des Sciences Commerciales d'Angers (ESSCA)**

ESSCA is one of France's best-known Business schools with campuses in Angers, Paris, Budapest Hungary and more recently Shanghai, China. Founded by the Catholic University in 1909, it is now one of the prestigious Grandes Ecoles, a grouping of highly selective Business and Engineering Schools. Its main 5-year Grande Ecole master's degree has French government as well as EPAS (European Foundation for Management Development) accreditation. Semesters of the ESSCA

Master's degree is offered at the ESSCA Foundation in Hungary, as well as specific international programs for partner university students. Founded in 1990, the Foundation welcomes in total some 200 students each year. All programs are taught in English by ESSCA and local university faculty.

### **EM (Normandie)**



EM Normandie is one of the main B Schools of France, providing managers & entrepreneurs with the knowledge & skills to excel in their chosen careers network of more than 110 international partner institutions. EM Normandie has developed a wide range of teaching & research grounded in the assets of the region and the quality of its staff. EM Normandie is supported by the Chambers of Commerce of Celen and Le Havre. The International Relations department at EM (Normandie) accompanies incoming international students throughout their study. It assists students throughout their study. It assists students with lodging, banking, immigration, etc.

### Objectives:

- To acquire competencies and experience in European Business Environment
- To understand cultural contrast between North and South Europe in a business context
- It offers the “HEC Entrepreneurs” teaching process. The students in teams are on a real life assignment given by the companies.
- Mould Behavior, through personal developments and global culture awareness.

### Subjects Covered:

Place	Sr. No.	Subjects
ESSCA, Budapest, Hungary	1	Project management
	2	Crisis management
	3	Product / Process Innovation
	4	Business Simulation
	5	Group Projects on Key European Industries
EM Normandie, Caen, France	1	Cross-Cultural Management
	2	Digital Marketing
	3	Negotiation Skills
	4	Strategic business development
	5	Business Analytics/Consulting

## **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
<b>CO 1</b>	<b>Explain</b> the Business Environment and its relation to the Strategic Management process.	<b>K2 Understanding</b>	4	<u>Internal Quiz</u> <u>End Term-Theory</u>
<b>CO 2</b>	<b>Apply</b> the Strategic Management tools for the optimum organizational performance.	<b>K3 Applying</b>	4	<u>Internal-Case</u> <u>End Term-Theory</u>

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

### Mapping COs with POs

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

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

### Session Plan

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

(i)	3	Cooperative Implications for Strategy, Structure and Controls with Organizations, Stages of Development of Organization, Organization Design and Change.	CO5: <b>Assess and integrate</b> knowledge from Strategic Management to solve problems in a large multi-disciplinary context.	K4 & K5 Analyze & evaluate	<u>Internal-Test</u> <u>End Term-</u> Theory Questions
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### **Pedagogy**

- 70.Lecture
- 71.Case Studies
- 72.Flipped Classroom

### **Evaluation**

Internal 60%

External 40%

**Total 100%**

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

- 89.Attendance & Class Participation
- 90.Class Test and Assignments
- 91.Reflection Journals
- 92.Projects

### **Assessment Mapping**

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

#### Textbook:

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 <sup>th</sup>
Crafting and Executing Strategy- The Quest for	Arthur A Thompson Jr, Margaret A Peteraf, John E Gamble and A J	McGrawHill	22nd



Competitive Advantage- Concepts and Cases	Strickland III		
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.

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

	and practise in their professional life			Test, Case Study End-term-Exam
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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	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	<b>Introduction to Business Ethics and Overview</b>			
(i)	4	Theoretical approaches to Business Ethics, Ethics and Morality, Indian Thoughts on Ethics, Ethical Dilemma	CO1: <b>Outline</b> the scope and importance of ethics and ethical behavior in personal and professional life	K2: Understand	<u>Internal</u> Quiz, Test
2	4	<b>Business and Environment</b>			
(i)	4	Ethical issues in the Business and responsibility towards Environment. Discussing various theories of business ethics	CO2: <b>Manage</b> and Analysis ethical issues in business and challenges in	K3: Apply	<u>Internal</u> Dialogue and Role Play

			functional areas to work for the welfare and betterment of stakeholders.		
<b>3</b>	<b>4</b>	<b>Ethics in Functional areas</b>			
(i)	4	Ethical issues in Marketing and Consumer Protection Act, Ethical issues in HRM, Finance, IT	CO2: <b>Manage</b> and Analysis ethical issues in business and challenges in functional areas to work for the welfare and betterment of stakeholders	K3: Apply	<u>Internal</u> Test, Role Play End-term Exam
<b>4</b>	<b>4</b>	<b>Corporate Governance and Regulatory Framework</b>			
(i)	4	Significance of Corporate Governance in business environment, regulatory framework, Cadbury Committee Report, Narayan Murthy, Committee Report, Role of SEBI, Companies Act 2013	CO3: Imbibe ethical issues in corporate governance and to adhere to ethical codes	K4-Analyse	<u>Internal</u> Test, Case Study End-term-Exam
<b>5</b>	<b>4</b>	<b>Corporate Social Mechanism</b>			
(i)	4	Understanding the Indian scenario of Corporate Social responsibility, Understanding the various models such as Anglo-American Model, German Model, Japanese Model	CO4: <b>Assess</b> various corporate social responsibilities and practise in their professional life	K5-Evaluate	<u>Internal</u> Test, Case Study End term-Exam

#### SESSION-WISE COURSE OUTLINE:

Session	Topics	Aligned CO's
<b>1</b>	<b>Introduction to Business Ethics and Overview,</b>	<b>CO1</b>
<b>2</b>	Theoretical approaches to Business Ethics, Ethics and Morality, , Ethical Dilemma	<b>CO1</b>
<b>3</b>	Various theories of Ethics	<b>CO1</b>
<b>4</b>	Ethical issues in the Business and responsibility towards Environment. Discussing various theories of business ethics	<b>CO2</b>

5	Ethical issues in the Business and responsibility towards Environment. Discussing various theories of business ethics	<b>CO2</b>
6	Ethical issues in Marketing and Consumer Protection Act,	<b>CO2</b>
7	Ethical issues in HRM,	<b>CO2</b>
8	Ethical issues Finance, IT	<b>CO2</b>
9	Significance of Corporate Governance in business environment, regulatory framework,	<b>CO3</b>
10	Cadbury Committee Report ,Narayan Murthy, Committee Report, Role of SEBI,	<b>CO3</b>
11	Companies Act 2013	<b>CO3</b>
12	Understanding the Indian scenario of Corporate Social responsibility,	<b>CO3</b>
13	Understanding the various models such as Anglo-American Model, German Model, Japanese Model	<b>CO4</b>
14	Understanding the various models such as Anglo-American Model, German Model, Japanese Model	<b>CO4</b>
15	Presentation	<b>CO4</b>
16	<i>Presentation</i>	<b>CO4</b>

### **Pedagogy**

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

### **Evaluation**

Internal 80%

External 20%

**Total 100%**

<b>Internal Assessment</b>	<b>40 Marks</b>
<b>End Tem</b>	<b>10 Marks</b>
<b><i>Internal Assessment</i></b>	

Class Test/MCQ	10 Marks
Presentation	10 marks
Class participation	10 marks
Attendance	10 marks
<b><i>End Term</i></b>	
End Term Examination	10 Marks

### Assessment Mapping

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

### Textbook:

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

**Reference Books:**

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

**E-Books:**

- 1) Business Ethics - James Brousseau

<b>Course Code</b>	<b>0207300352</b>
<b>Course Title</b>	<b>International Financial Management</b>
<b>Credits</b>	<b>2</b>
<b>Duration</b>	<b>20 hrs.</b>
<b>Course Faculty</b>	

**Syllabus and CO mapped.**

<b>Course Outcome</b>	<b>Description</b>	<b>Cognition</b>	<b>Hours</b>	<b>Evaluation Tools</b>
<b>CO1</b>	<b>Explain</b> the global financial system and factors which determine an	<b>L2</b>	2	<b>Internal Assessment:</b> Assignment & Class Test

	exchange rate.	<b>Understand</b>		<b>End term</b> Numerical/Theory Question
<b>CO2</b>	<b>Apply</b> the foreign exchange derivatives and other techniques to manage various foreign exchange exposures faced by the firms.	<b>L3</b> <b>Apply</b>	11.25	<b>Internal Assessment</b> Assignment & Class Test <b>End term</b> Numerical/Theory Question
<b>CO3</b>	<b>Analyses</b> the major issues and developments in international finance, assimilating theoretical, empirical, policy, global risk, and institutional aspects.	<b>L4</b> <b>Analyze</b>	0.5	<b>Internal Assessment</b> Assignment & Class Test <b>End term</b> Numerical/Theory Question
<b>CO4</b>	<b>Assess</b> currency risks and international investment decisions.	<b>L5</b> <b>Evaluate</b>	2.5	<b>Internal Assessment</b> Assignment & Class Test <b>End term</b> Numerical/Theory Question
<b>CO5</b>	<b>Evaluate</b> the problems relating to multinational financing and international investment decisions.	<b>L6</b> <b>Evaluate</b>	3.75	<b>Internal Assessment:</b> Class Test <b>End term</b> Numerical/Theory Question

