

PROGRAM CURRICULUM

(Applicable for the batches admitted from A.Y 2025-26)

THREE YEAR U.G PROGRAM

**BACHELOR OF BUSINESS ADMINISTRATION
(DIGITAL MARKETING)**



A D I T Y A
U N I V E R S I T Y

Aditya Nagar, ADB Road, Surampalem, Andhra Pradesh

VISION & MISSION OF THE UNIVERSITY

VISION

To be a globally recognized University through excellence in Education, Innovation, and Sustainable Growth

MISSION

Deliver collaborative education to prepare students for global challenges through

1. Transformative learning.
2. Vibrant research ecosystem.
3. Sustainable and inclusive community

VISION & MISSION OF THE SCHOOL OF BUSINESS

VISION

To be a world-class business school advancing academic excellence, innovation, and global talent to develop responsible leaders shaping an inclusive and sustainable future

MISSION

M1: Deliver transformative business education that blends academic rigor with real-world relevance and ethical grounding.

M2: Nurture globally competent, entrepreneurial leaders through innovation, research, and interdisciplinary learning.

M3: Champion sustainability, social impact, and inclusive growth through collaborative industry and community engagement

PROGRAM OUTCOMES (POs)

After successful completion of the program,

- PO1: Proficiency in Business Fundamentals:** Graduates will showcase a thorough grasp of essential business concepts, models, and practices spanning multiple functional areas of management.
- PO2: Competence in Solving Business Challenges:** Graduates will effectively diagnose and resolve complex business issues by applying research tools, data interpretation, and strategic decision-making approaches.
- PO3: Logical and Analytical Reasoning:** Graduates will demonstrate the capacity to critically assess business scenarios, apply structured thinking, and arrive at reasoned, evidence-based conclusions.
- PO4: Strong Communication Skills:** Graduates will be able to articulate ideas clearly and confidently through both written and spoken communication, suitable for diverse professional contexts including presentations, reports, and negotiations.
- PO5: Legal Awareness and Ethical Integrity:** Graduates will understand and apply business laws, uphold ethical standards in decision-making, and recognize the importance of corporate governance and compliance.
- PO6: Leadership and Team Engagement:** Graduates will develop key leadership attributes, including the ability to guide, influence, and collaborate with teams while embracing adaptability and shared problem-solving.
- PO7: Entrepreneurial Orientation:** Graduates will embody entrepreneurial thinking, demonstrating originality, proactive innovation, and the ability to pursue and develop new business ventures or opportunities.
- PO8: Commitment to Human Values:** Graduates will integrate core human values such as honesty, empathy, harmony, and scientific curiosity into their personal and professional conduct, promoting ethical and socially conscious leadership.
- PO9: Digital and Technological Literacy:** Graduates will possess the ability to leverage digital tools, business technologies, and analytics platforms to enhance decision-making and organizational efficiency.
- PO10: Teamwork and Global Business Dynamics:** Graduates will work productively within diverse and cross-cultural teams, contributing effectively to collective goals through cooperation, shared responsibility, and mutual respect, while demonstrating awareness of international business trends, cultural nuances, and the economic impact of globalization on business practices.
- PO11: Lifelong Learning Orientation:** Graduates will exhibit a proactive attitude toward continuous learning, professional growth, and staying aligned with evolving industry practices and innovations.

PROGRAM SPECIFIC OUTCOMES (PSOs)

After successful completion of the program,

- PSO1: Digital Marketing Tools & Platforms Proficiency:** Graduates will be able to effectively utilize digital tools and platforms (such as SEO, SEM, Google Analytics, Social Media, Email Marketing, CRM tools) to develop, implement, and evaluate marketing campaigns.
- PSO2: Content Strategy and Consumer Engagement:** Graduates will demonstrate the ability to craft compelling digital content and manage online brand presence, using customer behavior analytics to optimize engagement and conversion rates.
- PSO3: Data-Driven Marketing and Ethical Practice:** Graduates will apply data analysis and digital metrics to marketing decisions while adhering to legal, ethical, and privacy standards in online marketing environments.

PROGRAM EDUCATIONAL OBJECTIVES (PEOs)

After successful completion, this program will support

- PEO 1: Strong Foundation in Business Disciplines:** To equip students with comprehensive knowledge across essential business domains such as accounting, finance, marketing, operations, and management, fostering a robust understanding of core principles that drive business success.
- PEO 2: Development of Analytical and Problem-Solving Skills:** To build students' capacity for critical thinking and logical analysis, enabling them to address complex business challenges through informed decision-making and data-driven solutions.
- PEO 3: Mastery in Communication:** To strengthen students' written, verbal, and interpersonal communication skills, preparing them to articulate ideas clearly, craft professional business documents, and deliver impactful presentations.
- PEO 4: Fostering Collaboration and Leadership:** To instil a strong appreciation for teamwork and cooperative problem-solving, while also nurturing leadership abilities that empower students to effectively manage group dynamics and drive collective success.
- PEO 5: Encouraging Innovation and Entrepreneurial Thinking:** To inspire a spirit of innovation and cultivate an entrepreneurial outlook, encouraging students to think creatively, embrace risk, and recognize emerging opportunities in the business landscape.
- PEO 6: Commitment to Lifelong Learning and Growth:** To promote an enduring commitment to personal and professional development by encouraging students to remain agile, pursue advanced learning, and adapt continuously in a fast-changing business environment.

Bachelor of Business Administration (Digital Marketing)
Program Curriculum-2025

Credit Division:

S. No	Category of Courses	Credits
1	Program Core Courses (PCC)	48
2	Discipline Specific Courses (DSC)	30
3	Ability Enhancement Courses (AEC)	05
4	Multi-Disciplinary Course (MDC)	05
5	Value Added Courses (VAC)	12
6	Skill Enhancement Courses (SEC)	12
7	Summer Internship (SI)	04
8	Capstone Project (CPROJ)	04
10	Mandatory courses (MC)	0
Total Credits		120

FC- Fundamental Courses

IC- Intermediate Level Courses

AC- Advanced Courses

Program Core Courses (PCC)										
Course Code	Course Title	Level	L	T	P	C	CIE	SEE	Total	Pre-requisite
2506BD42	Principles and Practices of Management	FC	2		1	3	50	50	100	-
2506BD33	Financial Accounting	FC	2	1		3	50	50	100	-
2506BD29	Business Statistics and Logic	FC	2	1		3	50	50	100	-
2506BD40	Micro economics	FC	2		1	3	50	50	100	-
2506BD04	Human Behavior and Organization	IC	2		1	3	50	50	100	PPM
2506BD38	Marketing Management	FC	2		1	3	50	50	100	-
2506BD08	Macro Economics	IC	2		1	3	50	50	100	MiE
2506BD06	Legal and Ethical Issues in Business	FC	2		1	3	50	50	100	-
2506BD27	Business Environment and Public Policy	FC	2		1	3	50	50	100	-
2506BD41	Operations Management	FC	2		1	3	50	50	100	-
2506BD28	Business Research Methodology	FC	2	1		3	50	50	100	-
2506BD44	Strategic Management	FC	2		1	3	50	50	100	-
2506BD07	Logistics and Supply chain Management	IC	2		1	3	50	50	100	MM
2506BD36	Intellectual Property Rights	FC	2		1	3	50	50	100	-
2506BD22	Project Management	AC	2		1	3	50	50	100	OM
2506BD12	Business Taxation	AC	2	1		3	50	50	100	FA
	Total					48				

Discipline Specific Courses (DSE)

Digital Marketing (DM)											
S. No	Course Code	Course Title	Level	L	T	P	C	CIE	SEE	Total	Pre-requisite
I	2506BD20	Introduction to Digital Marketing	AC	2		1	3	50	50	100	-
II	2506BD24	Social Media Marketing	AC	2		1	3	50	50	100	IDM
III	2506BD18	Email Marketing	AC	2		1	3	50	50	100	
IV	2506BD16	Digital Startup and New Venture Management	AC	2		1	3	50	50	100	
V	2506BD21	Mobile Marketing	AC	2		1	3	50	50	100	
VI	2506BD23	Search Engine Optimization	AC	2		1	3	50	50	100	
VII	2506BD26	Affiliate Marketing and Google AdSense	AC	2		1	3	50	50	100	
VIII	2506BD15	Content Marketing	AC	2		1	3	50	50	100	
IX	2506BD17	E-CRM	AC	2		1	3	50	50	100	
X	2506BD14	Consumer Analytics	AC	2		1	3	50	50	100	
		Total					30				

Ability Enhancement Courses (AEC)											
Course Code	Course Title	Level	L	T	P	C	CIE	SEE	Total	Pre-requisite	
2506BD34	Fundamental Cognitive Skills for Managers	FC			1	1	100	-	-	-	
2506BD11	Advanced Cognitive skills for Managers	IC			1	1	100	-	-	FCSM	
2506BD19	Employability Skills V	AC				1	100	-	-	ES-IV	
2506BD25	Student Activity Based Learning	AC				2	-	-	-	-	

Multi-Disciplinary Course (MDC)											
Course Code	Course Title	Level	L	T	P	C	CIE	SEE	Total	Pre-requisite	
2506BD37	IT & AI Skills	FC	1		2	3	100	-	100	-	
2506BD39	Media Literacy and Critical Thinking	FC	2			2	50	50	100	-	

Value Added Courses (VAC)											
Course Code	Course Title	Level	L	T	P	C	CIE	SEE	Total	Pre-requisite	
2506BD32	Environmental Science and Sustainability	FC	2			2	50	50	100	-	
2506BD35	Indian constitution	FC	2			2	50	50	100	-	
2506BD43	Public Health and Management	FC	2			2	50	50	100	-	
2506BD30	Community service Project	FC			3	3	100	-	100	-	
2506BD05	International Business	IC	2		1	3	50	50	100	BEPP	

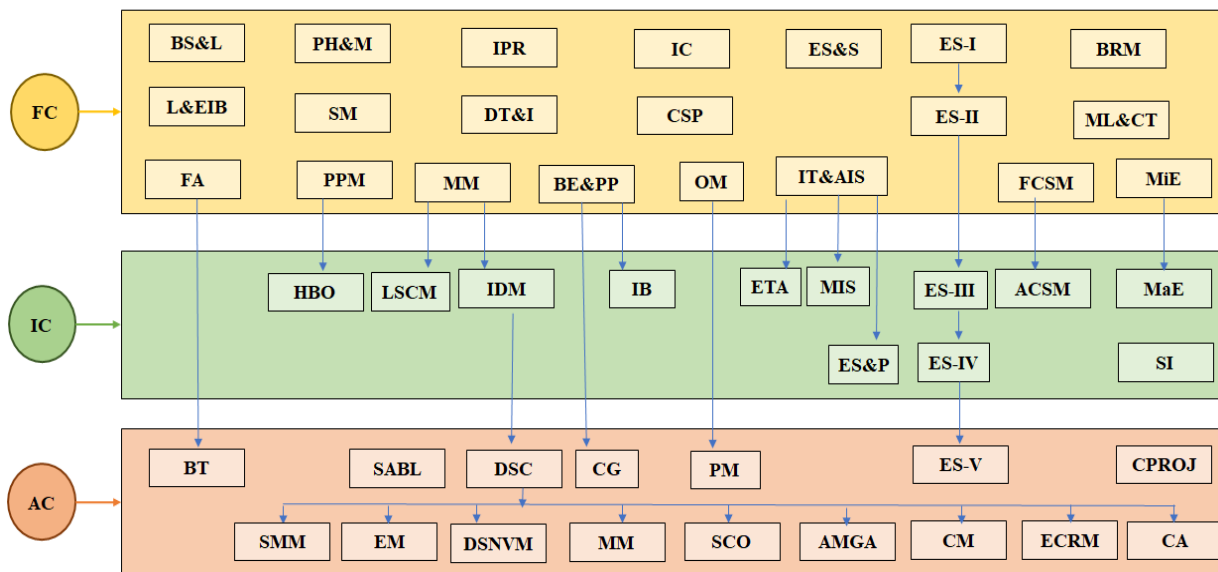
Skill Enhancement Courses (SEC)										
Course Code	Course Title	Level	L	T	P	C	CIE	SEE	Total	Pre-requisite
2506BD02	Emerging Technologies and Applications	IC	2			2	50	50	100	IT&AIS
2506BD09	Management Information System	AC	2		1	3	50	50	100	ETA
2506BD03	Enterprise System and Platforms	IC	2		1	3	50	50	100	IT&AI
2506BD31	Design Thinking and Innovation	FC	2			2	50	50	100	-
2506BD01	Corporate Governance	IC	2			2	50	50	100	BEPP

Summer Internship (SI)										
Course Code	Course Title	Level	L	T	P	C	CIE	SEE	Total	Pre-requisite
2506BD10	Summer Internship	IC			4	4	100	-	100	-

Capstone Project (CPROJ)										
Course Code	Course Title	Level	L	T	P	C	CIE	SEE	Total	Pre-requisite
2506BD13	Capstone Project	AC			4	4	50	50	100	-

Mandatory Courses (MC)										
Course Code	Course Title	Level	L	T	P	C	CIE	SEE	Total	Pre-requisite
2506AC01	Employability Skills-I	FC	2				100	-	100	-
2506AC02	Employability Skills-II	FC	2				100	-	100	ES-I
2506AC03	Employability Skills-III	IC	2				100	-	100	ES-II
2506AC04	Employability Skills-IV	IC	2				100	-	100	ES-III

2025 BBA DM CURRICULUM
Pre - Requisite Flow Chart



Fundamental Courses	
PPM	Principles and Practices of Management
FA	Financial Accounting
BS&L	Business Statistics and Logic
MiE	Micro economics
MM	Marketing Management
L&EIB	Legal and Ethical Issues in Business
BEPP	Business Environment and Public Policy
OM	Operations Management
BRM	Business Research Methodology
SM	Strategic Management
IPR	Intellectual Property Rights
FCSM	Fundamental Cognitive Skills for Managers
IT&AI	IT & AI Skills
ML&CT	Media Literacy and Critical Thinking
ES&S	Environmental Science and Sustainability
IC	Indian constitution
PH&M	Public Health and Management
CSP	Community service Project
DT&I	Design Thinking and Innovation
ES-1	Employability Skills-I
ES-II	Employability Skills-II

Intermediate Level Courses	
HBO	Human Behavior and Organization
MaE	Macro Economics
L&SCM	Logistics and Supply Chain Management
ACSM	Advanced Cognitive skills for Managers
IB	International Business
ET&A	Emerging Technologies and Applications
ER&P	Enterprise System and Platforms
SI	Summer Internship
ES-III	Employability Skills-III
ES-IV	Employability Skills-IV

Advanced Courses	
PM	Project Management
BT	Business Taxation
MIS	Management Information System
CG	Corporate Governance
ES-V	Employability Skills V
SCBL	Student Activity Based Learning
CPROJ	Capstone Project
Discipline Specific Courses (DSC)	
DM	Digital Marketing

Suggestive Semester- wise Curriculum

SEMESTER-I									
Course Code	Course Title	Level	Course Category	Credits				Total Hours	Pre requisite
				L	T	P	Total		
2506BD42	Principles and Practices of Management	FC	PCC	2		1	3	4	-
2506BD33	Financial Accounting	FC	PCC	2	1		3	3	-
2506BD29	Business Statistics and Logic	FC	PCC	2	1		3	3	-
2506BD40	Micro economics	FC	PCC	2		1	3	4	-
2506BD20	Introduction to Digital Marketing	AC	DSC	2		1	3	4	-
2506BD32	Environmental Science and Sustainability	FC	VAC	2			2	2	-
2506BD37	IT & AI Skills	FC	MDC	1		2	3	5	-
2506BD34	Fundamental Cognitive skills for Managers	FC	AEC			1	1	2	-
2506AC01	Employability Skills I	FC	MC					3	-
Total							21	30	

SEMESTER-II									
Course Code	Course Title	Level	Course Category	Credits				Total Hours	Pre requisites
				L	T	P	Total		
2506BD03	Human Behavior and Organization	IC	PCC	2		1	3	4	PPM
2506BD38	Marketing Management	FC	PCC	2		1	3	4	-
2506BD08	Macro Economics	IC	PCC	2		1	3	4	MiE
2506BD24	Social Media Marketing	AC	DSC	2		1	3	4	IDM
2506BD35	Indian constitution	FC	VAC	2			2	2	-
2506BD02	Emerging Technologies and Applications	IC	SEC	2			2	2	IT&AI
2506BD39	Media Literacy and Critical Thinking	FC	MDC	2			2	2	-
2506BD11	Advanced Cognitive skills for Managers	IC	AEC			1	1	2	FCSM
2506AC02	Employability Skills II	FC	MC					3	ES-I
Total							19	27	

SEMESTER-III									
Course Code	Course Title	Level	Course Category	Credits				Total Hours	Pre requisite
				L	T	P	Total		
2506BD06	Legal and Ethical Issues in Business	FC	PCC	2		1	3	4	-
2506BD27	Business Environment and Public Policy	FC	PCC	2		1	3	4	-
2506BD18	Email Marketing	IC	DSC	2		1	3	4	IDM
2506BD16	Digital Startup and New Venture Management	IC	DSC	2		1	3	4	IDM
2506BD16	Management Information System	IC	SEC	2		1	3	4	ETA
2506BD43	Public Health and Management	FC	VAC	2			2	2	-
2506BD30	Community service Project	FC	VAC			3	3	-	-
2506AC03	Employability Skills III	IC	MC					3	ES-II
Total							20	25	

SEMESTER-IV									
Course Code	Course Title	Level	Course Category	Credits				Total Hours	Pre requisite
				L	T	P	Total		
2506BD41	Operations Management	FC	PCC	2		1	3	4	-
2506BD28	Business Research Methodology	FC	PCC	2	1		3	3	-
2506BD21	Mobile Marketing	IC	DSC	2		1	3	4	IDM
2506BD23	Search Engine Optimization	IC	DSC	2		1	3	4	IDM
2506BD05	International Business	IC	VAC	2		1	3	4	BE
2506BD03	Enterprise System and Platforms	IC	SEC	2		1	3	4	IT&AI
2506BD31	Design Thinking and Innovation	FC	SEC	2			2	2	-
2506AC04	Employability Skills IV	IC	MC					3	ES-III
Total							20	28	

SEMESTER-V									
Course Code	Course Title	Level	Course Category	Credits				Total Hours	Pre requisite
				L	T	P	Total		
2506BD44	Strategic Management	FC	PCC	2		1	3	4	-
2506BD07	Logistics and Supply chain Management	IC	PCC	2		1	3	4	MM
2506BD36	Intellectual Property Rights	FC	PCC	2		1	3	4	-
2506BD26	Affiliate Marketing and Google AdSense	AC	DSC	2		1	3	4	IDM
2506BD15	Content Marketing	AC	DSC	2		1	3	4	IDM
2506BD10	Summer Internship	IC	SI			4	4	-	-
2506BD19	Employability Skills V	AC	AEC				1	3	ES-IV
Total							20	23	

SEMESTER-VI									
Course Code	Course Title	Level	Course Category	Credits				Total Hours	Pre requisite
				L	T	P	Total		
2506BD22	Project Management	AC	PCC	2		1	3	4	OM
2506BD12	Business Taxation	AC	PCC	2	1		3	3	FA
2506BD17	E-CRM	AC	DSC	2		1	3	4	IDM
2506BD14	Consumer Analytics	AC	DSC	2		1	3	4	IDM
2506BD01	Corporate Governance	AC	SEC	2			2	2	BE
2506BD13	Capstone Project	AC	CPROJ			4	4	-	-
2506BD25	Student Activity Based Learning	AC	AEC				2	-	-
Total							20	17	

PROGRAM CORE COURSES

PRINCIPLES AND PRACTICES OF MANAGEMENT

Course Code: 2506BD42	L	T	P	C
	2		1	3

Course Outcomes:

At the end of the course, Student will be able to:

- CO1:** Explain theoretical aspects, processes and principles, the scope of Management and its application to modern management practice
- CO2:** Identify the Decision-making process in Business organizations
- CO3:** Differentiate the functions of Line and Staff management
- CO4:** Understand and apply different leadership styles
- CO5:** Apply different controlling techniques in different situations

Mapping of Course Outcomes with Program Outcomes:

CO / PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	3	2	2	1	1	1	-	2	1	1	1
CO2	2	3	3	1	1	2	1	1	2	1	1
CO3	2	2	2	1	1	3	-	1	1	2	1
CO4	1	2	2	2	1	3	1	2	1	2	2
CO5	2	3	3	1	1	2	-	1	2	1	2

Mapping of Course Outcomes with Program Specific Outcomes:

CO / PSO	PSO1	PSO2	PSO3
CO1	2	1	1
CO2	2	2	2
CO3	2	2	1
CO4	1	2	1
CO5	2	2	2

UNIT – I

Management: Definition, nature, significance and principles of management, Evolution of management thought, management and administration, levels of management, Functions of Management.

UNIT – II

Planning: Concept, Objectives, Types, Steps and Techniques, Decision Making: Steps in Decision Making and Types; Management by Objectives (MBO).

UNIT – III

Organizing & Staffing: Structures, Nature, Types and Principles of Organizing; Centralization and Decentralization, Staffing: Nature, Significance and Process.

UNIT – IV

Leading and Directing: Introduction, Characteristics and Functions of a Leader; Leadership and Management, Styles of Leaders. **Directing:** Meaning and nature and importance of Directing.

UNIT – V

Controlling: Introduction, Concept of Controlling, Purpose of Controlling; Types of Control; Steps in Controlling; Techniques in Controlling.

Text Books:

1. P.C. Tripathi & P.N. Reddy, Principles of Management(2023), McGraw Hill, 6th Edition, ISBN: 9789352605354
2. Harold Koontz & Heinz Weihrich, Essentials of Management(2015), McGraw Hill, 10th Edition, ISBN: 9789339222864

Reference Books:

1. Gerald Cole, Management: Theory and Practice (2020), Cengage, ISBN: 9781473769724
2. OpenStax, Principles of Management (2019) XanEdu Publishing Inc, Ed., ISBN: 9781593998769

Web Links:

1. https://onlinecourses.nptel.ac.in/noc23_mg33/preview
2. <https://archive.nptel.ac.in/courses/110/107/110107150/>

Relevant cases have to be discussed in each unit and in examination case study is compulsory from any unit.

FINANCIAL ACCOUNTING

Course Code: 2506BD33

L	T	P	C
2	1		3

Course Outcomes:

At the end of the Course, Student will be able to:

CO1: Identify and explain key concepts and principles of financial accounting.

CO2: Assess accounting concepts, principles, standards, and policies.

CO3: Apply the accounting process to record transactions and compute depreciation.

CO4: Simplify Trading, Profit & Loss Accounts, and Balance Sheets for sole proprietary businesses.

CO5: Analyze final accounts of companies in line with the Companies Act, 2013

Mapping of Course Outcomes with Program Outcomes:

CO / PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	3	2	2	1	2	-	-	1	1	-	1
CO2	3	3	2	1	3	-	-	1	2	-	1
CO3	3	3	2	1	2	-	-	1	2	-	1
CO4	3	2	2	1	2	-	-	1	1	1	1
CO5	3	3	2	1	3	-	-	2	2	1	2

Mapping of Course Outcomes with Program Specific Outcomes:

CO / PSO	PSO1	PSO2	PSO3
CO1	3	2	2
CO2	3	3	2
CO3	3	3	2
CO4	3	2	2
CO5	3	3	3

UNIT – I

Introduction to Financial Accounting: Definition, Scope, objectives of Financial Accounting, Accounting v/s Book Keeping, Double entry system of accounting and its advantages; types of accounts, rules of accounting.

UNIT – II

Conceptual Frame work: Accounting Concepts, Principles and Conventions, Brief review of Accounting Standards in India, GAAP (Generally Accepted Accounting Principles) and IFRS (International Financial Reporting Standards)

UNIT – III

Recording of Transactions: Voucher system; Accounting Process, Journal, Subsidiary Books, Ledger, Cash Book, Bank Reconciliation Statement, Trial Balance. Rectification of Errors; Depreciation: Need & importance and methods of charging depreciation,

UNIT – IV

Preparation of Final Accounts: Preparation of Trading and Profit & Loss Account and Balance Sheet of sole proprietary business (with adjustments).

UNIT – V

Company Final Accounts: Understanding of final accounts of a Company. Joint Stock Company- Definition, Characteristics, types of companies, Shares, Share Capital, rights shares, bonus shares.

Text Books:

1. T.S. Grewal, Double Entry Book Keeping: Financial Accounting(2023), Sultan Chand & Sons, ISBN: 9788196162658
2. Ambrish Gupta, Financial Accounting for Management (2021), Pearson, 5th Edition, ,ISBN: 9788131797556

Reference Books:

1. Rajesh Agarwal & R. Srinivasan, Accounting Made Easy (2020) McGraw Hill, 2nd Edition, ISBN: 9780070700987
2. R. Narayanaswamy, Financial Accounting: A Managerial Perspective (2017) PHI, 6th Edition, ISBN: 9788120353435

Web Links:

1. https://onlinecourses.nptel.ac.in/noc23_mg65/preview
2. <https://archive.nptel.ac.in/courses/110/101/110101131/>

Relevant cases have to be discussed in each unit and in examination case study is compulsory from any unit.

BUSINESS STATISTICS AND LOGIC

	L	T	P	C
Course Code: 2506BD29	2	1	3	3

Course Outcomes:

At the end of the Course, students will be able to:

- CO1:** Explain the types of data and types of variables
- CO2:** Interpret various concepts of descriptive statistics
- CO3:** Analyze the theories of probability
- CO4:** Solve the problems related to Linear programming.
- CO5:** Develop various transportation models and game theory.

Mapping of Course Outcomes with Program Outcomes:

CO / PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	2	2	2	1	-	-	-	-	2	-	1
CO2	2	3	3	1	-	-	-	-	3	-	1
CO3	2	3	3	1	-	-	-	-	3	-	1
CO4	2	3	3	1	-	1	1	-	3	1	1
CO5	2	3	3	1	-	1	1	-	3	1	1

Mapping of Course Outcomes with Program Specific Outcomes:

CO / PSO	PSO1	PSO2	PSO3
CO1	2	2	1
CO2	3	3	2
CO3	3	3	2
CO4	3	3	3
CO5	3	3	3

UNIT – I

Introduction to Business Statistics: Statistics in Business, Types of data – Nominal, Ordinal, Interval, Ratio. Types of variables.

UNIT – II

Descriptive Statistics: Measure of central tendency, Measure of variability – Range, interquartile range, standard deviation, variance, coefficient of variation.

UNIT – III

Introduction to Probability: Theories of probability, Laws of probability, Inverse Probability. Revision of probability: BAYES' RULE, Discrete distribution – Binomial, Poisson, Continuous distribution – Uniform, normal.

UNIT – IV

Introduction to Linear Programming Problems (LP) – LP Formulations – Graphical Solution – Simplex Method

UNIT – V

Introduction to Logic Number series, coding decoding and odd man out series, direction sense test, seating arrangements – linear and circular, blood relations, arithmetic and geometric progressions, Inductive and deductive reasoning.