#### SESSION – WISE COURSE OUTLINE

Sr. No.	Hours	Units	Course Outcome (CO)	Topics Mapped with CO	Evaluation Tools
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<b>1</b>	<b>0.5</b>	<b>Balance of Payments</b>			
i)	0.5	Introduction, Accounting Principles, Components, and Valuation.	CO1	L2 Understand	Internal Assessment: Assignment & Class Test End term Numerical/Theory
	<b>0.75</b>	<b>Financial Management in a Global Context &amp; International Monetary System</b>			
i)	0.75	Introduction, Exchange Rate Regime, International Monetary Fund, and International Financial Institutions.	CO1	L2 Understand	Internal Assessment: Assignment & Class Test End term Numerical/Theory
<b>2</b>	<b>5</b>	<b>The Foreign Exchange Market</b>			
i)	5	- Structure of the Foreign Exchange Market, Types of Transactions and Settlement Dates, Exchange Rate Quotations and Arbitrage (two & three-point), Forward Quotations, Pricing of Short-Date and Broken Date Contracts, Exchange Rate Regimes, and the Foreign Exchange Market in India.	CO2	L3 Apply	Internal Assessment: Assignment & Class Test End term Numerical/Theory
<b>3</b>	<b>0.5</b>	<b>Global Financial Markets &amp; Interest rates</b>			
i)	0.5	Domestic, Offshore Markets, Euro Markets, Interest Rates in the Global Money Markets.	CO3	L4Analyze	internal Assessment: Assignment & Class Test End Term Numerical/Theory Question
<b>4</b>	<b>0.75</b>	<b>Exchange Rate Determination &amp; Forecasting</b>			
i)	0.75	Purchasing Power Parity (PPP) absolute & relative PPP.	CO1	L2 Understand	Internal Assessment: Assignment & Class Test End Term Numerical/Theory Question



<b>5</b>	<b>2.50</b>	<b>Interest Parity</b>			
i)	2.50	International Fisher effect, Covered Interest Parity, Uncovered Interest Parity, Arbitrage with and without Transaction Cost, Inter-bank Forward Dealing, Forward Currency Markets and Rates in India, The Value of a Forward Contract, and Forward Rate Computations.	CO4	L4Analyze	Internal Assessment: Assignment & Class Test End Term Numerical/Theory Question
<b>6</b>	<b>1.25</b>	<b>International Equity Investments</b>			
i)		Risk & Return.	CO5	L5 Evaluate	
<b>7</b>	<b>2.5</b>	<b>Short-term Financial Management in a Multinational Corporation</b>			
i)	2.5	Short-Term Borrowing and Investment, Centralized Versus Decentralized Cash Management, and Cash Transmission.	CO5	L5 Evaluate	Internal Assessment: Class Test  End term Numerical/Theory Question
<b>8</b>	<b>6.25</b>	<b>Types of Exposure</b>			
i)	6.25	Transaction, Translation & Operating Exposure	CO2	L3 Apply	Internal Assessment: Assignment & Class Test End Term Numerical/Theory Question

**SCALE**
**2: Moderate Alignment**
**3: High Alignment**
**-- No Alignment**
**-**

CO / PO	PO 1	PO 2	PO 3	PO 4	PO 5
CO1	3	2	-	3	1
CO2	3	3	-	2	2
CO3	2	1	1	3	1
CO4	3	3	1	3	3
CO5	3	3	1	2	2
CO	2.8	2.4	1	2.6	1.8

### **Pedagogy**

1. Lecture
2. Case Study
3. Numerical

### **Evaluation: -**

Internal Assessment- 40 %

External assessment- 60 %

**Total- 100 %**

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

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

### **Assessment Mapping:**

Parameters	Marks	CO1	CO2	CO3	CO4	CO5
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<b>Internal</b>	<b>20</b>	<b>21%</b>	<b>21%</b>	<b>21%</b>	<b>21%</b>	<b>15%</b>
<b>Class Participation</b>	<b>5</b>	<b>20%</b>	<b>20%</b>	<b>20%</b>	<b>20%</b>	<b>20%</b>
<b>Attendance</b>	<b>5</b>	<b>20%</b>	<b>20%</b>	<b>20%</b>	<b>20%</b>	<b>20%</b>
<b>Class Test</b>	<b>5</b>	<b>20%</b>	<b>20%</b>	<b>20%</b>	<b>20%</b>	<b>20%</b>
<b>Assignment</b>	<b>5</b>	<b>25%</b>	<b>25%</b>	<b>25%</b>	<b>25%</b>	<b>0%</b>
<b>End Term</b>	<b>30</b>	<b>10%</b>	<b>55%</b>	<b>3%</b>	<b>12%</b>	<b>20%</b>
<b>Total</b>	<b>50</b>	<b>15%</b>	<b>42%</b>	<b>10%</b>	<b>16%</b>	<b>18%</b>

<b>Textbook:</b>  <b>International Financial Management</b>	<b>Anuj Verma, Shikha Singh, Pinky Agarwal – SYBGEN Learning - 2020</b>
Reference Books:	
Multinational Business Finance (MBF)	Eiteman, Pearson Education, New Delhi, 10th Edition, 2003.

International Financial Management	Jeff Madura, Cengage Learning, 13th Edition, 2018.
International Financial Management: An Analytical Framework	T Siddaiah, Pearson Education India, 2nd Edition, 2016.
International Financial Management	Cheol S. Eun, Bruce G. Resnick, McGraw-Hill Education (India), Chennai, 7th Edition, 2017.
International Finance	Rajiv Srivastava, Oxford University Press, 1st Edition, 2014.
Multinational Finance Management	Alan C. Shapiro, Wiley, 9th Edition, 2014.
International Finance	Apte, Tata McGraw-Hill, New Delhi, 4th Edition, 2006.

<b>E-Books:</b>	
International Financial Management (IFM)	P. G. Apte and Sanjeevan Kapshe, McGraw-Hill Education (India), Chennai, 8th Edition, 2020.
International Financial Management	Jeff Madura, Cengage Learning, 13th Edition, 2018.
International Financial Management: An Analytical Framework	T Siddaiah, Pearson Education India, 2nd Edition, 2016.
International Finance	Rajiv Srivastava, Oxford University Press, 1st Edition, 2014.

**Course Title** : **Business Analytics**  
**Semester** : **III**  
**Credit** : **2**  
**Duration** : **20 hours (75 minutes per session)**

Course Outcomes	Description	Cognition	Hours	Evaluation Tools
CO1	<b>Understanding</b> key business analytics concepts to interpret online business value in the digital era.	<b>L2: Understand</b>	4.5	<u>Internal</u> Case study <u>End Term-</u> Theory
CO2	<b>Illustrate</b> the industry concepts and analyze strategies to coexist and outcompete rivals.	<b>L3: Apply</b>	2.5	<u>Internal-</u> Practical <u>End Term-</u> Theory
CO3	<b>Demonstrate</b> the current business analytics tools and reassess them.	<b>L3: Apply</b>	4.5	<u>Internal-</u> Practical <u>End Term-</u> Theory
CO4	<b>Analyze</b> global business trends and their impact.	<b>L4: Analyse</b>	4.5	<u>Internal-</u> Project <u>End Term-</u> Theory
CO5	<b>Solve</b> complex business problems through analytics.	<b>L6: Create</b>	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
CO1	3	2	-	2	-

CO2	3	3	-	2	-
CO3	2	3	-	2	-
CO4	2	3	2	3	2
CO5	2	3	2	3	2
<b>CO</b>	<b>2.4</b>	<b>2.8</b>	<b>2.0</b>	<b>2.4</b>	<b>2.0</b>