Text Books:

1. Richard I. Levin & David S. Rubin, Statistics for Management (2012) Pearson Education, 7th Edition, ISBN: 9780134762920
2. S.P. Gupta, Business Statistics (2021), Sultan Chand & Sons, Revised Edition, ISBN: 97893516111066

Reference Books:

1. Paul Newbold, William Carlson, Betty Thorne, Statistics for Business and Economics(2020) Pearson, 9th Edition, ISBN: 9781292315034
2. S. D. Sharma, Operations Research, 2020, Kedar Nath, Ram Nath, & Co., Meerut, ISBN: 9788178849376

Web Links:

1. <https://archive.nptel.ac.in/courses/110/107/110107114/>
2. <https://archive.nptel.ac.in/noc/courses/noc21/SEM1/noc21-mg07/>

Relevant cases have to be discussed in each unit and in examination case study is compulsory from any unit.

MICRO ECONOMICS

Course Code: 2506BD08

L	T	P	C
2		1	3

Course Outcomes:

At the end of the Course, students will be able to:

- CO1:** Understand the fundamentals of Micro Economics
- CO2:** Apply the knowledge of the mechanics of supply and demand to explain working of markets.
- CO3:** Explain relationships between production and costs.
- CO4:** Analyze the key characteristics and consequences of different forms of markets.
- CO5:** Examine the choices made by a rational consumer

Mapping of Course Outcomes with Program Outcomes:

CO / PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	3	2	1	2	-	-	-	-	2	-	1
CO2	3	3	2	2	-	-	1	-	3	-	1
CO3	3	3	2	2	-	-	1	-	3	-	1
CO4	3	3	2	2	1	1	1	-	3	1	1
CO5	3	3	2	2	1	-	1	-	3	1	1

Mapping of Course Outcomes with Program Specific Outcomes:

CO / PSO	PSO1	PSO2	PSO3
CO1	2	2	1
CO2	3	2	2
CO3	3	2	2
CO4	3	3	2
CO5	3	3	2

UNIT – I

Introduction to Economics: Definition, Nature and Scope of Economics. Micro and Macro Economics, Role of Economics in Decision Making.

UNIT – II

Demand Analysis: Meaning of Demand, Types of Demand, Law of demand, Determinants of Demand, Demand Function, Elasticity of demand- price elasticity of demand. Income elasticity of demand, Cross Elasticity of demand,

UNIT – III

Production and Cost Analysis: Production function, Factors of Production, Types of Production Function, Law of Returns, Law of variable proportions, Isoquants and Iso cost Curves, Cost Concepts, Cost Output Relation (Short Run & Long Run costs),

UNIT – IV

Market Structures: Perfect competition, monopoly, monopolistic competition, oligopoly basic features, equilibrium price, short run equilibrium of firm/industry, long run equilibrium of firm/industry.

UNIT – V

Consumer's Behavior: Law of diminishing Marginal Utility Analysis, Indifference Curve Analysis and its Properties; Marginal rate of Substitution, Consumer Equilibrium.

Text Books:

1. Dr. D.M. Mithani, Microeconomics Himalaya Publishing House, ISBN: 978-93-6557-962-8
2. Pankaj Tandon, Microeconomic Theory Routledge India, ISBN: 978-1032789668

Reference Books:

1. Sreejata Banerjee & Robert S. Pindyck, Microeconomics Pearson India, 9th Edition, ISBN: 978-9356060128.
2. David Besanko, Ronald Braeutigam, Tamali Chakraborty, Microeconomics: Indian Adaptation, Wiley India, 6th Edition, ISBN: 978-9354249136

Web Links:

1. <https://archive.nptel.ac.in/courses/110/104/110104093/>
2. <https://archive.nptel.ac.in/courses/109/104/109104125/>

Relevant cases have to be discussed in each unit and in examination case study is compulsory from any unit.

HUMAN BEHAVIOR AND ORGANIZATION

Course Code: 2506BD04

L	T	P	C
2		1	3

Course Outcomes:

At the end of the Course, Students will be able to:

- CO1:** Outline the overall perspective on human behavior in the work place.
- CO2:** Demonstrate the importance of motivation in at work place.
- CO3:** Examine the nature of group conflict and its resolution
- CO4:** Identify the impact of culture on individual performance
- CO5:** Analyze the impact of change, assess and manage work stress.

Mapping of Course Outcomes with Program Outcomes:

COs / POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	3	2	2	2	2	3	1	3	1	3	2
CO2	3	2	2	2	2	3	1	2	1	3	2
CO3	3	3	3	2	2	3	2	3	1	3	2
CO4	2	2	3	3	3	2	1	3	1	3	2
CO5	2	3	3	3	2	3	1	3	2	3	3

Mapping of Course Outcomes with Program Specific Outcomes:

CO / PSO	PSO1	PSO2	PSO3
CO1	1	1	2
CO2	2	1	2
CO3	2	1	2
CO4	2	1	2
CO5	2	1	2

UNIT – I

Introduction to Human Behavior and Organization: Meaning and importance of Organizational Behavior (OB); Evolution and factors influencing OB; OB models and their relevance in modern organizations.

UNIT – II

Individual Behavior: Personality – Determinants, Type A & B, Big Five traits; Attitude – Components and job-related attitudes; Learning theories and reinforcement; Perception – Process and influencing factors; Values – Terminal and instrumental; Motivation – Early (Maslow, McGregor, Herzberg) and contemporary theories (Self-Determination, Goal-Setting, Reinforcement, Self-Efficacy).

UNIT – III

Group and Team Behavior: Concepts and differences between groups and teams; Five-stage model of group development; Groupthink, group shift, and Indian perspective on group norms; Types of teams and development; Conflict management in groups and virtual/e-teams.

UNIT – IV

Leadership and Power: Leadership – Concepts, trait and behavioral theories, contingency theories; Contemporary leadership styles (transformational, charismatic, authentic); Mentoring and self-leadership; Cross-cultural leadership comparisons; Bases and types of power.

UNIT – V

Organizational Culture and Stress Management: Organizational culture – Meaning, functions, and creating ethical cultures; Role of employees in shaping culture; Cross-cultural management in globalized workplaces; Stress – Causes, types, and stress management strategies.

Text Books:

1. L.M. Prasad, Organizational Behaviour, Sultan Chand & Sons, ISBN: 9789351611462.
2. Dr. Kavita Singh, Organizational Behaviour: Text and Cases, Pearson India, ISBN: 9781282652729

Reference Books:

1. [.Nahar Amandeep](#), [Rao PCK](#), [Nigah Rajesh Kumar](#), Organisational Behaviour(2021), Sultan Chand & Sons ISBN: 93-5161-199-8
2. Jerald Greenberg , Behavior in Organizations, Pearson Education India , 10 Edition, ISBN-10 : 9332556997, ISBN-13 : 978-9332556997

Web Links:

1. <https://archive.nptel.ac.in/courses/110/106/110106145/>
2. https://onlinecourses.nptel.ac.in/noc20_mg51/preview

Relevant cases have to be discussed in each unit and in examination case study is compulsory from any unit.

MARKETING MANAGEMENT

Course Code: 2506BD38

L	T	P	C
2		1	3

Course Outcomes:

At the end of the Course, Student will be able to:

- CO1:** Explain marketing and analyze the core marketing concepts
- CO2:** Assess and select market segments based on effective segmentation criteria
- CO3:** Classify products, analyze the product life cycle, and propose strategies for new product development
- CO4:** Develop pricing strategies, explain the relevance of the value chain to marketing, and assess customer lifetime value
- CO5:** Design integrated marketing channels, manage retailing and logistics, and evaluate the effectiveness of various promotional strategies

Mapping of Course Outcomes with Program Outcomes:

COs / POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	3	2	1	2	2	1	1	2	2	1	1
CO2	3	3	2	2	2	1	1	2	2	2	1
CO3	3	2	2	2	2	1	2	2	2	2	2
CO4	3	3	2	2	2	1	2	2	2	2	1
CO5	3	2	2	2	2	2	2	3	3	2	2

Mapping of Course Outcomes with Program Specific Outcomes:

CO / PSO	PSO1	PSO2	PSO3
CO1	3	1	1
CO2	3	1	1
CO3	3	1	1
CO4	3	1	1
CO5	3	1	1

UNIT – I

Introduction to Marketing and Environment: Nature, scope, and importance of marketing; Evolution of marketing concepts (Production, Product, Selling, Marketing, Holistic); Types of marketing (B2C, B2G, B2B, C2C); Marketing environment (Demographic, Economic, Political, Legal, Socio-cultural, Technological); Market and competition analysis; Creating customer value.

UNIT – II

Consumer Behavior and Market Segmentation: Segmentation, Targeting, and Positioning; Bases for segmenting consumer markets; Consumer behavior (Stimulus Response Model, Cultural, Social, Personal, Psychological factors); Consumer buying decision process; Business buyer behavior; Traditional vs. Experiential marketing.

UNIT – III

Product and Pricing Decisions: Product Life Cycle (PLC) and marketing strategies; Product classification, line, and mix decisions; Branding, packaging, labeling; BCG Matrix; Brand management; Innovation and new product development; Pricing determinants and methods.

UNIT – IV

Promotion and Distribution Decisions: Promotion mix and factors; Promotional tools (Advertising, Sales Promotion, PR, Publicity, Personal Selling); Marketing channels and intermediaries (Wholesalers, Retailers); Introduction to retail management.

UNIT – V

Services and Contemporary Marketing: Services marketing (7Ps); Contemporary marketing issues (E-commerce, Digital Marketing, Online payments); Ethical and social responsibility; Rural marketing, social marketing, green marketing.

Text book:

1. Kotler, P., Keller, K. L., Chernev. A., Sheth. J.N., Shainesh.G., Marketing Management (2022), Pearson Education, 16th Edition, ISBN-10. 9356062668; ISBN-13. 978-9356062665
2. Dr. K. Karunakaran, Marketing Management, Himalaya Publishing House, ISBN: 978-93-5693-548-8

Reference Books:

1. Hartley, S. W., Kerin, R. A., Marketing (2021) United States: McGrawHill Education, 15th Edition, ISBN-10. 1260260364; ISBN-13. 978-1260260366
2. Prof. Sunil Tiwari and Dr. Richa Tiwari, Strategic International Marketing, Society Publishing, ISBN: 9781779563798

Web Links:

1. https://onlinecourses.nptel.ac.in/noc22_mg57/preview
2. <https://archive.nptel.ac.in/courses/110/104/110104068/>

Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.

MACRO ECONOMICS

Course Code: 2506BD08

L	T	P	C
2		1	3

Course Outcomes:

At the end of the Course, Student will be able to:

- CO1:** Explain the concepts of National Income
- CO2:** Identify the Basics of Fiscal policy and its importance
- CO3:** Compare the relationships between monetary policy and flow of cash in economy.
- CO4:** Analyze the key characteristics and consequences of Business cycles and Balance of Payments.
- CO5:** Examine the concepts of inflation and unemployment

Mapping of Course Outcomes with Program Outcomes:

COs / POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	3	2	1	2	2	1	1	2	1	1	1
CO2	3	3	2	2	2	2	1	2	1	1	1
CO3	3	3	2	2	2	2	2	2	1	1	1
CO4	3	3	2	2	2	2	2	2	1	1	1
CO5	3	3	2	2	2	2	1	2	1	1	1

Mapping of Course Outcomes with Program Specific Outcomes:

CO / PSO	PSO1	PSO2	PSO3
CO1	2	2	2
CO2	2	3	2
CO3	2	3	2
CO4	2	3	2
CO5	2	3	2

UNIT – I

Introduction to Macro Economics and National Income: Introduction Meaning and Scope of Macro Economics, introduction to Classical and Keynesian theory, Definition, Concepts of National income, Measurement of National Income.

UNIT – II

Monetary Policy: meaning, objectives and components; credit creation; money multiplier; tools of monetary policy- open market operation.

UNIT – III

Fiscal Policy: meaning, objectives and components; revenue receipts, capital receipts, revenue expenditure, capital expenditure, government deficit, revenue deficit, fiscal deficit, primary deficit.

UNIT – IV

Business Cycles and Balance of Payments: Business cycle; phases of business cycle, measures to control Business cycles. Balance of trade, Trade Deficit, Balance of Payments.

UNIT – V

Inflation and Unemployment: Concept of inflation; determinants of inflation; types of inflation; relationship between inflation and unemployment.

Text Books:

1. M C vaish, Macro Economic Theory(2021), Vikas Publishing House, Revised Edition, ISBN: 9788125941958
2. Olivier Blanchard, Macroeconomics(2019), Pearson, 7th Edition, ISBN: 9789353945220

Reference Books:

1. Dornbusch, Fischer & Startz, Macroeconomics (2020), McGraw Hill, 13th Edition, ISBN: 9781260084351
2. McConnell, Brue & Flynn, Macroeconomics: Principles, Problems, and Policies (2018), McGraw-Hill, 21st Edition, ISBN: 9789353165024

Web Links:

1. https://onlinecourses.swayam2.ac.in/cec22_hs08/preview
2. <https://archive.nptel.ac.in/courses/130/104/130104114/>

Relevant cases have to be discussed in each unit and in examination case study is compulsory from any unit.

LEGAL AND ETHICAL ISSUES IN BUSINESS

	L	T	P	C
Course Code: 2506BD06	2		1	3

Course Outcomes:

At the end of the Course, Student will be able to:

- CO1:** Identify fundamental legal principal behind contractual Agreements
- CO2:** Explain the salient features of Sale of Goods Act and Negotiable Instruments Act
- CO3:** Assume the consequences of applicability of Companies Act and Partnership Act in business situations.
- CO4:** Build critical thinking through the use of Consumer Rights.
- CO5:** Develop awareness in respect of rules and regulations for Environment Protection.