## Session Plan

Sr. No	Hours	Units	Cos	Topics Mapped with CO	Evaluation Tools
1	2.5	Introduction to business analytics, objectives, transition from traditional business to e-business, Analytics in International Business	CO1	L2: Understand	<u>Internal</u> Case study <u>End Term-</u> Theory
		<b>How Businesses use data / Big data</b> <b>Analytics - “The new path to Value”</b>			
2	2.5	Introduction to analytics, applications, analytics in business support functions, analytics in industries - retail, analytical application development, widely used applications of analytics-anatomy of social media analytics, components.	CO2	L3: Analyse	<u>Internal-</u> Practical <u>End Term-</u> Theory
		<b>Relational Database Management (RDBMS)</b>			
5	4.5	Introduction to RDBMS, DBMS vs RDBMS, data modeling (entity, attributes, cardinality), data models (conceptual, logical, physical), data modeling techniques- normalization, entity relationship diagram (ERD), advantages, applications.	CO3	L3: Analyse	<u>Internal-</u> Practical <u>End Term-</u> Theory
		<b>Data Visualization / Data Issues</b>			
6	4.5	Understanding structured data, unstructured data and semi-structured data, excellence in visualization, types, examples, tips	CO4	L4: Analyse	<u>Internal-</u> Project <u>End Term-</u>

		for data visualization.			Theory
		<b>Analytics in customer requirement analysis/general management/IT/marketing/finance/operations/SCM</b>			
7	4	Understanding the impact of analytics in segments of business	CO5	L6: Create	<u>Internal-Project</u> <u>End Term-</u> Theory
		Introduction to Structured Query Language (SQL), demonstrations			
8	2	<b>The Dark Side of Big Data Analytics</b>			
		Introduction to Data Mining and its impact in business, Challenges, future scenario, Gathering and selecting data, data cleansing and selecting data, output, evaluation of results, mistakes.	CO1	L2: Understand	<u>Internal</u> Case study <u>End Term-</u> Theory

### Pedagogy

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

### Evaluation

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



**Parameters of Internal Assessment:**

1. Attendance
2. Class Participation
3. Assignment
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%
Assignment	5	30.0%	40.0%	30.0%	0.0%	0.0%
Project	5	0.0%	0.0%	0.0%	40.0%	60.0%
<b>End Term</b>	<b>30</b>	<b>13.3%</b>	<b>26.7%</b>	<b>20.0%</b>	<b>20.0%</b>	<b>20.0%</b>
<b>Total</b>	<b>50</b>	<b>15.0%</b>	<b>24.0%</b>	<b>19.0%</b>	<b>20.0%</b>	<b>22.0%</b>

**Reference Books:**

Book Title	Name of Author	Publisher	Edition No.	Year
Fundamentals of Business Analytics	RN Prasad & Seema Acharya	Wiley		2014
Big Data, Big Analytics: Emerging Business Intelligence and Analytic	Michael Minelli	Wiley CIO		2013

Trends for Today's Businesses				
Big Data: A Revolution That Will Transform How We Live, Work and Think- [Paperback]	Viktor Mayer Schonberger (Author)	Kenneth Cukier		<b>2013</b>

#### **E-Books:**

<b>Book Title</b>	<b>Link</b>	<b>Year</b>
Business analytics	<a href="http://ptgmedia.pearsoncmg.com/images/9780133552188/samplepages/0133552187.pdf">http://ptgmedia.pearsoncmg.com/images/9780133552188/samplepages/0133552187.pdf</a>	
How to become business analyst	<a href="https://www.iiba.org/Learning-Development/Webinars/Public-Archive/2011/How-to-Become-a-Business-Analyst-2011-pdf.aspx">https://www.iiba.org/Learning-Development/Webinars/Public-Archive/2011/How-to-Become-a-Business-Analyst-2011-pdf.aspx</a>	
Big data	<a href="https://www.planet-data.eu/sites/default/files/presentations/Big_Data_Tutorial_part4.pdf">https://www.planet-data.eu/sites/default/files/presentations/Big_Data_Tutorial_part4.pdf</a>	
Big data white book	<a href="http://www.fujitsu.com/in/Images/WhiteBookofBigData.pdf">http://www.fujitsu.com/in/Images/WhiteBookofBigData.pdf</a>	

Big data analytics	<a href="ftp://public.dhe.ibm.com/software/pdf/at/SWP10/Big_Data_Analytics.pdf">ftp://public.dhe.ibm.com/software/pdf/at/SWP10/Big_Data_Analytics.pdf</a>	

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

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

### Mapping COs with POs

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

CO Code	PO 1	PO 2	PO 3	PO 4	PO 5
<b>CO-1</b>	3	1	1	1	1
<b>CO-2</b>	1	1	3	2	1
<b>CO-3</b>	1	1	3	3	2
<b>CO-4</b>	1	1	2	2	2
<b>CO-5</b>	1	1	2	2	3
<b>CO</b>	1.4	1	2.2	2	1.8

Sr. No	Hrs	Units	Cos	Topics Mapped with CO	Evaluation Tools
1	2	<b>Introduction to Sales Management</b>			
(i)	1	Nature and Importance of sales Management, Types of Selling, (Maintenance Selling, Developmental Selling, Consultative Selling, Response selling, missionary selling, creative selling, Business Selling), Skills of a sales Manager, Women in sales, Sales strategies, and tactics	CO1: Explain the factors leading to successful sales management strategies	L2:	<u>Internal</u>
				Understand	Assignment
					<u>End term</u>
					Case study, short answers
(ii)	1	Sales Management Process, Emerging Trends in Sales Management, Types and Levels of Sales Management Positions, Linking Sales and Distribution Management, Responsibilities of a salesperson.			

2	4	Organization of Sales Staff			
(i)	2	Definition of Sales Organization, Factors Influencing the Structure, Changes in Structure, Organizational Principles Advantages & Disadvantages of Sales Organization, Sales Organization Structure (Territorial, Product Customer, functional, Complex), Principal of Developing an Organization Structure),	CO2: Build and implement appropriate sales based analytical and critical thinking abilities for data-based decision making.	L3: Apply	<u>Internal-</u>
					Case Study
					<u>End term</u>
					Case study, short answers
(ii)	2	Methods of Determining Sales Force Size (Affordability Method, Incremental method, Workload method)	CO2: Build and implement appropriate sales based analytical and critical thinking abilities for data-based decision making.		
3	5	Sales Quota			
(i)	5	Definition Sales Quota, Importance of Sales Quota, The Concept of Smart, SBO, Defining Annual Objectives, Procedure for Setting Quota, Types of Sales Quotas (Sales Volume Quota, Sales Budget Quota, Sales Activity Quota, Combination Quota, Methods of Setting Quota, Problems in Setting Quota, Sales Statement, Market Share, Sales Quota vs. Market Share (Sales Potential)	CO5: Create value propositions for all stakeholders in an integrated manner by measuring and applying sales management for organizational growth	L5:	<u>Internal-</u>
				Evaluate	Assignment
					<u>End term</u>
					Case study, short answers

<b>4</b>	<b>7</b>	<b>Sales Territory</b>			
(i)	3	Definition of Sales Territory, Advantages & Disadvantages, Reasons for setting up or reviewing sales territories, Procedure for Designing a Sales Territory, Criteria for Selecting Geographical Control Units (Starting Point, Territory Shapes, Control Units Adjacent to Starting Point), Use of IT in territory Management.	CO5: Create value propositions for all stakeholders in an integrated manner by measuring and applying sales management for organizational growth	L5:	<u>Internal-</u>
				Evaluate	Case study
					<u>End term</u>
					Case study, short answers
(ii)	4	Allocation Criteria and Workload Analysis, Strategic Account Planning matrix, Sales Territory Mapping, Procedure for setting up a routing plan, Scheduling and Time Management.			
<b>5</b>	<b>3</b>	<b>Sales Promotion</b>			
(i)	3	Objectives of Sales Promotion, Types of Sales Promotions, Types of Trade Promotions, Factors Influencing Sales Promotion, Tools, and Techniques of Sales Promotion. Analysis of Sales Promotion w.r.t Sales Revenue & Total Expense	CO4: Assess the sales tools and integrate with company's vision and individual performance	L5:	<u>Internal-</u>
				Evaluate	Case study
					<u>End term</u>
					Case study, short answers
<b>6</b>	<b>6.5</b>	<b>Sales Force: Compensation &amp; Evaluation and Effective Control</b>			
(iv)	2	Objectives & Characteristics of Compensation Plan, Types of Compensation, Performance Appraisal Process			