Mapping of Course Outcomes with Program Outcomes:

COs / POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	3	2	3	2	3	2	2	2	2	2	2
CO2	3	3	2	2	3	2	2	2	2	2	2
CO3	3	3	3	2	3	2	2	2	2	2	2
CO4	3	3	2	2	3	2	2	2	2	2	2
CO5	3	2	2	2	3	2	2	2	2	2	2

Mapping of Course Outcomes with Program Specific Outcomes:

CO / PSO	PSO1	PSO2	PSO3
CO1	3	2	3
CO2	3	3	2
CO3	3	3	3
CO4	3	3	3
CO5	3	2	3

UNIT – I

The Indian Contract Act 1872: Essentials, types, offer & acceptance, consideration, competency, free consent, void agreements, performance, discharge, breach, quasi contract.

The Special Contracts: Indemnity, guarantee, bailment, pledge, agency.

UNIT – II

The Sale of Goods Act 1930: Sale vs. agreement to sell, conditions & warranties, transfer of property, unpaid seller's rights.

The Negotiable Instruments Act 1881: Types, parties, dishonor, discharge, promissory note, bill of exchange, cheque.

UNIT – III

The Companies Act 2013: Types, incorporation, MOA & AOA, prospectus, shares, role of directors, company meetings.

The Limited Liability Partnership Act 2008: Nature, formation, partners' relations, liability limitations.

UNIT – IV

The Consumer Protection Act 1986: Consumer rights, disputes, redressal mechanisms.

The Right to Information Act 2005: Features, definitions, obligations of authorities, request process, PIO functions.

UNIT – V

The Information Technology Act 2000: Digital signatures, e-governance, cyber laws.

The Environment Protection Act 1986: Water & air pollution, Green Tribunal, sustainability reporting.

Text Books:

1. Kenneth W. Clarkson et al., Business Law: Text and Cases (2017), Cengage Learning, 14th Edition, 2017 ISBN: 9781305967250
2. P.C. Tulsian, Business Law (2021), McGraw Hill, 3rd Edition, ISBN: 9789354600318

Reference Books:

1. Ravinder Kumar , Legal Aspects of Business(2021) , Cengage India, 4th Edition, , ISBN: 9789387511767
2. N.D. Kapoor, Elements of Mercantile Law (2022) , Sultan Chand & Sons, 38th Edition, ISBN: 9789351618323

Web Links:

1. https://onlinecourses.swayam2.ac.in/cec21_mg02/preview
2. <https://www.classcentral.com/course/swayam-fundamentals-of-legal-aspects-of-business-22987>

Relevant cases have to be discussed in each unit and in examination case study is compulsory from any unit.

BUSINESS ENVIRONMENT AND PUBLIC POLICY

Course Code: 2506BD27

L	T	P	C
2		1	3

Course Outcomes:

At the end of the Course, Student will be able to:

- CO1:** Explain the nature, dimensions, and challenges of the business environment at both micro and macro levels.
- CO2:** Explain the global business frameworks and their impact on the Indian economy and national development.
- CO3:** Demonstrate an understanding of key public policies and analyze their impact on the Indian economy and reforms.
- CO4:** Analyze the major economic challenges in India and evaluate remedies and opportunities within the business environment.
- CO5:** Analyze emerging business trends and assess their impact on the digital economy, outsourcing, and technological growth.

Mapping of Course Outcomes with Program Outcomes:

COs / POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	3	2	2	2	2	2	2	2	2	2	2
CO2	3	2	2	2	2	2	2	2	2	2	2
CO3	3	3	2	2	3	2	2	2	2	2	2
CO4	3	3	2	2	2	2	2	2	2	2	2
CO5	3	3	2	2	3	2	2	2	2	2	2

Mapping of Course Outcomes with Program Specific Outcomes:

CO / PSO	PSO1	PSO2	PSO3
CO1	3	2	2
CO2	3	3	2
CO3	3	3	3
CO4	3	3	3
CO5	3	3	3

UNIT – I

Theoretical Framework of Business Environment: Concept, Significance and Nature of Business Environment. Micro and Macro Dimensions of Business Environment, Changing Dimensions of Business Environment. Problems and Challenges of Indian Business Environment.

UNIT – II

Global Framework: EPRG Framework, Liberalization, Privatization & Globalization concept & its impact on Indian Economy. Significance of FDI & FII, IMF & WTO, Regional Economic Integrations in the development of the Nations.

UNIT – III

Public Policies: Background, Meaning and Importance of Public Policy. Significance of Industrial Policy, Fiscal Policy, Monetary Policy, Foreign Trade Policy, FERA & FEMA. Structural Adjustment Programs and Banking Sector Reforms in India.

UNIT – IV

Problems and Challenges of Growth of Economy: Unemployment, Poverty, Regional Imbalance. Social Injustice, Inflation, Parallel economy, Lack of technical knowledge and information. Remedies to solve these problems, Challenges & Opportunities of Indian Business Environment.

UNIT – V

Emerging Trends in Business: Concepts, Advantages and Limitations-Franchising, Aggregators, Business Process Outsourcing (BPO) & Knowledge Process Outsourcing (KPO); E-Commerce, Digital Economy. Technological Growth and MNC's.

Text Books:

1. Dr. V. Basil Hans, Business Environment, IIP Publications, ISBN: 978-93-5747-517-4
2. Faisal Ahmed & M. Absar Alam, Business Environment: Indian and Global Perspective- PHI Learning, 3rd Edition, ISBN: 978-9354437731

Reference Books:

1. Risha Khandelwal, Business Environment (2024), Toronto Academic Press, ISBN: 978-1774697375
2. Vishwajeet Prasad, Business Environment, GenNext Publication, ISBN: 978-9356633667.

Web Links:

1. https://onlinecourses.swayam2.ac.in/imb22_mg02/preview
2. https://ugcmoocs.inflibnet.ac.in/index.php/courses/view_pg/389

Relevant cases have to be discussed in each unit and in examination case study is compulsory from any unit.

OPERATIONS MANAGEMENT

Course Code: 2506BD41

L	T	P	C
2		1	3

Course Outcomes:

At the end of the Course, Student will be able to:

- CO1:** Understand the Relationship of Operations management with other functional areas and different types of Production Systems.
- CO2:** Apply stages of the product design process, analyze value analysis techniques, and critique facility location and layout decisions
- CO3:** Evaluate methods of forecasting, design operation planning strategies, and assess capacity planning techniques including MRP and scheduling
- CO4:** Analyze factors affecting productivity, apply job design principles, and evaluate process flow charts and methods study
- CO5:** Examine the techniques of Statistical Quality Control and Total Quality Management.

Mapping of Course Outcomes with Program Outcomes:

COs / POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	3	3	3	3	3	3	2	3	3	3	3
CO2	3	3	3	3	3	3	2	3	3	3	3
CO3	3	3	3	3	3	3	2	3	3	3	3
CO4	3	3	3	3	3	3	2	3	3	3	3
CO5	3	3	3	3	3	3	2	3	3	3	3

Mapping of Course Outcomes with Program Specific Outcomes:

CO / PSO	PSO1	PSO2	PSO3
CO1	3	3	3
CO2	3	3	3
CO3	3	3	3
CO4	3	3	3
CO5	3	3	3

UNIT – I

Introduction to Operation Management: Nature, Scope, Recent trends in Operation Management, Manufacturing & Theory of Constraint, Types of Production System, Just in Time (JIT) & lean system.

UNIT – II

Product Design & Process Selection: Stages in Product Design process, Value Analysis, Facility location & Layout: Types, Characteristics, Advantages and Disadvantages.

UNIT – III

Forecasting & Capacity Planning: Methods of Forecasting, Production strategies, Capacity Requirement Planning, MRP, Scheduling, Supply Chain Management, Purchase Management, Inventory Management.

UNIT – IV

Productivity: Factors Affecting Productivity – Job Design – Process Flow Charts – Methods Study – Work Measurement – Engineering and Behavioral Approaches.

UNIT – V

Quality Management: Cost of Quality, Quality Circles, ISO (9000&14000 Series), Statistical Quality Control, Control Charts -Acceptance Sampling Operating Characteristic Curve (AQL, LTPD, Alpha & Beta risk), Total Quality Management (TQM).

Text Books:

1. Lee J. Krajewski, Manoj K. Malhotra, Operations Management: Processes and Supply Chains (2021), Pearson, 13th Edition, ISBN: 9780136860938
2. William J. Stevenson, Operations Management (2017) McGraw Hill, 13th Edition, ISBN: 9781259667473

Reference Books:

1. K. Aswathappa & K. Shridhara Bhat, Production and Operations Management(2020), Himalaya Publishing, 2nd Edition, ISBN: 9789352621247
2. S. Anil Kumar, N. Suresh, Operations Management(2018), New Age International, 3rd Edition, ISBN: 9788122437257

Web Links:

1. https://onlinecourses.nptel.ac.in/noc20_me30/preview
2. <https://archive.nptel.ac.in/courses/112/107/112107238/>

Relevant cases have to be discussed in each unit and in examination case study is compulsory from any unit.

BUSINESS RESEARCH METHODOLOGY

Course Code: 2506BD28

L	T	P	C
2	1		3

Course Outcomes:

At the end of the Course, Student will be able to:

- CO1:** Explain the fundamentals of research, its types, ethical considerations, and the characteristics of good research.
- CO2:** Explain the process of identifying research problems, setting objectives, reviewing literature, and understanding research design types.
- CO3:** Apply appropriate measurement techniques and data collection methods for conducting effective research.
- CO4:** Analyze and evaluate sampling techniques and perform data preparation for effective research analysis.
- CO5:** Analyze and interpret research data using statistical tools and visualization techniques for effective decision-making.

Mapping of Course Outcomes with Program Outcomes:

COs / POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	3	3	3	3	3	3	2	3	3	3	3
CO2	3	3	3	3	3	3	2	3	3	3	3
CO3	3	3	3	3	3	3	2	3	3	3	3
CO4	3	3	3	3	3	3	2	3	3	3	3
CO5	3	3	3	3	3	3	2	3	3	3	3

Mapping of Course Outcomes with Program Specific Outcomes:

CO / PSO	PSO1	PSO2	PSO3
CO1	3	3	3
CO2	3	3	3
CO3	3	3	3
CO4	3	3	3
CO5	3	3	3

UNIT I

Introduction to Research: Definition, history, evolution, and types of research. Scientific inquiry and research ethics. Characteristics of good research and the research process.

UNIT II

Research Problem and Design: Identifying and formulating research problems, setting objectives, and conducting literature reviews. Basics of research design and types.

UNIT III

Measurement and Data Collection: Concepts of measurement and scaling, types of data, measurement errors, and scale construction. Data collection methods: questionnaires, interviews, and observation.

UNIT IV

Sampling and Data Preparation: Sampling techniques, sample size, and types of sampling. Data editing, coding, and preparation for analysis.

UNIT V

Data Analysis and Interpretation: Hypothesis testing (parametric & non-parametric), tools for analysis, and data visualization techniques such as charts, graphs, and box plots.

Text Books:

1. Dr. C.R. Kothari, Research Methodology & Business Research (2024), Galgotia Publishing Company, ISBN: 978-93-90980-48-2.
2. Dr. Zillur Rahman, Business Research Methods, McGraw Hill Education, ISBN: 978-9390177530

Reference Books:

1. J.K. Sachdeva, Business Research Methodology (2024), Himalaya Publishing House, ISBN: 978-9352625925
2. H.K. Dangi & Shruti Dwen, Business Research Methods (2024), Vikas Publishing House (Imprint of S. Chand Publishing), 2nd Edition, ISBN: 978-9359307107.

Web Links:

1. https://onlinecourses.swayam2.ac.in/cec20_mg14/preview
2. <https://archive.nptel.ac.in/courses/110/107/110107080/>

Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.

STRATEGIC MANAGEMENT

Course Code: 2506BD44

L	T	P	C
2		1	3

Course Outcomes:

At the end of the Course, Student will be able to:

- CO1:** Elaborate the basic concepts and characteristics of Strategic management.
- CO2:** Build skills to develop strategic vision, mission objectives.
- CO3:** Develop knowledge on types of strategies to implement.
- CO4:** Build awareness on various strategy evaluation and controlling approaches
- CO5:** Visualize various strategies for managing global competition

Mapping of Course Outcomes with Program Outcomes:

COs / POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	3	2	2	2	2	1	1	1	1	2	1
CO2	3	2	3	2	2	2	2	2	2	2	1
CO3	3	2	3	2	2	2	3	1	2	2	1
CO4	3	2	3	2	2	3	2	1	2	2	1
CO5	2	2	3	2	2	2	3	2	2	2	1

Mapping of Course Outcomes with Program Specific Outcomes:

CO / PSO	PSO1	PSO2	PSO3
CO1	3	2	2
CO2	3	2	2
CO3	3	2	2
CO4	3	2	2
CO5	2	3	2

UNIT – I

Strategic Planning: Definition, importance, and characteristics of strategic decisions. Difference between policy, strategy, and tactics. Strategic planning vs. long-range planning. Overview of strategic management process.

UNIT – II

Strategy Formulation: Mission, vision, and goal setting. Business environment analysis: External and Internal, Strategic analysis tools: BCG Matrix, Ansoff's Product-Market Matrix. Long-term strategy formulation: Market development, product development, diversification, integration, and liquidation.

UNIT – III

Strategy Implementation & Corporate Restructuring: Strategy and structure, managing strategic change, strategic control mechanisms. Management tools: Benchmarking, Reengineering, Balanced Scorecard. Corporate restructuring: Mergers, acquisitions, joint ventures, and strategic alliances.

UNIT – IV

Strategic Evaluation and Control: Strategic controls, performance benchmarking, strategic information systems. Strategy evaluation tools: Strategic audit, feedback mechanisms. Corporate governance and ethical considerations in strategy.

UNIT – V

Global Issues in Strategic Management: Challenges and opportunities in international business strategy. Advantages & disadvantages of global operations. International taxation and regulatory frameworks. Role of global institutions in strategic decision-making.

Text Books:

1. Fred R. David & Forest R. David, Strategic Management: A Competitive Advantage Approach Pearson (2023), 18th Edition, ISBN:9789361590955
2. Arthur A. Thompson et al., Crafting and Executing Strategy (2021), McGraw Hill, 22nd Edition, ISBN: 978-9354600043

Reference Books:

1. Azhar Kazmi, Strategic Management and Business Policy (2021) McGraw Hill, 4th Edition, ISBN: 978-9339221836
2. Lawrence R. Jauch & William F. Glueck, Business Policy and Strategic Management (2004) McGraw Hill, 5th Edition, ISBN: 978-0070323476

Web Links:

1. <http://tjsec.digimat.in/nptel/courses/video/110108047/L21.html>
2. <https://archive.nptel.ac.in/courses/110/108/110108047/>

Relevant cases have to be discussed in each unit and in examination case study is compulsory from any unit.

LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Course Code: 2506BD07

L	T	P	C
2		1	3

Course Outcomes:

At the end of the Course, Student will be able to:

- CO1:** Explain the concepts of logistics and supply chain management
- CO2:** Explore the characteristics of different modes of transportation and their roles in the supply chain.
- CO3:** Identify the benefits and constraints of containerization.
- CO4:** Familiarize with essentials and types of packing and packaging.
- CO5:** Summarize the concepts of import and export logistics

Mapping of Course Outcomes with Program Outcomes:

COs / POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	3	3	3	3	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3	3	3	3
CO3	2	2	2	1	1	1	1	1	2	1	1
CO4	2	2	2	1	1	1	1	1	2	1	1
CO5	2	2	2	2	1	1	2	1	2	2	2

Mapping of Course Outcomes with Program Specific Outcomes:

CO / PSO	PSO1	PSO2	PSO3
CO1	3	2	2
CO2	3	2	2
CO3	2	2	2
CO4	2	2	2
CO5	3	2	3

UNIT – I

Logistics Management and Supply Chain Management - Definition, evolution, and importance of logistics and supply chain management. Key drivers and logistics relationships in supply chain operations.

UNIT – II

Basics of Transportation- Transportation principles and functions. Multimodal transport: characteristics and comparisons of different modes (air, ocean, road, and rail). International shipping and types of ships.

UNIT – III

Containerization: Concept, classification, and advantages of containerization. Inland Container Depots (ICDs): roles, functions, and export clearance. Role of CONCOR and Container Freight Stations (CFS).

UNIT – IV

Packing and Packaging: Functions and essentials of packing and packaging for storage and transportation. Types of packaging (primary, secondary, tertiary). Modern packaging technologies: barcodes, electronic data interchange (EDI), and universal product codes.

UNIT – V

Special Aspects of Export Logistics: Export logistics: picking, packing, customs clearance, documentation, and shipment processes. Import logistics: bonded warehousing, valuation, and customs formalities.

Text Books:

1. Martin Christopher, Logistics and Supply Chain Management (2022) Pearson, 6th Edition, ISBN: 9781292416182
2. Sunil Chopra & Peter Meindl, Supply Chain Management: Strategy, Planning, and Operation(2022) Pearson, 7th Edition, ISBN: 978-9353065966

Reference Books:

1. S.K. Bhattacharyya, Logistics Management Pearson (2020), 1st Edition, ISBN: 9788121928854
2. Michael H. Hugos, Essentials of Supply Chain Management (2018) Wiley, 4th Edition, ISBN: 9781119461104

Web Links:

1. <https://archive.nptel.ac.in/courses/110/105/110105141/>
2. <https://www.youtube.com/watch?v=Nrl0CtS1mY>

Relevant cases have to be discussed in each unit and in examination case study is compulsory from any unit.

INTELLECTUAL PROPERTY RIGHTS

Course Code: 2506BD36

L	T	P	C
2		1	3

Course Outcomes:

At the end of the Course, Student will be able to:

- CO1:** Compare different IP laws and need for protecting
- CO2:** Explain different theories on the concept of property
- CO3:** Identify various functions of WIPO
- CO4:** Analyze the IP laws in India
- CO5:** Differentiate various forms of IPR

Mapping of Course Outcomes with Program Outcomes:

COs / POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	2	2	1	3	2	2	1	1	2	2	2
CO2	2	2	1	2	1	1	1	1	1	1	1
CO3	2	2	2	2	2	2	1	2	1	1	1
CO4	2	2	1	3	3	2	2	2	2	2	2
CO5	2	2	1	3	2	2	1	1	1	1	2

Mapping of Course Outcomes with Program Specific Outcomes:

CO / PSO	PSO1	PSO2	PSO3
CO1	2	3	2
CO2	2	2	1
CO3	2	2	1
CO4	3	2	2
CO5	3	3	2

UNIT – I

Introduction: Origin and Development of IPR – Historical and theoretical basis for protection of IPR – Analyzing and understanding the Interpretation of IP laws – Need for Protecting IP

UNIT – II

Concept of Property: Theories on concept of property – Nature – Public Vs. Private – Tangible Vs. Intangible – Industrial Vs. Intellectual

UNIT – III

International IP Regime: World Intellectual Property Organization (WIPO) – Functions of WIPO – Membership – GATT Agreement – Major Conventions on IP – Berne Convention – Paris Convention – TRIPS agreement.

UNIT – IV

Indian IP Regime: Overview of IP laws in India – Major IP Laws in India – International treaties signed by India. IPR and Constitution of India.

UNIT – V

Forms of IPR: Forms of IPR – Copyright – Trademark – Patents – Industrial Designs – Trade Secrets – Geographical Indications - Application of different forms of IPR.

Text Books:

1. Prabuddha Ganguli , Intellectual Property Rights: Unleashing the Knowledge Economy(2022) , McGraw Hill, 2nd Edition, ISBN: 978-0070077171
2. Deborah E. Bouchoux, Intellectual Property (2016), Cengage, 5th Edition, ISBN: 978-1305948464

Reference Books:

1. B.L. Wadehra, Law Relating to Intellectual Property(2021), LexisNexis, 5th Edition, ISBN: 9789350350300
2. Neeraj Pandey &Khusdeep Dharni, Intellectual Property Rights(2014), PHI Learning, 1st Edition, ISBN: 9788120349896

Web Links:

1. https://onlinecourses.nptel.ac.in/noc22_hs59/preview
2. <https://archive.nptel.ac.in/courses/110/105/110105139/>

Relevant cases have to be discussed in each unit and in examination case study is compulsory from any unit.

PROJECT MANAGEMENT

Course Code: 2506BD22

L	T	P	C
2		1	3

Course Outcomes:

At the end of the Course, Student will be able to:

- CO1:** Explain the basic concepts of project Management
- CO2:** Estimate project planning and risk.
- CO3:** Interpret project financing through techniques
- CO4:** Analyze the concept of Project controlling
- CO5:** Summarize stress management, conflict management and team building

Mapping of Course Outcomes with Program Outcomes:

COs / POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	3	2	1	2	2	1	1	2	2	2	1
CO2	3	3	2	1	2	1	1	1	2	2	1
CO3	2	3	2	1	2	1	1	1	2	2	2
CO4	3	3	2	1	3	1	1	1	1	3	2
CO5	2	2	2	2	2	2	3	3	2	2	2

Mapping of Course Outcomes with Program Specific Outcomes:

CO / PSO	PSO1	PSO2	PSO3
CO1	3	2	1
CO2	3	3	2
CO3	3	3	2
CO4	3	2	2
CO5	2	2	2

UNIT – I

Introduction to Project Management: Project Characteristics – Project Life Cycle – Project Identification, Formulation and Implementation – Project Management in Different Sectors, Systems Approach to Project Management

UNIT – II

Project Appraisal: Project Planning – Steps in Project Planning – Scheduling – Project Appraisal – Feasibility Study – Technical, Commercial, Economic, Financial, Management, Social, Cost Benefit Analysis – Project Risk Analysis

UNIT – III

Project Finance: Project Cost Estimation, Project Financing – Investment Criteria, Project Evaluation Techniques – Cash Flows Estimation for New and Replacement Projects – Cost of Capital, Risk Analysis.

UNIT – IV

Project Control: Network Diagrams, Network Analysis, Critical Path, Quality Management, Project Execution, Monitoring and Control, Agile Project Management, Scrum, Lean Production.

UNIT – V

Organizational Behavior and Project Management: Structure & Integration, Project Manager & Team Role, Stakeholder Engagement, Leadership, Conflict & Stress Management in Projects.

Text book:

1. Erik W. Larson & Clifford F. Gray, Project Management: The Managerial Process McGraw Hill (2022), 8th Edition, ISBN: 978-9354602078
2. A Guide to the Project Management Body of Knowledge (PMBOK Guide) (2021)– Project Management Institute, 7th Edition, ISBN: 978-1628256659

Reference Books:

1. K. Nagarajan, Project Management(2020) New Age International, 9th Edition ISBN: 9789360748531
2. Harold Kerzner, Project Management: A Systems Approach (2017)Wiley, 12th Edition 2017 ISBN: 9781119165354

Web Links:

1. https://onlinecourses.nptel.ac.in/noc23_mg124/preview
2. https://onlinecourses.nptel.ac.in/noc24_mg01/preview

Relevant cases have to be discussed in each unit and in examination case study is compulsory from any unit.

BUSINESS TAXATION

Course Code: 2506BD12

L	T	P	C
2	1		3

Course Outcomes:

At the end of the Course, Student will be able to:

- CO1:** Explain the concept, structure, and components of GST within the Indian tax framework including registration processes and related constitutional provisions.
- CO2:** Describe the scope of supply, levy, composition scheme, input tax credit, and tax payment processes under GST.
- CO3:** Apply the procedures for filing GST returns, conducting audits, and handling assessments using Tally ERP and the GST portal.
- CO4:** Apply practical skills to configure, record, and file GST transactions and returns using accounting software like Tally ERP.
- CO5:** Analyze the provisions of customs law, types of duties, and procedures related to import/export, valuation, and duty drawbacks under the 2017 customs rules.

Mapping of Course Outcomes with Program Outcomes:

COs / POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	3	2	1	2	2	3	2	1	2	2	2
CO2	2	3	2	1	2	2	2	2	1	2	1
CO3	2	3	2	1	2	3	1	1	2	2	2
CO4	3	3	3	1	2	2	2	2	2	1	2
CO5	3	2	2	2	2	2	2	1	2	2	2

Mapping of Course Outcomes with Program Specific Outcomes:

CO / PSO	PSO1	PSO2	PSO3
CO1	3	2	1
CO2	2	2	2
CO3	2	2	2
CO4	3	3	2
CO5	3	2	2

UNIT I

Introduction to GST and Tax Framework: Overview of GST, need and objectives, Constitution (101st Amendment) Act 2016, structure of Indian taxation – direct vs. indirect taxes, GST Council, tax rates, dual model of GST, CGST, SGST, UTGST, IGST, GSTN. GSTIN, process of registration and types – compulsory, exemption, cancellation, revocation.

UNIT II

Supply, Levy and Input Tax Credit: Meaning and scope of supply – composite and mixed supplies. Levy and collection of GST, composition scheme, time and value of supply. Input Tax Credit (ITC) – eligibility, distribution, documentation (invoices, credit/debit notes, vouchers). Payment of tax – ledgers, challans, timelines, interest, set-off and refund process.

UNIT III

GST Returns and Audit: Types of GST returns – GSTR-1 to GSTR-11. Audit under Sections 65 & 66, departmental audits, audit procedure, findings, and response. Assessment, demand and recovery rules. Practical work on GST registration, return filing, and tax payment using Tally ERP and GST portal.

UNIT IV

Practical Applications of GST: Hands-on training in GST setup using accounting software (Tally ERP). Defining GST rates at master and transaction levels, creating GST ledgers, accounting GST transactions, generating and exporting GSTRs, and filing them online.

UNIT V

Basics of Customs Duty: Introduction to customs law, territorial waters, types of duties – basic, protective, countervailing, safeguard, anti-dumping. Concepts like baggage rules, warehousing, export procedure, deemed exports, duty drawback, and valuation of import/export goods under 2017 customs rules.

Text Books:

1. Akhileshwar Pathak & Savan Godiawala, Business Taxation McGraw-Hill Education India, Print ISBN: 978-1259098024, eText ISBN: 978-1259098017.
2. CA Raj K. Agrawal, Handbook on Income Tax (A.Y. 2025–2026) Bharat Law House Pvt. Ltd. ISBN: 978-93-4808-017-2

Reference Books:

1. Dr. Girish Ahuja & Dr. Ravi Gupta, Systematic Approach to Income Tax (Golden Jubilee Edition 2025) Commercial Law Publishers, ISBN: 978-93-5603-720-5.
2. A.N. Aiyar's Indian Tax Laws, 2025, Company Law Institute, ISBN: 978-93-5569-443-0.

Web Links:

1. <https://www.youtube.com/watch?v=swrzarYcMvY>
2. https://www.youtube.com/watch?v=QUI_OevD3yw

Relevant cases have to be discussed in each unit and in examination case study is compulsory from any unit.