(i)	4.5	Sales Force Performance: Input-Output Base Approach, Criteria for Evaluation, Setting Up Performance Standards, Sales Reports (Call Report, Daily Sales, Weekly Sales, Monthly/Annual), Sales Force Expenses analysis, Marketing Cost Analysis, Sales variance analysis.	CO3: Examine the role that a salesforce plays in marketing strategies to develop value-based Leadership ability	L4:	<u>Internal-</u>
				Analyse	Article
					<u>End term</u>
					Case study, short answers
7	4.5	<b>Sales Information, Sales Strategy and Ethics, Social &amp; legal Responsibility</b>			
(i)	1.5	Sales Information, Forecasting Market Demand, Importance of Sales Forecasting, Forecasting Process, Methods, Factor Affecting Methods,	CO4: Assess the sales tools and integrate with company’s vision and individual performance.		<u>Internal-Case Study</u> <u>End term</u>
	2	Sales Strategy: Designing by using concept of Sales Quota, Sales Promotion, Sales Territory, Sales Organization,			
(ii)	1	Ethical, Social, and Legal Responsibility of a Sales Personal		L5: Evaluate	
					short answers
8	8	<b>Sales Force: Recruitment, Selection, Training and Motivation</b>			



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

### **Pedagogy**

73.Lecture

74.Case Studies Analysis, Recent Newspaper Article discussion

75.Presentation and assignments

### **Evaluation**

Internal 40%

External 60%

**Total 100%**

### **Parameters of Internal Assessment**

93.Attendance

94.Class Participation

95.Class Test

96.Class Activity

97.Assignments

98.Projects

### **Assessment Mapping**

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

Assignments	8	10%	20%	30%	20%	20%
Final Presentation	10	20%	20%	20%	20%	20%
Business Chaupal	10	15%	15%	20%	25%	25%
<b>End Term</b>	<b>60</b>	<b>--</b>	<b>--</b>	<b>30%</b>	<b>40%</b>	<b>30%</b>
<b>TOTAL</b>	<b>100</b>	<b>--</b>	<b>--</b>	<b>30%</b>	<b>40%</b>	<b>30%</b>

**Text Book:**

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

**Reference Book:**

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

**E-Books:**

Book Title	Link
1.Sales Management	<a href="http://164.100.133.129:81/eCONTENT/Uploads/Sales_Management.pdf">http://164.100.133.129:81/eCONTENT/Uploads/Sales_Management.pdf</a>
2. Sales & Distribution Management	<a href="https://www.pdfdrive.com/sales-and-distribution-management-d34430172.html">https://www.pdfdrive.com/sales-and-distribution-management-d34430172.html</a>
3. How-to-Build-a-World-Class-Internet-Lead-Generation-Program	<a href="https://www.free-ebooks.net/ebook/How-to-Build-a-World-Class-Internet-Lead-Generation-Program">https://www.free-ebooks.net/ebook/How-to-Build-a-World-Class-Internet-Lead-Generation-Program</a>

4. 17 Highly-Guarded Strategies to Close (Open) Every Sale Guaranteed Plus How to Combat the Fear of Closing	How-to-Build-a-World-Class-Internet-Lead-Generation-Program
5. Increase your Leads by 100% with 23 Lead Generation Ideas	<a href="https://www.free-ebooks.net/ebook/Increase-your-Leads-by-100-with-23-Lead-Generation-Ideas">https://www.free-ebooks.net/ebook/Increase-your-Leads-by-100-with-23-Lead-Generation-Ideas</a>
6. How to Use LinkedIn to Sell More Books	<a href="https://www.free-ebooks.net/ebook/How-to-Use-LinkedIn-to-Sell-More-Books">https://www.free-ebooks.net/ebook/How-to-Use-LinkedIn-to-Sell-More-Books</a>
7. Prospecting-and-the-Sales-Pitch	<a href="https://www.free-ebooks.net/ebook/Prospecting-and-the-Sales-Pitch">https://www.free-ebooks.net/ebook/Prospecting-and-the-Sales-Pitch</a>
8. How-to-Build-a-Distributor-Network-While-Building-a-Conversation	<a href="https://www.free-ebooks.net/ebook/How-to-Build-a-Distributor-Network-While-Building-a-Conversation">https://www.free-ebooks.net/ebook/How-to-Build-a-Distributor-Network-While-Building-a-Conversation</a>
9. Strategy and tactics for sales professionals during Covid-19 crisis	<a href="https://economictimes.indiatimes.com/https://economictimes.indiatimes.com/small-biz/marketing-branding/marketing/strategy-and-tactics-for-sales-professionals-during-covid-19-crisis/articleshow/75092300.cms?utm_source=contentofinterest&amp;utm_medium=text&amp;utm_campaign=cppst">https://economictimes.indiatimes.com/https://economictimes.indiatimes.com/small-biz/marketing-branding/marketing/strategy-and-tactics-for-sales-professionals-during-covid-19-crisis/articleshow/75092300.cms?utm_source=contentofinterest&amp;utm_medium=text&amp;utm_campaign=cppst</a>

**Course Title** : **Global Marketing**  
**No of Credits** : **2**  
**Contact Hours** : **20 hrs (75 minutes per session)**

Course Outcomes	Description	Cognition	Hours	Evaluation Tools
CO1	Assess and point out the current issues in global marketing and to understand the elements of global market plan.	K2: Understand	4	<u>Internal</u> Test <u>End Term</u> Theory
CO2	Examine cultural, political, legal and economic issues impacting the global marketplace	K4: Analyse	4	<u>Internal-</u> Assignment <u>End Term</u> Theory
CO3	Develop competitive strategies by addressing global competitive analysis, global market entry strategies and global sourcing strategies	K4: Analyse	4	<u>Internal-</u> Test <u>End Term</u> Case
CO4	Examine the special characteristics of an international knowledge environment and innovations and their marketing decision making	K5: Evaluate	4	<u>Internal-</u> Project <u>End Term-</u> Theory
CO5	Evaluate different marketing tools and strategies in the context of technology and knowledge intensive markets and learn how to analyse and criticize firms' strategic marketing decisions in these markets.	K5: Evaluate	4	<u>Internal-</u> Case Analysis <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	2	3
CO2	3	2	1	3	3
CO3	1	2	1	3	3
CO4	3	3	1	2	3
CO5	3	3	2	3	3
<b>CO</b>	<b>2.6</b>	<b>2.4</b>	<b>1.2</b>	<b>2.6</b>	<b>3</b>

### Session Plan

Sr. No	Hrs	Units	COs	Topics Mapped with CO	Evaluation Tools
<b>1</b>	<b>4</b>	<b>Introduction to Global Marketing</b>			
(i)	4 hours	Need for new approach to Global Marketing, Organizing for Global marketing, Global Marketing Environment & Pressure Groups, Understanding Globalization	CO 1- Assess and point out the current issues in global marketing and to understand the elements of global market plan.	K2: Understand	<u>Internal Quiz, Test</u> <u>End Term</u> Theory
<b>2</b>	<b>4</b>	<b>Organizing for Global marketing</b>			
(i)	<b>4 hours</b>	Understanding Global Cultures and Buyer Behavior, Ethical & Ecological Aspects of Market Planning, Opportunity Analysis & Market Selection	CO 2- Examine cultural, political, legal and economic issues impacting the global marketplace	K3: Apply	<u>Internal- Assignment</u> <u>End Term</u> Theory
<b>3</b>	<b>4</b>	<b>Understanding Global Marketing Strategies</b>			
(i)	4	Market Entry, Competitive Advantage, Product and Brand Management	CO 3- Develop competitive strategies by addressing global competitive analysis, global market entry strategies and global sourcing strategies	K3: Apply	<u>Internal- Assignment</u> <u>End Term</u> Theory
<b>4</b>	<b>2</b>	<b>Global Services Marketing</b>			

(i)	2	Global Services Marketing, Global Communication	CO 4- Examine the special characteristics of an international knowledge environment and innovations and their marketing decision making	K4: Analyse	<u>Internal-Test</u> <u>End Term</u> Theory, Case
<b>5</b>	<b>2</b>	<b>Global Pricing, Logistics and Sales Force Management</b>			
(i)	2	Managing SC and Distribution, managing global marketing relationships, Global Pricing, Sales Force Management & Negotiation; Controlling Global Marketing Organizations	CO 5-Evaluate different marketing tools and strategies in the context of technology and knowledge intensive markets and learn how to analyse and criticize firms' strategic marketing decisions in these markets.	K4: Analyse	<u>Internal-Test</u> <u>End Term</u> Case

### **Pedagogy**

99. Lecture

100. Case Studies

101. Presentation and assignments

### **Evaluation**

Internal 20 marks (40%)