PROGRAM ELECTIVE COURSES

INTRODUCTION TO DIGITAL MARKETING

Course Code: 2506BD20

L	T	P	C
2		1	3

Course Outcomes:

At the end of the Course, Student will be able to:

- CO1:** Explain the fundamentals, evolution, and significance of Digital Marketing.
- CO1:** Examine marketing automation and its tools for enhancing customer experience.
- CO3:** Apply various digital marketing techniques, including PPC, SEO, and social media marketing.
- CO4:** Analyze the digital marketing strategies and the digital advertising market in India.
- CO5:** Develop and optimize blogs using various platforms and techniques.

Mapping of Course Outcomes with Program Outcomes:

COs / POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	3	1	1	1	1	1	1	2	2	1	2
CO2	2	3	2	2	1	1	1	1	3	1	1
CO3	3	3	3	2	1	1	3	1	3	3	2
CO4	3	3	2	3	3	1	2	2	2	2	3
CO5	2	1	1	3	1	1	3	1	3	3	3

Mapping of Course Outcomes with Program Specific Outcomes:

CO / PSO	PSO1	PSO2	PSO3
CO1	3	2	1
CO2	3	3	2
CO3	3	3	3
CO4	2	3	3
CO5	2	3	3

UNIT – I

Introduction to Digital Marketing: Fundamentals of Digital Marketing (DM)- Meaning, Definition, Need, Scope, significance of DM, Evolution of Digital Marketing, Concept and approaches to DM, Traditional marketing Vs Digital Marketing, Digital Marketing Landscape, Key Drivers, Digital Consumer & Communities, Gen Z & Netizen’s expectation & influence wrt Digital Marketing, Examples of good practices in DM.

UNIT – II

Marketing Automation: Definition, Advantages, Marketing Automation Softwares: CRM, Sales force, Analytics; Customer Experience (CX), How does marketing automation help marketers, Marketing automation tools.

UNIT – III

Terminology Used in Digital Marketing: PPC and online marketing through social media, Social Media Marketing, SEO techniques, Keyword advertising, Lead generation, content and copywriting, Google web-master and analytics overview, Affiliate Marketing, Email Marketing, Mobile Marketing, Influencer Marketing.

UNIT – IV

Digital Users in India: Focus on Digital users in India, Digital marketing Strategy- Consumer Decision journey, POEM Framework, Segmenting & Customizing messages, Digital advertising Market in India, Skills in Digital Marketing, Digital marketing Plan.

UNIT – V

Blogs & Tags: What are Blogs, Importance of Blogs, Personal Blogs, Corporate Blogs, Popular Blog Platforms, what are Tags, Widgets, Blog Optimization, and Blog Stats.

Text Books:

1. Kapoor, N. (2022). Concept Building Approach to Digital Marketing (2nd ed.). Cengage India. ISBN: 9789355730305.
2. Maity, M. (2022). Digital Marketing (2nd ed.). Oxford University Press. ISBN: 9789354972478.

Reference Books:

1. Chahal, R., & Chakraborti, J. (2024). Digital Marketing 2.0. Himalaya Publishing House. ISBN: 9789352994144
2. Singh, S. K. (2023). Digital Marketing Demystified: A Comprehensive Introduction. Self-published.

Web links

1. https://onlinecourses.nptel.ac.in/noc22_mg109/preview
2. https://onlinecourses.swayam2.ac.in/ugc19_hs26/preview

Relevant cases have to be discussed in each unit and in examination case study is compulsory from any unit.

SOCIAL MEDIA MARKETING

Course Code: 2506BD24

L	T	P	C
2		1	3

Course Outcomes:

At the end of the Course, Student will be able to:

- CO1:** Explain the meaning and definition of digital and social media marketing.
- CO2:** Identify best practices and pitfalls in sharing content on social media and bookmarking websites.
- CO3:** Develop a social media strategy by setting goals, planning, and choosing appropriate strategies.
- CO4:** Perceive the use of major social media platforms like Facebook, LinkedIn, Twitter, and YouTube for marketing purposes.
- CO5:** Assess the role of social analytics in measuring social media performance.

Mapping of Course Outcomes with Program Outcomes:

COs / POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	3	1	1	2	1	1	1	2	2	1	2
CO2	2	2	2	3	3	1	1	2	3	2	2
CO3	3	3	3	3	2	2	2	2	3	2	2
CO4	2	2	2	2	1	2	2	2	3	2	3
CO5	2	3	3	2	1	1	1	1	3	2	2

Mapping of Course Outcomes with Program Specific Outcomes:

CO / PSO	PSO1	PSO2	PSO3
CO1	3	2	2
CO2	2	3	3
CO3	3	3	3
CO4	3	3	3
CO5	2	3	2

UNIT – I

Introduction to Social Media Marketing-Meaning-Definition-Types of Social Media Websites-Mobile Apps-Email- social media-Variou Social Media Websites; Blogging-Types, Platforms.

UNIT – II

Social Media Management-Social Media and Target Audience-Sharing content on social media-Book marking websites; DO’s and Don’ts of social media.

UNIT – III

Social Media Strategy-Goals, Planning, Strategies, Monitoring Analysis; Tips of Social Media Marketing-Customization; Social Media Optimization; Social Media Promotion-paid advertising – other methods-social media ROI.

UNIT – IV

Social Media for Marketing -Facebook, LinkedIn, Twitter, YouTube. Establishing Relationship with customers social media.

UNIT – V

Social Analytics- Automation and social media- social media and other types of Marketing, Managing Tools of social media.

Text Books:

1. Michelle Charello, Essentials of Social Media Marketing, 2021, SAGE Publications, Latest Edition, ISBN: 9781544379190.
2. **Vandana Ahuja**, Social Media Marketing, 2021, Oxford University Press India, 2nd Edition, ISBN: 9780199496043.

Reference Books:

1. Philip Kotler, Svend Hollensen, and Marc Oliver Opresnik, Social Media Marketing: A Practitioner Approach (2022) Opresnik Management Consulting, publisher 5th Edition, ISBN-979-8405414577
2. Melissa Barker, Donald I. Barker, Nicholas F. Bormann, Krista E. Neher, Social Media Marketing: A Strategic Approach (2021) Cengage Learning publisher, 4th Edition, ISBN-978-0357516203.

Web Links:

1. <https://www.coursera.org/learn/social-media-marketing-introduction>
2. <https://www.udemy.com/course/best-social-media-marketing-training-course/?couponCode=LETSLEARNNOWPP>

Relevant cases have to be discussed in each unit and in examination case study is compulsory from any unit.

E-MAIL MARKETING

Course Code: 2506BD18

L	T	P	C
2		1	3

Course Outcomes:

At the end of the Course, Student will be able to:

- CO1:** Explain the fundamental concepts, history, and the significance of email marketing.
- CO2:** Analyze the elements and strategies involved in organizing and managing mailing lists.
- CO3:** Develop compelling and effective email content, including newsletters and announcements
- CO4:** Examine the benefits and strategies for email automation.
- CO5:** Apply techniques for tracking and analyzing email marketing performance.

Mapping of Course Outcomes with Program Outcomes:

COs / POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	3	1	1	2	2	1	1	2	2	1	1
CO2	2	3	2	2	2	1	1	2	3	2	2
CO3	2	2	2	3	2	1	2	1	3	2	1
CO4	2	3	2	2	2	1	2	1	3	2	1
CO5	2	3	3	2	2	1	1	1	3	2	2

Mapping of Course Outcomes with Program Specific Outcomes:

CO / PSO	PSO1	PSO2	PSO3
CO1	3	2	2
CO2	2	3	2
CO3	2	2	3
CO4	2	3	2
CO5	2	3	3

UNIT – I

Introduction to E-mail Marketing: Meaning, Importance, Email Marketing Goals, History of Email Marketing, Advantages and Dis Advantages of Email Marketing and reasons for increase in email marketing. Popular Email Marketing Tools.

UNIT – II

Organizing the Mailing List: Mailing List elements and concepts, Developing E-mails to Drive Results, Critical Design Factors, Utilize and Optimization of Preheader, Headline, and Call-to-Action and Subject Lines. Subscriber List Management Strategies & related Issues.

UNIT – III

Email Content: Composing various types of e-mails, Newsletters and Announcements Using images & videos, how to write Effective content and subject line, Landing Pages- Meaning, design & Factors to be considered. Development of a Brand Strategy through E- mail Marketing and integration with other digital tools.

UNIT – IV

Automating Emails and Spam Compliance: Marketing Automation, Why Email automation is required, Designing an effective Email campaign, The Demonstrated Value of Automated Emails, Welcome e-mails. Date-Based Triggers, Action and Event Triggers. SPAM Testing and minimizing related complaints, Blacklisting.

UNIT – V

Analyzing and Tracking Email Marketing: Tracking Email Marketing Reports, Types of Tracking reports, Bounce Rates /Non-bounce rates, Open Rates & Click through rates. Tracking email data, Optimization of Call-to-action and Lead Capture.

Text Books:

1. Kath Pay, Holistic Email Marketing: A practical philosophy to revolutionise your business and delight your customers (3 March 2025), Rethink Press, Limited, ISBN:1781339082, 9781781339084
2. Dr. Nishant Vachhani & Dr. Sanjay Bhayani, Basics of E-Marketing (2021), Himalaya Publishing House, 1st, ISBN: 9789355510471

Reference Books:

1. DJ Waldow, The Rebel's Guide to Email Marketing: Grow Your List, Break the Rules, and Win Jason Falls ISBN-10-0789749696.
2. Meera Kothand 300 Email Marketing Tips: Critical Advice and Strategy to Turn Subscribers into buyers and grow a six-figure business ISBN-10:1098935470, ISBN-13:978-1098935474.

Web Links:

1. <https://www.coursera.org/learn/think-outside-the-inbox>
2. <https://www.coursera.org/projects/mailchimp-build-email-marketing-campaign>

Relevant cases have to be discussed in each unit and in examination case study is compulsory from any unit.

DIGITAL STARTUP AND NEW VENTURE MANAGEMENT

Course Code: 2506BD16

L	T	P	C
2		1	3

Course Outcomes:

At the end of the Course, Student will be able to:

- CO1:** Identify various types of digital startups.
- CO2:** Estimate the capital and resource requirements for digital startups.
- CO3:** Examine the financial feasibility of digital startups.
- CO4:** Analyze the stages of growth for new ventures.
- CO5:** Develop strategies for dealing with failure.

Mapping of Course Outcomes with Program Outcomes:

COs / POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	3	2	1	1	1	1	3	2	2	1	3
CO2	3	3	2	1	2	2	2	1	2	1	2
CO3	3	3	2	2	2	1	2	1	2	1	2
CO4	2	2	3	1	1	2	2	2	2	2	3
CO5	2	2	2	2	2	3	2	3	2	2	2

Mapping of Course Outcomes with Program Specific Outcomes:

CO / PSO	PSO1	PSO2	PSO3
CO1	3	2	3
CO2	2	3	2
CO3	2	3	2
CO4	2	2	3
CO5	2	2	3

UNIT – I

Introduction to Digital Startup: Definition and types of startups-Digital startup ecosystem-The startup lifecycle-Identifying opportunities and ideation techniques-Role of innovation in digital startups-Case studies of successful digital startups

UNIT – II

Startup Capital Requirements and Legal Environment: Identifying Startup capital Resource requirements - estimating Startup cash requirements - Develop financial assumptions, constructing a Process Map - Positioning the venture in the value chain - Launch strategy to reduce risks- Startup financing metrics - The Legal Environment- Approval for New Venture Taxes or duties payable for new ventures

UNIT – III

Starting-Up Financial Issues: Feasibility Analysis - The cost and process of raising capital – Unique funding issues of a high-tech ventures - Funding with Equity, Financing with Debt- Funding startups with bootstrapping- crowd funding- strategic alliances.

UNIT – IV

Start-Up Survival and Growth: Stages of growth in a new venture- Growing with the market - Growing within the industry- Venture life patterns- Reasons for new venture failures Scaling Ventures – preparing for change - Leadership succession, Support for growth and sustainability of the venture.

UNIT – V

Planning for Harvest and Exit: Dealing with Failure: Bankruptcy, Exit Strategies Selling the business - Cashing out but staying in-being acquired- Going Public (IPO) – Liquidation.

Text Books:

1. Kathleen R Allen, Launching New Ventures, An Entrepreneurial Approach, Cengage Learning. ISBN-10:1305102509, ISBN-13:978-1305102507.
2. Anjan Raichaudhuri, Managing New Ventures: Concepts and Cases, Prentice Hall International. ISBN-13:978-8120341562.

Reference Books:

1. S. R. Bhowmik & M. Bhowmik, Entrepreneurship, New Age International. ISBN: 10:8122419062, ISBN-13:978-8122419061.
2. Steven Fisher, Ja-nae Duane, The Startup Equation-A Visual Guidebook for Building Your Startup, Indian Edition, McGraw-Hill Education India Pvt. Ltd. ISBN- 13:978-0071832366.

Web Links:

1. https://onlinecourses.swayam2.ac.in/imb20_mg22/preview
2. <https://archive.nptel.ac.in/courses/110/106/110106141/>

Relevant cases have to be discussed in each unit and in examination case study is compulsory from any unit.

MOBILE MARKETING

Course Code: 2506BD21

L	T	P	C
2		1	3

Course Outcomes:

At the end of the Course, Student will be able to:

- CO1:** Explain the history, definition, scope, and importance of mobile marketing and mobile commerce.
- CO2:** Analyze different types of mobile applications.
- CO3:** Differentiate between various mobile payment methods.
- CO4:** Develop effective mobile marketing strategies.
- CO5:** Identify the major concerns related to privacy and security in mobile marketing.