External 40 marks (60%)

**Total 100%**

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

76. Attendance

77. Class Participation

78. Class Test

79. Assignments

80. Projects

### **Assessment Mapping**

Parameter	Marks	CO 1	CO 2	CO 3	CO 4	CO 5
<b>Internal</b>	<b>20</b>	<b>20%</b>	<b>20%</b>	<b>20.0%</b>	<b>20.0%</b>	<b>20.0%</b>
<b>Class Test</b>	5	20.0%	0.0%	80.0%	0.0%	0.0%
<b>Project</b>	5	0.0%	0.0%	0.0%	60.0%	40.0%
<b>Attendance</b>	5	20.0%	20.0%	20.0%	20.0%	20.0%
<b>Class Participation</b>	5	20.0%	20.0%	20.0%	20.0%	20.0%
<b>End Term</b>	<b>30</b>	<b>13.3%</b>	<b>20.0%</b>	<b>20.0%</b>	<b>26.7%</b>	<b>20.0%</b>
<b>Total</b>	<b>50</b>	<b>13.0%</b>	<b>21.0%</b>	<b>20.0%</b>	<b>26.0%</b>	<b>20.0%</b>

**Text Book:**

Book Title	Name of Author	Publisher	Edition No.
Global Marketing Management	Kiefer Lee & Steve Carter	OUP	3rd Edition

**Reference Book:**

Book Title	Name of Author	Publisher	Edition No.
Global Marketing	Keegan	Pearson	7th Edition
International Marketing	Cateorah	TMH	12 <sup>th</sup> Edition
International marketing strategy	Onkvisit and shaw	PHI	3 <sup>rd</sup> Edition

**E-Books:**

Book Title	Name of Author	Publisher
Global Marketing	Warren J. Keegan •	Pearson

	Mark C. Green	
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**Course code** :  
**Course Title** : **Global Operations Management**  
**No of Credits** : **4**  
**Contact Hours** : **40 hrs (75 minutes per session)**  
**Course Faculty** :

Course Outcomes	Description	Cognition	Hours	Evaluation Tools
CO1	Understand the strategic view of the Operations and Sourcing in Global Market Place	K2: Understand	8	<u>Internal</u> Test <u>End Term</u> Theory
CO2	Apply the concept of different forces that drives the Globalization process in Global Operations	K3: Apply	8	<u>Internal-</u> Assignment <u>End Term</u> Theory
CO3	Analyse issues of Location Evaluation, Plant Layout, Capacity Expansion across various industries in Global Operations	K4: Analyse	8	<u>Internal-</u> Test <u>End Term</u> Sums
CO4	Evaluate various steps involved in Global Sourcing process	K5: Evaluate	8	<u>Internal-</u> Project <u>End Term-</u> Sums, Theory
CO5	Evaluate various sourcing strategies under exchange rate uncertainty affecting a firm's financial position	K5: Evaluate	8	<u>Internal-</u> Project <u>End Term-</u> Sums, 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	-	-	1	-
CO2	3	3	-	1	-
CO3	3	3	1	2	2
CO4	3	3	1	2	2
CO5	2	3	1	2	2
<b>CO</b>	<b>2.8</b>	<b>3.0</b>	<b>1.0</b>	<b>1.6</b>	<b>2.0</b>

### Session Plan

Sr. No	Hrs	Units	Cos	Topics Mapped with CO	Evaluation Tools
<b>1</b>	<b>2.5</b>	<b>Introduction to Corporate Finance</b>			
(i)	2.5	Principles and Goals of Financial Management, Agency theory, concept of value and return, Sources of Funds ESG in Corporate Finance	CO1: Outline the scope of Corporate Finance to get an overview of basic fundamentals of financial management.	K2: Understand	<u>Internal</u> Quiz, Test <u>End Term</u> Theory
<b>2</b>	<b>4</b>	<b>Time value of money</b>			
(i)	4	PV, FV, PVIF, FVIF, Rate, Year, Annuity, Discounting and Compounding	CO2: Compute the Return & Risk along with time value of money techniques to gauge its impact on financial decisions.	K3: Apply	<u>Internal-</u> Assignment <u>End Term</u> Sums
<b>3</b>	<b>3.5</b>	<b>Risk and Return</b>			
(i)	3.5	Measuring risk returns. Shareholder wealth returns and performance return measures, Accounting and cash-based return measures; sums using real time data	CO2: Compute the Return & Risk along with time value of money techniques to gauge its impact on financial decisions.	K3: Apply	<u>Internal-</u> Assignment <u>End Term</u> Theory
<b>4</b>	<b>6.5</b>	<b>Concept of Cost of Capital</b>			
(i)	6.5	Calculation of cost of debt, preference and	CO3: Analyse different	K4:	<u>Internal-</u>

		equity capital and calculation of WACC	valuations techniques used for equity and bonds to ascertain its valuations.	Analyse	Test <u>End Term Sums</u>
<b>5</b>	<b>3.5</b>	<b>Valuation of Securities</b>			
(i)	3.5	Equities and Debt – Concepts, Basic Valuations	CO3: Analyse different valuations techniques used for equity and bonds to ascertain its valuations.	K4: Analyse	<u>Internal-Test End Term Sums</u>
<b>6</b>	<b>6.5</b>	<b>Capital Budgeting</b>			
(i)	2.0	Introduction – Investment Decisions, Comparisons of Projects and Methods	CO1: Outline the scope of Corporate Finance to get an overview of basic fundamentals of financial management.	K2: Understand	<u>Internal-End Term Theory</u>
(ii)	4.5	NPV IRR – Ranking conflicts and resolution, Building risk and uncertainty into investment decisions	CO4: Assess the results carried out using appropriate tools & techniques to make feasible investment, financing and working capital decisions.	K5: Evaluate	<u>Internal-End Term-Sums, Theory</u>
<b>7</b>	<b>4.5</b>	<b>Capital Structure Theory and Policy</b>			
(i)	1.0	Relationship between firm value and capital structure. Impact of tax, depreciation on profits of the firm	CO1: Outline the scope of Corporate Finance to get an overview of basic fundamentals of financial management.	K2: Understand	<u>Internal-End Term Theory</u>
(ii)	3.5	Theories of capital structure; Calculating the capital structure for various sectors of the economy; Capital Structure Decisions;	CO4: Assess the results carried out using appropriate tools & techniques to make feasible investment, financing and working capital decisions.	K5: Evaluate	<u>Internal-Project End Term-Sums, Theory</u>
<b>8</b>	<b>5.0</b>	<b>Dividend Policy</b>			
(i)	5.0	Dividend Decisions and Dividend Policy	CO5: Evaluate methodologies used in dividends decisions for the wealth maximization of shareholders.	K5: Evaluate	<u>Internal-Project</u>
<b>9</b>	<b>5.0</b>	<b>Working Capital Management</b>			
(i)	1.0	Components of Working capital, Working Capital Policy	CO1: Outline the scope of Corporate Finance to get an overview of basic	K2: Understand	<u>Internal-End Term</u>

			fundamentals of financial management.		Theory
(ii)	4.0	Ascertain the cash and operating cycle, working capital requirement of the company; Debtors ,Credit, Inventory management techniques	CO4: Assess the results carried out using appropriate tools & techniques to make feasible investment, financing and working capital decisions.	K5: Evaluate	<u>Internal-Project</u> <u>End Term-Sums,</u> Theory

### **Pedagogy**

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

### **Evaluation**

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

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

- 81.Attendance
- 82.Class Participation
- 83.Class Test
- 84.Assignments
- 85.Projects

### Assessment Mapping

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

#### Text Book:

Book Title	Name of Author	Publisher	Edition No.	Year
Financial Management	IM Pandey	Vikas publication	12th	2021

#### Reference Book:

Book Title	Name of Author	Publisher	Edition No.	Year
Fundamentals of Financial Management	Prasanna Chandra	Tata McGraw Hill	6th	2017
Principles of Corporate finance	Richard a Brealey Stewart C Meyers, Franklin Allen and Pitabas Mohanty	McGraw Hill	8 <sup>th</sup>	

**E-Books:**

<b>Book Title</b>	<b>Name of Author</b>	<b>Publisher</b>	<b>Link</b>	<b>Year</b>
The World of Modigliani and Miller	Robert Alan Hill	Bookboon.com	<a href="https://bookboon.com/en/the-world-of-modigliani-and-miller-ebook">https://bookboon.com/en/the-world-of-modigliani-and-miller-ebook</a>	2015
Working Capital and Strategic Debtor Management,	Robert Alan Hill	Bookboon.com	<a href="https://bookboon.com/en/working-capital-and-strategic-debtor-management-ebook">https://bookboon.com/en/working-capital-and-strategic-debtor-management-ebook</a>	2013
Strategic Financial Management	Robert Alan Hill	Bookboon.com	<a href="https://bookboon.com/en/strategic-financial-management-ebook">https://bookboon.com/en/strategic-financial-management-ebook</a>	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

**Course Title : Leadership Lab - 1**

**No. of Credit : 2**

**Contact Hours : 20 hrs**

### **Course Description**

Leadership Labs provides an experiential component to the curriculum, where students are focused on a set of broad managerial perspectives. They will brainstorm and learn about frameworks and cases in strategic decision-making, critical-analytical thinking, and organizational behavior, which provides a broad context for those aspiring to serve in executive roles. As a part of the lab they will have to go through the rigor of dialogues, discussions, and inquiry through Book reviews, ET analysis, Movie analysis, Long case discussions etc. Emotional, spiritual, relationship and physical quotient will be given emphasis and parallelly aligned with all sessions in the form of Yoga, Zumba and training for run and fitness. Immersive, Experiential & Insightful, the course delivers a highly personalized learning experience with the ultimate goal of creating more productive, professional relationships. Most of the learning occurs in “T-group” Harvard school like sessions in which small, intimate groups of 12 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 OUTCOME

CO Code	Course Outcome; Student will be able to-	Cognition	Remarks
0203300316.1	Participate in a series of exercises and simulations designed to create the urgency and ambiguity that frequently accompanies real-life leadership challenges.	L3-Applying	
0203300316.2	Understand what is motivating them, both extrinsically and intrinsically, and to find leadership paths that will enable them to utilize their motivated capabilities.	L4-Evaluating	
0203300316.3	Explore how to build support teams and lead an integrated life.	L5-Analysing	
0203300316.4	Encourage and inculcate physical discipline and fitness goals	L4-Evaluating	
0203300316.5	Understand and apply the skills of mind development	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
<b>0203300316.1</b>	2	3	2	3	2
<b>0203300316.</b>	1	2	2	3	3



2					
0203300316.	2	2	3	3	3
3					
0203300316.	2	1	2	3	3
4					
0203300316.	2	3	3	3	2
5					
Average	1.8	2.2	2.4	3	2.6

### Contents:

- Personal leadership skills, practices and behavior contingent on the situation and the stakeholders involved
- Physical – Fitness schedule and self -discipline, Mental/emotional – Understanding right seeing, thinking and emoting
- Elements of effective leadership such as interpersonal skills, values clarification, change management,
- Conflict resolution, team development, and motivation
  - a. Physical – Experiential (Yoga session, Zumba/ Run)
  - b. Mental/emotional – Mental models & personal mastery
  - c. Spiritual – Shared Vision, Achieving Flow.

**Note: Physical exercises (CO 4) Zumba and Run practise will be held twice weekly, is outcome based and developed in alignment to classroom sessions.**

Session. No.	Topic/Sub – topic	Reading Material	Topics Mapped with CO	Cognition
1	Introduction to systems thinking	Fifth discipline	0203300316.2	Evaluating
2	Mental models- Right way of thinking, How thoughts control our DNA	Double feedback loop Biology of belief	0203300316.1	Applying
3	Creating optimal experiences – FLOW	The psychology of optimal experience	0203300316.2	Evaluating
4	Personal mastery – Personality and Essence	Obstacles to consciousness – Ouspensky	0203300316.1	Applying
5	Poetry appreciation	Selected readings	0203300316.5	Creating

6	Book review 1		0203300316.5	Creating
7	Dialogue process	David Bohm	0203300316.2	Evaluating
8	Theory U	Addressing the blind spot of our time – Otto Scharmer	0203300316.3	Analysing
8	Excuses begone	Video of Dr. Wayne Dyer	0203300316.5	Creating
10	Changing habits	How habits work	0203300316.4	Evaluating
11,12 & 13	Leadership Plays	Using literature classics	0203300316.1	
14	Assertiveness		0203300316.2	Evaluating
15	Empathy, Working with EQ		0203300316.3	
16	Master class		0203300316.5	Creating

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

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

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

1. Class Assignment
2. Book Review
3. Class Room Discussion
4. Journal Feedback
5. Class Participation
6. Presentation

#### **Text Book:**

- 1) Class materials

#### **Reference Books:**

1. On Dialogue, David Bohm, 1990

2. Fifth Discipline: The art & practice of learning organization, Peter Senge, Doubleday, 2006
3. Flow, The Psychology of Optimal Experience, Mihaly Csikszentmihalyi, Harper Collins, 2008
4. The biology of belief, Bruce Lipton, Hay House, 2010
5. Excuses Begone, Dr. Wayne W Dyer, Hay House, 2010
6. Humble Inquiry; The Gentle Art of Asking Instead of Telling, Edgar H. Schein, Berrett-Koehler Publishers, 2013
7. Soul of Leadership, Deepak Chopra, Harmony, 2010
8. Leadership and the new science, Margaret Wheatley, 1992

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

Course Outcome s	Description	Cognition	Hours	Evaluation Tools
CO1	<b>Outline</b> the scope of DSMM to get an overview of fundamentals of digital marketing.	L2: Understand	5.0	Internal Practical End Term- Short Answer
CO2	<b>Compute</b> the subject understanding by assessing their concepts on the basis of online certifications and usage of the tools.	L3: Apply	11.0	Internal- Online Certification End Term- Short Answer
CO3	<b>Analyse</b> tools; consumer journey and consumer persona used by them to run the campaigns.	L4: Analyse	5.0	Internal- FB & Insta Campaigns End Term- Case study
CO4	<b>Assess</b> the debriefing of the students on the basis of the presentation made on social media campaigns and making them aware about the right usage of the tools, audience and many other factors.	L5: Evaluate	10.0	Internal- Practical Campaigns & Presentations End Term- Case Study
CO5	<b>Evaluate</b> methodologies used in solving the media brief and creating a final campaign.	L5: Evaluate	.0	Internal- Presentations End Term- Case Study

### Mapping COs with POs

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

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

### Session Plan

Sr. No	Hrs	Units	Cos	Topics Mapped with CO	Evaluation Tools
<b>1</b>	<b>7.5</b>	<b>Introduction to Search Engine Optimization</b>			
(i) (ii) (iii)		Introduction to Search & Search Audit Search Campaign Planning and Keyword Research SEO Techniques 1 & SEO Techniques 2	CO1: Outline the scope of SEO to get an overview of fundamentals of digital marketing. CO2: Outline the scope of DSMM to get an overview of fundamentals of digital marketing.	K2: Understand	<u>Internal Practical</u> <u>End Term- Short Answer</u>
<b>2</b>	<b>7.5</b>	<b>Google Ads (Paid Campaigns)</b>			
(i) (ii) (iii) (iv)		Conversion Rate Optimization & AdWords Basics , Martech and Adtech Getting Started, Creating Your First Search Campaign ,Creating Your First Ad Group Understanding Quality Score ,Tracking Ad Performance  Understanding of pixel, its importance& the conversion optimizer, Optimizing for performance Campaign run through pixel	CO1: Outline the scope of Paid Campaigns to get an overview of fundamentals of digital marketing.  CO5: Compute the subject understanding by assessing their concepts on the basis of online certifications.	K2: Understand  K3: Apply	<u>Internal Practical</u> <u>End Term- Short Answer</u>  <u>Internal- Online Certification</u> <u>End Term- Short Answer</u>
<b>3</b>	<b>7.5</b>	<b>Introduction to Social Media</b>			
(i) (ii) (iii) (iv) (v)		Fundamentals of Social Media ,Social Platforms Account Setup Facebook Services ,Facebook Ads , Facebook Campaign ,Twitter LinkedIn ,Instagram, Pinterest	CO1: Outline the scope of Social Media to get an overview of fundamentals of digital marketing CO3: <b>Analyse</b> tools;	K3: Apply	<u>Internal- Online Certification</u> <u>End Term- Short Answer</u>