Mapping of Course Outcomes with Program Outcomes:

COs / POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	3	2	1	2	1	2	2	1	2	2	3
CO2	2	3	2	2	1	2	3	1	2	2	3
CO3	2	3	2	2	1	3	3	1	2	2	3
CO4	3	3	3	2	2	3	3	2	3	3	3
CO5	2	2	2	3	1	2	2	3	2	2	3

Mapping of Course Outcomes with Program Specific Outcomes:

CO / PSO	PSO1	PSO2	PSO3
CO1	3	2	2
CO2	3	3	2
CO3	3	3	2
CO4	3	3	3
CO5	2	2	3

UNIT – I

Introduction to Mobile Marketing: History, Definition, Scope, and Importance of Mobile marketing. Mobile Commerce - Definition, History, Scope, Characteristics, Applications, attributes and benefits of M-commerce. Growth and Future Prospects of M-Commerce.

UNIT – II

Mobile Applications: Mobile apps- Meaning, types & Importance. Mobile Gaming concept, Scenario in India and Future scope of online gaming. Text Message Marketing, Mobile advertising, Concept, types, advantages and limitations, Features of a good Mobile Marketing programme.

UNIT – III

Mobile Payments and Mobile Entertainment: Mobile payments: Mobile wallets, mobile browser payments, in-app mobile payments and mobile or wireless credit card transfers. Mobile Payment Models, Mobile Payment Service Providers. Mobile entertainment: Definition, Indian Scenario, OTT platforms, Mobile TV and Live TV, Mobile music. Mobile banking- Features, types and benefits. Mobile FinTech.

UNIT – IV

Mobile Marketing Strategies: Mobile marketing vs. traditional marketing, Integration of traditional marketing with mobile marketing campaigns. Mobile marketing campaign- Planning, Implementation and Optimization. Mobile engagement.

UNIT – V

Privacy and security in Mobile marketing: Major concerns/issues related to privacy and security in mobile marketing. Challenges and Best Practices in Mobile Marketing. Future scope for mobile marketing.

Text Books:

1. Gupta, T., Mishra, S., & Katyal, K. A Textbook on Digital Marketing (2021). Puffins Publishers Pvt Ltd, First Edition, ISBN: 978-8195125101
2. Padhiyar, R. Fundamentals of Digital Marketing: Theory, Practice, Assignments & Much More (2020). Raj Padhiyar, First Edition, ISBN: 978-9389102000

Reference Books:

1. Jain, P. Innovative Marketing: 30 Types of Marketing for Small & Medium Enterprises (2024), Notion Press, ISBN: 978-1648699474
2. Seth, N. Winning in the Digital Age: Seven Building Blocks of a Successful Digital Transformation(2021), Penguin Random House, First Edition, ISBN: 978-0670094926

Web Links:

1. <https://www.coursera.org/learn/mobile-marketing-optimization-tactics-and-analytics>
2. <https://www.udemy.com/course/how-to-create-grow-a-mobile-app-iphone-android-business/?couponCode=NVDIN35>

Relevant cases have to be discussed in each unit and in examination case study is compulsory from any unit.

SEARCH ENGINE OPTIMIZATION

Course Code: 2506BD23

L	T	P	C
2		1	3

Course Outcomes:

At the end of the Course, Student will be able to:

- CO1:** Explain the basic concepts and significance of search engine optimization (SEO).
- CO2:** Make use of different tools like Google Search Console for SEO analysis and issue resolution.
- CO3:** Discover the importance and influence factors of on-page SEO
- CO4:** Differentiate between ethical and unethical linking practices
- CO5:** Apply SEO techniques for blogs, content management systems, local search, and mobile search

Mapping of Course Outcomes with Program Outcomes:

COs / POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	3	2	2	2	1	1	1	1	1	2	1
CO2	3	3	2	2	2	2	2	2	2	3	1
CO3	3	3	2	2	2	2	2	2	1	3	2
CO4	2	2	2	2	2	1	2	3	2	2	2
CO5	3	3	3	2	2	2	2	2	3	3	2

Mapping of Course Outcomes with Program Specific Outcomes:

CO / PSO	PSO1	PSO2	PSO3
CO1	3	2	2
CO2	3	3	3
CO3	3	3	3
CO4	2	3	2
CO5	3	3	3

UNIT – I

Introduction to SEO: Concepts of search engine optimization (SEO), Relevance, Importance, Popularity, Trust, Authority, Search engines and directories, how search engines work, Crawlers, robots, spiders, Algorithms, Search engine indexing, Ranking, Directories, Website architecture, Static pages, Dynamic pages.

UNIT – II

Search Engine Friendliness and Specific Rankings: Page coding, managing spiders/robots, Crawlability, Rewriting pages, Subdomains, Alexa ranking, Image optimization, Google search console analysis, crawler issues, remove urls, sitemap submission.

UNIT – III

On-page SEO: Importance, influence factors, Optimizing Web Page, Website Optimization, title, description and keyword tags, header tags, Anchor Text, Navigation Links, Contextual links, Canonical URLs, Page Nations, keyword research, meta tag optimization, SEO content optimization, sitemap creation submission, robots.txt

UNIT – IV

Off-page SEO: Importance, influence factors, Right and wrong ways to link, Reciprocal links, three-way links, purchased links, link networks, Redirected links, Link bait, Trust rank and worthless links, Quality directories Performing and Implementing SEO, SEO goals, and Commercial intent, fixing broken links, Sitemaps, Useful directory links, complaining to search engines, How to address a copyright violation

UNIT – V

Web 2.0 and Other Important Considerations: Website ecosystem, Micro sites, RSS feeds, Blogosphere, social media, Google calendar, Press releases, SEO for blogs, SEO for content management systems, SEO for local search, SEO for mobile search, Measurements, Google API, SEO tools, Free tools, Research and resources, Google my business listing, Google places

Text Books:

1. Subhankar Das, Search Engine Optimization and Marketing: A Recipe for Success in Digital Marketing, (2021), CRC Press, Edition: Illustrated, ISBN: 9781000192612.
2. Anaam Tiwary , Search Engine Optimization (SEO): Fundamentals(2023), Book Bazooka Publication, First Edition ,ISBN: 9789359750019

Reference Books:

1. Jitendra Suryavanshi, SEO Mystery: A Deep Dive Inside the Search Engine(2020), Phitn Publication, First Edition, ISBN: Not specified
2. Gurmeet Singh Dang, Search Engine Optimization (SEO)eBook (2021), Publisher: Not specified, Edition: eBook, ISBN:97893597500

Web Links:

1. <https://www.coursera.org/learn/search-engine-optimization>
2. <https://www.coursera.org/specializations/seo>

Relevant cases have to be discussed in each unit and in examination case study is compulsory from any unit.

AFFILIATE MARKETING AND GOOGLE ADSENSE

Course Code: 2506BD26

L	T	P	C
2		1	3

Course Outcomes:

At the end of the Course, Student will be able to:

- CO1:** Explain the history, definition, and mechanisms of affiliate marketing.
- CO2:** Categorize the different types of affiliate marketing.
- CO3:** Examine the process of setting up an affiliate marketing program.
- CO4:** Analyze the importance of keyword research.
- CO5:** Develop Google Ads account by choosing appropriate campaign types and goals.

Mapping of Course Outcomes with Program Outcomes:

COs / POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	3	2	1	2	2	2	1	2	2	2	2
CO2	3	2	1	2	2	2	2	2	2	2	3
CO3	3	2	1	2	3	3	2	3	3	3	2
CO4	3	2	2	3	2	2	2	2	3	2	3
CO5	3	3	3	3	3	3	3	2	3	3	3

Mapping of Course Outcomes with Program Specific Outcomes:

CO / PSO	PSO1	PSO2	PSO3
CO1	3	2	1
CO2	3	2	2
CO3	3	3	2
CO4	3	3	2
CO5	3	3	3

UNIT – I

Fundamentals of Affiliate Marketing: History, Definition and working of affiliate marketing, parties involved in Affiliate Marketing, Pros and Cons of Affiliate Marketing, the basis of Affiliate Marketing, How Affiliate Marketing works, Affiliate Program payment methods, Cookies and Affiliates, Tiered Affiliate Marketing, Cross selling and up selling, multi-tier marketing and commissions, List of affiliate marketing software

UNIT – II

Types of Affiliate Marketing - Search affiliates - Price comparison service website - Loyalty websites - Cause related and coupon websites - Content and niche market website - Personal weblogs and website syndicates - Email marketing and shopping directories - Registration or co-registration affiliates - File sharing affiliates.

UNIT – III

Setting Up Affiliate Marketing Program - How to attract affiliates-Hosting and implementing an affiliate program-Growing you're Affiliate Numbers. Setting up an affiliate program-Affiliate network service agreement-Data feeds and customer returns. Merchants/publisher management-Setting up an Affiliate Marketing Software-Affiliate program promotion and content pages, Screen Affiliates-Combating affiliate fraud.

UNIT – IV

Introduction to Google Ads: Introduction to Google Ads, Google Ads Terminology, The Role of Google Ads, Understanding the Google Network, How Paid Search Works, The Pillars of Google Ad Success, Keyword Research: Meaning of Keyword, Types of Keywords, Keyword Research Keyword Research Methodology, How to Choose the Right Keywords to Target.

UNIT – V

Creating a Google Ads Account: Campaign, Campaign Types, Campaign Goals, Naming Your Campaign, Choosing Campaign Types, Location, Targeting, Languages, Budget, Delivery Method, Bid Strategies: Manual vs. Automated, Keyword Match Types, Ad Creation, Ad Rank & Quality Score, Landing Pages, Conversion Tracking.

Text Books:

1. Kevin Ulaner, Affiliate Marketing: The Beginner's Step by Step Guide to Making Money Online with Affiliate Marketing ISBN-10:1974108643, ISBN-13:978- 1974108640.
2. AdSense Made Easy: What is Google AdSense, ·2020.ISBN-13.9798685113528

Reference Books:

1. BruceC. Brown The Complete Guide to Affiliate Marketing on the Web.ISBN-10:1601381255.
2. Stefano Calicchio, The Google AdSense Handbook, The Introductory Guide to the Web's MostFamous and Popular Advertising Programme: the Basics and Key Points to Know, ISBN-13:978-1601381255.

Web Links:

1. <https://www.udemy.com/course/free-affiliate-marketing-course-for-beginners/>
2. <https://www.coursera.org/projects/google-ads-beginner>

Relevant cases have to be discussed in each unit and in examination case study is compulsory from any unit.

CONTENT MARKETING

Course Code: 2506BD15

L	T	P	C
2		1	3

Course Outcomes:

At the end of the Course, Student will be able to:

- CO1:** Explain the definition, history, and evolution of content marketing.
- CO2:** Identify various tools of content marketing, such as blogs, social media, webinars, videos, newsletters, and podcast.
- CO3:** Develop the content marketing strategy.
- CO4:** Utilize Content Management Systems (CMS).
- CO5:** Analyze content marketing strategies used in different sectors.

Mapping of Course Outcomes with Program Outcomes:

COs / POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	3	2	1	2	2	1	1	1	2	1	1
CO2	3	2	2	2	2	2	2	2	2	2	3
CO3	3	3	2	3	3	3	3	3	3	3	3
CO4	2	2	3	3	3	2	2	2	3	2	3
CO5	3	2	3	3	3	3	3	3	3	3	3

Mapping of Course Outcomes with Program Specific Outcomes:

CO / PSO	PSO1	PSO2	PSO3
CO1	3	2	1
CO2	3	2	2
CO3	3	3	3
CO4	2	3	2
CO5	3	3	3

UNIT – I

Introduction to Content Marketing: Definition, history, evolution, objectives, importance, role of content marketing in businesses. Challenges and opportunities.

UNIT – II

Tools of Content Marketing: Blogs, branch guide/folder, social media, Case study, Webinars, Video publications, articles, Newsletters, Mobile Apps, Info-graphic, e-book, Whitepapers, podcasts, audio publications, websites and E-mails. Merits and challenges in using these tools. Content marketing and online marketing, influencer marketing.

UNIT – III

Content Marketing Strategy: Definition, objectives, strategic plan, Analysis of Business and understanding customers, Content marketing mix, timelines, budget and optimizing and content, Role of SEO in content marketing.

UNIT – IV

Content Management: Definition, Phases, CMS, Distribution of Content, Strategies in content distribution - guest blogging, repurposing and republishing, Importance of content Management, Metrics to monitor content.

UNIT – V

Cases in Content Marketing: Content Strategies used in sectors like Automobile, Services, FMCG, Pharmaceuticals, Airline, Future Trends in Content Marketing.

Text Books:

1. SeanR. Mitchell , Content Marketing Fundamentals, Create space Independent Pub.ISBN-10:1503232557, ISBN-13:978-1503232556
2. Robert Rose and Joe Pulizzi, Managing Content Marketing: The Real-World Guide for Creating Passionate Subscribers to Your Brand CMI Books, Division of Z Squared Media, LLC. ISBN-10:0983330719, ISBN-13:978-0983330714.

Reference Books:

1. David J Bradley, Digital Marketing MBA: Guiding Principles for Researching, Planning, and Managing a Marketing Strategy to Transform Your Business, The Bradly Business Group. 2019.ISBN-10:1731015844, ISBN-13:978-1731015846.
2. David J Bradley, Getting Digital Marketing Right, Create space Independent Publishing Platform.ISBN-10:1507642245, ISBN-13:978-1507642245.

Web Links:

1. <https://www.coursera.org/learn/content-marketing>
2. <https://www.coursera.org/learn/digital-content-planning-and-management>

Relevant cases have to be discussed in each unit and in examination case study is compulsory from any unit.

E-CRM

Course Code: 2506BD17

L	T	P	C
2		1	3

Course Outcomes:

At the end of the Course, Student will be able to:

- CO1:** Understand the fundamentals and evolution of CRM.
- CO2:** Differentiate between CRM and e-CRM with key features and challenges.
- CO3:** Explain the role and technology of call centers in CRM.
- CO4:** Apply e-CRM strategies and implementation processes in business markets.
- CO5:** Analyze trends, applications, and data privacy in e-CRM.