(vi) (vii)		Social Media Strategies - offline	consumer journey and consumer persona used by them to run the campaigns. CO4: <b>Assess</b> debriefing of the students on the basis of the presentation made on social media campaigns and making them aware about the right usage of the tools, audience and many other factors.	K4: Analyse	<u>Internal-FB &amp; Insta Campaigns</u> <u>End Term-Case study</u>
		Social Media Strategies -online integrated sales			
		Sales Strategy in the digital era - Selling through Social Media (App store optimization), Social media selling			
4	5.0	Content Marketing			
(i) (ii) (iii) (iv)  (v) (vi)		Content Marketing 1	CO2: Compute the subject understanding by assessing their concepts on the basis of online certifications and usage of the tools.	K4: Analyse  K5: Evaluate	<u>Internal-FB &amp; Insta Campaigns</u> <u>End Term-Case study</u>
		Content Marketing 2			
		Digital PR & ORM			
		Online Consumer Behaviour & Insights mining, STDC Model (See, think, Do, Care Model)			
		Blogging			
		Email marketing			
5	2.5	Mobile Marketing & Video Marketing			
(i)		Using Display Ads in Remarketing Campaigns ,Leveraging Video Advertising	CO3: Analyse tools; consumer journey and consumer persona used by them to run the campaigns.	K4: Analyse	<u>Internal-FB &amp; Insta Campaigns</u> <u>End Term-Case study</u>
		Mobile Sales -Mobile Analytics			
		Mobile Sales-Keyword designs, APP Funnel Journey			
6	2.5	E-commerce & Marketplace			
(i) (ii) (iii)		E-commerce Sales	CO2: Outline the scope of Ecommerce to get an overview of fundamentals of digital marketing.	K2: Understand	<u>Internal Practical</u> <u>End Term-Short Answer</u>
		Market place optimization			
		what to sell on market place, how to decide upon that, what kind of keywords to be taken, etc.)			
7	2.5	Campaign Formulation			
(i) (ii) (iii)		Campaign Strategy	CO5: Evaluate methodologies used in solving the media brief and creating a final campaign.	K5: Evaluate	<u>Internal-Presentations</u> <u>End Term-Case Study</u>
		Campaign Outcome Framework			
		Sample Campaign			
8	5.0	Final Presentation			

(i)	5.0	Final Presentation	CO5: Evaluate methodologies used in solving the media brief and creating a final campaign.	K5: Evaluate	<u>Internal-Presentations</u> <u>End Term-Case Study</u>
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### **Pedagogy**

21.Lecture  
22.Case Studies  
23.Presentation and assignments  
24.Videos  
25.Online Tools  
26.Online certifications

### **Evaluation**

Internal      40%  
External      60%  
**Total          100%**

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

14.Attendance  
15.Class Participation  
16.Class Presentations  
17.Class Activity  
18.Certifications

### **Assessment Mapping**

Parameter	Marks	CO 1	CO 2	CO 3	CO 4	CO 5
<b>Internal</b>	<b>40</b>	<b>12.5%</b>	<b>22.5%</b>	<b>20.0%</b>	<b>25.0%</b>	<b>20.0%</b>

<b>Class Activity</b>	5	20.0%	0.0%	80.0%	0.0%	0.0%
<b>Certification</b>	5	0.0%	100.0%	0.0%	0.0%	0.0%
<b>Presentation</b>	10	0.0%	0.0%	0.0%	60.0%	40.0%
<b>Attendance</b>	10	20.0%	20.0%	20.0%	20.0%	20.0%
<b>Class Participation</b>	10	20.0%	20.0%	20.0%	20.0%	20.0%
<b>End Term</b>	<b>60</b>	<b>13.3%</b>	<b>20.0%</b>	<b>20.0%</b>	<b>26.7%</b>	<b>20.0%</b>
<b>Total</b>	<b>100</b>	<b>13.0%</b>	<b>21.0%</b>	<b>20.0%</b>	<b>26.0%</b>	<b>20.0%</b>

#### Text Book:

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

#### Reference Book:

<b>Book Title</b>	<b>Name of Author</b>	<b>Publisher</b>	<b>Edition No.</b>	<b>Year</b>
Digital marketing	Vandana Ahuja	Oxford Publications	2 <sup>nd</sup>	2016

#### E-Books:

<b>Book Title</b>	<b>Name of Author</b>	<b>Publisher</b>	<b>Link</b>	<b>Year</b>
Cambridge Marketing Handbook	Karl Meyer & Neil Wilkins	Cambridge Marketing Press	<a href="http://delegates.marketingcollege.com/ASSETS/CollegeBookshelfDocuments/DigitalMarketing.pdf">http://delegates.marketingcollege.com/ASSETS/CollegeBookshelfDocuments/DigitalMarketing.pdf</a>	2015



Digital Marketing Strategy	Consultancy	Lyfe Marketing	<a href="https://www.lyfemarketing.com/blog/wp-content/uploads/2017/12/Digital-Marketing-Strategy-eBook.pdf">https://www.lyfemarketing.com/blog/wp-content/uploads/2017/12/Digital-Marketing-Strategy-eBook.pdf</a>	2017
Digital Marketing Handbook	E-marketing consultant	E-marketing Consultant	<a href="http://emarketingconsult.com/digital-marketing-handbook-2012">http://emarketingconsult.com/digital-marketing-handbook-2012</a>	2012

**Course Name : Placement Readiness Module**

**Credit : 4**

**Credit Hours : 40 Hrs.**

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:

105. Revision
106. Data Sufficiency
107. Visual Reasoning
108. Logical Deduction
109. Doubt Clearing Sessions
110. Mock Tests
111. Essay Writing
112. Corporate Jargons
113. Spotting Errors

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

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

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

CO Code	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

Sessi on	Hou rs	Topics	CO	Cognitio n	Evaluatio n Tool
1	1.25	<b>Corporate Jargons</b>	CO5: Apply rules of grammar and deduction techniques to solve grammatical portion in placement process	Understand	Internal Test,
2	1.25	<b>Essay Writing</b> (Format, types, Approaches, dos & don'ts,)	CO5: Apply rules of grammar and deduction techniques to solve grammatical portion in placement process	Understand	Internal Test,
3-4	2.5	<b>Spotting Errors</b> (Sentence correction using parts of speech, tenses)	CO5: Apply rules of grammar and deduction techniques to solve grammatical portion in placement process	Understand	Internal Test,
5-6	2.5	<b>Revision:</b> Recap of concepts learnt in semester 1 and 2	C02- <b>Understand</b> different placement practice techniques w.r.t Clock and Calendar to	Understand	Internal Test,

			strengthen the problem solving ability		
7-8	2.5	<b>Doubt Clearing Session:</b> Problems based on students' doubts	C02- <b>Understand</b> different placement practice techniques w.r.t Clock and Calendar to strengthen the problem solving ability	Understand	Internal Test,
9-10	2.5	<b>Data Sufficiency:</b> Basic Concepts, Tricks and Questions	C03- Analyze the given data logically with appropriate reasoning to deduce the results accurately.	Analyze	Internal Test,
11-12	2.5	<b>Visual Reasoning:</b> Basic Concepts, Tricks and Questions	C03- Analyze the given data logically with appropriate reasoning to deduce the results accurately.	Analyze	Internal Test,
13-14	2.5	<b>Logical Deduction:</b> Basic Concepts, Tricks and Questions	C03- Analyze the given data logically with appropriate reasoning to deduce the results accurately.	Analyze	Internal Test,
15-16	2.5	<b>Mock Test 1:</b> Mock Test for preparation of placements process	C01- Apply the concepts of Quantitative aptitude for successful placements in the corporates.	Apply	Internal Test,
17-18	2.5	<b>Mock Test 2:</b> Mock Test for	C01- Apply the concepts of Quantitative	Apply	Internal Test,

		preparation of placements process	aptitude for successful placements in the corporates.		
19-20	2.5	<b>Mock Test 3:</b> Mock Test for preparation of placements process	C01- Apply the concepts of Quantitative aptitude for successful placements in the corporates.	Apply	Internal Test,
21-22	2.5	<b>Mock Test 4:</b> Mock Test for preparation of placements process	C01- Apply the concepts of Quantitative aptitude for successful placements in the corporates.	Apply	Internal Test,
23-24	<b>2.5</b>	<b>Psychometric Test:</b> Concepts and work sheets	C04: 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	<b>2.5</b>	<b>Guesstimate:</b> Basic Concepts	C04: 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	<b>2.5</b>	<b>Situation Reaction Test:</b> Problems based on various situations and how to handle	C04: 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	<b>5</b>	<b>Magic Maths:</b> 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.		

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

### Parameters of Internal Assessment:

1. Class Test
2. Class Participation
3. Attendance

### Assessment Mapping

Parameter	Marks	CO 1	CO 2	CO 3	CO 4	CO 5
Attendance	10					
Class Participation	15					
Class Test 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 Code :**  
**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**

- 17.Road map
- 18.Building Effective Resumes\_ITM & ATS
- 19.Group Discussion Techniques / Trending topics
- 20.Personal Interview Techniques
- 21.Mock Interviews

Cos	Description	Cognition	Hours	Evaluation Tools
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CO1	Analyze their readiness w.r.t HR, technical, specialization specific questions for the campus placement process	L2- Understand	1	
CO2	Develop the ability to critically analyse a given situation and work to arrive at a most suitable solution during an interview.	L3- Apply	4	
CO3	Formulate plan of action to crack abstract, case based and other types of group discussions	L3- Apply	8	<b>Internal Group discussion</b>
CO4	Apply attributes of ATS format and increase their chances of receiving revert on their online job applications	L3- Apply	1	
CO5	Classify details of their internship on the ITM resume template in a way that describes their tasks, skills, gained experiences and measurable achievements effectively	L4- Analyze	2	

### Mapping COs with POs

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

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



CO5		3	3	1	
	2.3	3	2.8	2	

### Session Plan

Sessi on No	Hr s	Topic	COs	Cogni tion	Evaluatio n Tools
1	1	Roadmap & Placement Guidance for career growth	CO1 Compare industries and sectors & eventually take a decision about the profiles and industries of their choice	Unders tand	
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	Analyz e	
3		Video Resume			
4-5		Resume Review	CO5 - Classify details of their internship on a resume in a way that describes their tasks, skills, gained experiences and measurable achievements effectively		

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

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

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

**Parameters of Internal Assessment:**

- 12.Mock Interviews
- 13.Attendance
- 14.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%
<b>End Term</b>	<b>60</b>	20%	20%	20%	20%	20%

**Textbook:**

Study material provided by Concerned Faculty

**Reference Books:**

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

**Course Title : Capstone Project Phase II**

**Semester : III**

**No of Credit : 2**

**Duration : 20 hrs**

**PROGRAM OUTCOMES**

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

		Course Outcome :	Capstone Project Phase II		
		Course outcome	After the completion of the projects students should be able to	Cognition	Remarks

			CO1 :Students will be able to develop a procedure for data collection through designing instruments	<b>L4 : Apply</b>	
			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
<b>CO1</b>	3	3	3	1	3	2	3	2
<b>CO2</b>	3	3	3	1	3	2	3	2
<b>CO3</b>	3	3	3	1	3	2	3	3

<b>CO4</b>	3	3	3	2	3	2	3	3
<b>PO attainment</b>	4	4	4	1.25	4	2	4	2.5

# Semester IV

**Course Title : Capstone Project Final**

**Semester : IV**

**No of Credit : 4**

**Duration : 40 hrs**

**PROGRAM OUTCOMES**

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

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

			CO2 : The ability to infer and integrate information to come to a logical conclusion	Analyse	
			CO3 : Students will be able to provide , suggestions and recommendation for the reserach problem	Create	
			CO 4 : Students will be able to conclude research outcomes in a standard report format	Evaluate	
			CO5 : Students will be able to appraise and communicate the research outcomes in a comprehensive and concise manner through a formal presentation	Evaluate	

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

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



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**Course Title** : **Social Psychology**  
**No of Credits** : **2**  
**Contact Hours** : **20 hrs (ONLINE)**

Course Outcomes	Description	Cognition	Hours	Evaluation Tools
CO1	Introductory knowledge of classic and contemporary research in social psychology—the scientific study of how people think about, influence, and relate to one another	K2 Understand	4	<u>Internal</u> Test <u>End Term</u> Theory
CO2	Provide the learner with psychological insights and information that can be used to improve life, relationships, and work	K3: Analyze	4	<u>Internal-</u> Assignment <u>End Term</u> Theory
CO3	Focus on surprising, entertaining, and intriguing research findings that are easy to apply in daily life, markets and competition	K4: Apply	4	<u>Internal-</u> Test <u>End Term</u>
CO4	Equip the learner with working knowledge of handling issues like conflicts etc	K5 : Evaluate	4	<u>Internal-</u> Project <u>End Term-</u> Theory
CO5	Conduct research, think critically, and debate effectively to comprehend the issues and processes described and to relate them to current affairs and present-day issues of significance.	K5: Evaluate	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
CO1	3	2	2	1	1
CO2	2	1	3	3	2
CO3	2	2	-	1	2
CO4	3	2	2	2	3
CO5	1	2	1	2	3
<b>CO</b>	<b>2.2</b>	<b>1.8</b>	<b>1.6</b>	<b>1.8</b>	<b>2.2</b>

### Session Plan

Sr. No	Hrs	Units	COs	Topics Mapped with CO	Evaluation Tools
<b>1</b>	<b>2</b>	<b>Introduction to Social Psychology</b>			
(i)	2	Conceptual understanding of Social Psychology and its relevance in current-day work	CO 1- Introductory knowledge of classic and contemporary research in social psychology—the scientific study of how people think about, influence, and relate to one another	K2: Understand	<u>Internal</u> Quiz, Test <u>End Term</u> Theory
<b>2</b>	<b>2</b>	<b>Self-Fulfilling Prophecy</b>			
(i)	2	Persuasion and Attribution Theory	CO 2- Critically engage with academic and policy literature on foreign policy	K3: Apply	<u>Internal-</u> Assignment <u>End Term</u> Theory
<b>3</b>	<b>2</b>	<b>Obedience and Authority</b>			
(i)	2	<b>Importance of humbleness and abiding by rules</b>	CO3: Provide the learner with psychological insights and information that can be used to improve life,	K3: Apply	<u>Internal-</u> Assignment <u>End Term</u> Theory

			relationships, and work		
<b>4</b>	<b>2</b>	<b>Group Pressure and Conformity</b>			
(i)	2	Group Pressure	CO4: Focus on surprising, entertaining, and intriguing research findings that are easy to apply in daily life, markets and competition	K4: Analyze	<u>Internal-Case Analysis End Term Theory</u>
<b>5</b>	<b>2</b>	<b>Conflict and peace management</b>			
(i)	2	Conflict Resolution	CO4: Conduct research, think critically and debate effectively to comprehend the issues and processes described and to relate them to current affairs and present-day issues of significance	K4: Analyze	<u>Internal-Test End Term Theory</u>

### **Pedagogy**

- 114. Lecture
- 115. Case Studies
- 116. Presentation and assignments

### **Evaluation**

Internal	20 marks (40%)
External	40 marks (60%)
<b>Total</b>	<b>100%</b>

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

- 86. Attendance
- 87. Class Participation
- 88. Class Test
- 89. Assignments
- 90. Projects



### Assessment Mapping

Parameter	Marks	CO 1	CO 2	CO 3	CO 4	CO 5
Internal	20	20%	20%	20.0%	20.0%	20.0%
Class Test	5	20.0%	0.0%	80.0%	0.0%	0.0%
Project	5	0.0%	0.0%	0.0%	60.0%	40.0%
Attendance	5	20.0%	20.0%	20.0%	20.0%	20.0%
Class Participation	5	20.0%	20.0%	20.0%	20.0%	20.0%
End Term	30	13.3%	20.0%	20.0%	26.7%	20.0%
Total	50	13.0%	21.0%	20.0%	26.0%	20.0%

### Assessment Mapping

Parameter	Marks	CO 1	CO 2	CO 3	CO 4	CO 5
<b>Internal</b>	<b>20</b>	<b>20%</b>	<b>20%</b>	<b>20.0%</b>	<b>20.0%</b>	<b>20.0%</b>
<b>Class Test</b>	5	20.0%	0.0%	80.0%	0.0%	0.0%
<b>Project</b>	5	0.0%	0.0%	0.0%	60.0%	40.0%
<b>Attendance</b>	5	20.0%	20.0%	20.0%	20.0%	20.0%
<b>Class Participation</b>	5	20.0%	20.0%	20.0%	20.0%	20.0%
<b>End Term</b>	<b>30</b>	<b>13.3%</b>	<b>20.0%</b>	<b>20.0%</b>	<b>26.7%</b>	<b>20.0%</b>
<b>Total</b>	<b>50</b>	<b>13.0%</b>	<b>21.0%</b>	<b>20.0%</b>	<b>26.0%</b>	<b>20.0%</b>

#### Text Book

Online material and Videos available as course ware

#### Reference Book:

Name	Author	Edition	Publisher
Social Psychology	Sanderson Catherine A	2010	Wiley India Pvt Limited, New Delhi
Social Psychology	Baron Robert A & Byrne Donn	Edition VI	Prentice Hall, New Delhi