Mapping of Course Outcomes with Program Outcomes:

COs / POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	3	2	1	2	2	3	2	1	2	2	1
CO2	3	3	2	1	3	3	2	1	2	2	2
CO3	2	3	2	1	2	3	1	2	2	2	1
CO4	3	3	3	2	3	2	2	1	3	2	2
CO5	2	2	2	2	3	2	1	2	3	2	2

Mapping of Course Outcomes with Program Specific Outcomes:

CO / PSO	PSO1	PSO2	PSO3
CO1	3	2	1
CO2	3	2	2
CO3	2	3	2
CO4	3	3	2
CO5	2	2	2

UNIT – I

Introduction to CRM: Evolution, CRM Pyramid, Components, Drivers, CRM and Telemarketing, Obstacles in CRM, Success factors of CRM, Internet Influence on CRM, CRM and Globalization, Major CRM packages.

UNIT – II

About e-CRM: e-CRM versus CRM, Key e-CRM Features, Technological and Business Issues, Business Drivers, ECRM Assessment, e-CRM Architecture, e-CRM Components, The Five Engines of e-CRM, Challenges in Delivering True e-CRM.

UNIT – III

Call Center: Meaning, Customer Interaction, Functionality, Technological Implementation, About ACD (Automatic Call Distribution), IVR (Interactive Voice Response), CTI (Computer Telephony Integration), Web Enabling the Call Center, Automated Intelligent Call Routing, Logging & Monitoring.

UNIT – IV

e- CRM in Business Market: Concepts of e-CRM best practices in Business Markets scenarios, sensitivity analysis and profits computations in e-CRM. e- CRM Implementation: Planning process, e-CRM implementation process, post implementation pitfalls, Strategies for successful e-CRM implementation with examples.

UNIT – V

e- CRM Applications: Trends in e-CRM, Pitfalls in e-CRM, Applications of e-CRM in different market situations, the upsides and downsides of such applications, Role of social media in e-CRM, Customer data management and privacy in e-CRM.

Text Books:

1. Gerardus Blokdyk : Electronic Customer Relationship Management E-CRM Complete Self-Assessment Guide Paperback – 9 September 2017
2. Jerry Fjermestad, Nicholas C. Romano e-CRM - PHI

Reference Books:

1. P.T.Joseph and SJ, JNU(Jaipur National University Course Material on e-CRM) E-COMMERCE: An Indian Perspective PHI Publications
2. Henry Chan Raymond Lee, Tharam Dillon & Elizabeth Chand, E-Commerce: Fundamentals and Applications, Wiley

Web Links:

1. [Customer Relationship Management - Course](#)
2. [NPTEL :: Management - NOC:Customer Relationship Management](#)

Relevant cases have to be discussed in each unit and in examination case study is compulsory from any unit.

CONSUMER ANALYTICS

Course Code: 2506BD14

L	T	P	C
2		1	3

Course Outcomes:

At the end of the Course, Student will be able to:

- CO1:** Apply the key concepts of the marketing management process, linking them to consumer analytics and insights.
- CO2:** Analyze and design non-linear pricing strategies for profit maximization.
- CO3:** Make use of conjoint analysis techniques.
- CO4:** Measure consumer value using metrics.
- CO5:** Compare consumer analytics in various domains like advertising, retailing, and internet & social marketing.

Mapping of Course Outcomes with Program Outcomes:

COs / POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	3	2	3	2	2	2	1	2	2	2	3
CO2	3	3	2	2	3	2	1	2	2	3	2
CO3	3	3	2	1	3	2	1	3	2	2	2
CO4	3	2	3	2	2	3	2	2	2	2	3
CO5	3	3	3	2	2	2	3	3	2	3	3

Mapping of Course Outcomes with Program Specific Outcomes:

CO / PSO	PSO1	PSO2	PSO3
CO1	3	2	2
CO2	3	3	2
CO3	3	3	3
CO4	3	2	2
CO5	3	3	3

UNIT – I

Marketing Management and Consumer Analytics: The Marketing Management Process and its link to Consumer Analytics and Consumer Insights, Correlation, Simple linear regression, Trend, seasonality, Exponential smoothing.

UNIT – II

Pricing: Non-linear pricing strategies for profit maximization, price skimming and sales, optimal pricing, price bundling, demand curve and the willingness to pay.

UNIT – III

Consumer Insights: Conjoint analysis, product attributes and levels, full profile conjoint analysis, choice based conjoint analysis, random utility theory.

UNIT – IV

Consumer Value: Lifetime Consumer value, relation between spending, customer acquisition and customer retention, Market basket analysis, RFM analysis

UNIT – V

Market Segmentation: Cluster analysis, collaborative filtering and classification trees for segmentation, Application of Consumer Analytics in Advertising, Retailing and Internet & Social Marketing.

Text Books:

1. Andrew Smith, Consumer Behaviour and Analytics (2020), Routledge Publications. ISBN-10:113859265X, ISBN-13:978-1138592650.
2. Damian Ryan, Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation Kogan Page Publishers, 3rd Edition., ISBN-10:0749453893, ISBN-13:978-0749453893.

Reference Books:

1. Winston, Wayne L, Marketing Analytics: Data-Driven Techniques with Microsoft Excel, Wiley 1st Edition, ISBN-10:111837343X, ISBN-13:978-1118373439.
2. Malhotra, Naresh, Marketing Research – An Applied Orientation, Pearson Education, 7th Edition, Vandana Ahuja., Digital Marketing. Oxford University Press India. ISBN-10:9353433290, ISBN-13:978-9353433291.

Web Links:

1. <https://archive.nptel.ac.in/courses/110/105/110105142/>
2. <https://www.coursera.org/learn/quantitative-customer-insights>

Relevant cases have to be discussed in each unit and in examination case study is compulsory from any unit

ABILITY ENHANCEMENT COURSES

FUNDAMENTAL COGNITIVE SKILLS FOR MANAGERS

Course Code: 2506BD34

L	T	P	C
		1	1

Course Outcomes:

At the end of the course, student will be able to:

- CO1:** Recognize the different aspects of the English language proficiency with emphasis on LSRW skills.
- CO2:** Apply communication skills through various language learning activities
- CO3:** Analyze the English speech sounds, stress, rhythm, intonation and syllable division for better listening and speaking comprehension.
- CO4:** Enable them to learn and apply fundamentals of English grammar concepts for improved language
- CO5:** Make use of various types of vocabulary in different academic and professional careers

Mapping of Course Outcomes with Program Outcomes:

COs / POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	2	2	1	-	2	-	-	1	3	3	1
CO2	2	2	1	-	2	-	-	1	3	3	1
CO3	1	1	2	-	2	-	-	1	3	2	2
CO4	2	1	2	-	2	-	-	1	2	2	1
CO5	2	1	2	-	2	-	-	1	3	2	1

Mapping of Course Outcomes with Program Specific Outcomes:

CO / PSO	PSO1	PSO2	PSO3
CO1	1	1	1
CO2	1	1	1
CO3	1	1	1
CO4	1	1	1
CO5	1	1	1

UNIT – I

Outstanding people A/B/C/D

- Listening** Conversation about Jocelyn Bell- Burnell, Podcast: The 30-day challenge, Starting a new job, Conversation about technology
- Speaking** Discussing inspiring people, Asking and answering questions about challenges, explaining a process; Checking understanding, Discussing technology.
- Reading** Articles: Protector of the sea and the woman who reinvented children’s TV, Interviews: 30-day challenge, Article: Tech free!

Writing Grammar Vocabulary Pronunciation

Article Organizing an article Review of Tenses, Questions Character adjectives, trying and succeeding The letter e; Word stress, Rapid speech

UNIT – II

Survival A/B/C/D

Listening	Conversation about a survival situation, Interview: The Tiger, Cooking for a friend, Talking about getting lost
Speaking	Telling a survival story, Giving advice; Asking questions, Giving compliments and responding, Discussing the natural environment
Reading	Article: Lost at sea, Leaflet: How to survive...an animal attack, Leaflet: Be wise and survive
Writing	Guidelines, organizing guidelines in a leaflet
Grammar	Narrative tenses, Future time clauses and conditionals
Vocabulary	Expressions with get, Animals and the environment
Pronunciation	Sound and Spelling: g, Intonation in question tags

UNIT – III
Talent A/B/C/D

Listening	Conversation: learning experiences, Radio Programme: The sports gene, Making wedding plans, Interviews about sport
Speaking	Talking about something you have put a lot of effort into, Discussing sport and ways to improve performance, planning a party, Talking about popular sports
Reading	Text about learning; Learning to learn, Article: Born to be the best; Three articles about athletes, Article: Fitness: Seattle snapshot
Writing	Article describing data
Grammar	Multi-word verbs, Present perfect and present perfect continuous
Vocabulary	Ability and achievement, word connected with sport
Pronunciation	Word stress, sound and spelling consonant sounds

UNIT – IV
Life Lessons A/B/C/D

Listening	Interview: Psychology of money; Two monologues: Life-changing events, Two monologues; training for a job, Presenting photos, Three monologues; living in different places
Speaking	Talking about how your life has changes, Discuss experiences of training and rules, Describing photos: Expressing careful disagreement, Discussing living in a different country
Reading	Two texts about life-changing events that helped people become rich, Article: Training for the emergency frontline, Advert for being an international student ‘buddy’
Writing	Job application, Giving a positive impression
Grammar	Used to and would
Vocabulary	Cause and result, Talking about difficulty
Pronunciation	Sound and spelling: u

UNIT – V
Chance A/B/C/D

Listening	Monologue: What are your chances?, Conversation: Talking about work, Money problems, News reports: environmental problems
Speaking	Discussing possible future events, Role Play: job interview, Explaining and responding to an idea for a café, Giving opinions on environmental problems

Reading	Quiz: Are you an optimist or a pessimist?; Article: Why we think we're going to have a long and happy life, Quiz: The unknown continent; Article: Cooking in Antarctica, Essay about protecting the environment
Writing	For and against essay, Arguing for and against an idea
Grammar	Future probability, Future perfect and future continuous
Vocabulary	Adjectives describing attitude, The natural world
Pronunciation	Sound and spelling : th, Intonation groups

Text Book:

1. Cambridge Empower–SecondEditionB2Level-AdrianDoff, Craig Thaine, HerbertPuchta, JeffStranks, PeterLewis–Jones. ISBN-10.9781107468726; ISBN- 13.978-1107468726

Suggested Software:

1. Cambridge Empower
2. SoftX(K-Van Solutions)

Reference Books:

1. MAshraf Rizvi: Effective TechnicalCommunication.ISBN10-9352605780
2. Raymond Murphy: English Grammar in Use, Cambridge University Press. Fifth Edition, ISBN-978-1-108-45765-1
3. J.Sethi &P.V.Dhamija.A Course in Phonetics and Spoken English, 2ndEdition,Kindle, 2013, ISBN-13: 9.78812E+12.

Web Links:

1. <https://www.cambridgeone.org/login>
2. <https://www.britishcouncil.in/english/online>
3. www.englishmedialab.com

ADVANCED COGNITIVE SKILLS FOR MANAGERS

L T P C
1 1

Course Code: 2506BD11

Course Outcomes:

At the end of the course, student will be able to:

- CO1:** Recognize the basics of communication and summarize formal and informal expressions in all aspects.
- CO2:** Establish and maintain interpersonal relationships and transmit the message through different language activities.
- CO3:** Use language effectively to prepare and demonstrate proficiency in facing various interviews.
- CO4:** Demonstrate and exhibit professionalism in participating in various public activities like debates, group discussions and presentation skills.
- CO5:** Identify the basic elements of writing and apply the fundamentals to composition catering to different professional needs.

Mapping of Course Outcomes with Program Outcomes:

COs / POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	3	2	2	3	3	2	2	3	3	3	3
CO2	3	3	3	3	3	3	3	3	3	3	3
CO3	2	2	2	3	3	2	3	3	3	3	2
CO4	2	3	3	3	3	2	3	3	3	3	2
CO5	2	3	3	3	3	3	3	2	3	3	2

Mapping of Course Outcomes with Program Specific Outcomes:

CO / PSO	PSO1	PSO2	PSO3
CO1	2	2	3
CO2	2	3	3
CO3	2	2	3
CO4	2	2	3
CO5	2	2	3

UNIT – I

Around the globe A/B/C/D

Listening	Two monologues about sightseeing tours, Interview: disappearing languages, Asking for a favour, conversation: a trip to the Grand Canyon
Speaking	Comparing different tourist destinations, Agreeing and disagreeing, Asking for a favour, Discussing local tourist destinations.
Reading	Website about four tourist destinations; Website: Where to go?
Writing	Travel blog, Using descriptive language
Grammar	Infinitives and –ing forms
Vocabulary	Travel and tourism, Describing changes
Pronunciation	Consonant clusters, Consonant sounds

UNIT –II
City living A/B/C/D

Listening	Interview: ‘Smart’ cities: Two monologues talking about ‘smart’ cities, Two monologues: house renovations, Flat hunting, Interviews about a new shopping centre
Speaking	Discussing good and bad points about a city
Reading	Article: Quick-slow down!, Article: Who puts the ‘real’ in reality TV? Email: Complaining about an important issue.
Writing	Email of complaint, Using formal language
Grammar	Too/enough; so/such, Causative have/get
Vocabulary	Describing life in cities, Film and TV; Houses
Pronunciation	Sound and spelling: o, Stress in compound nouns

UNIT – III
Dilemmas A/B/C/D

Listening	Radio programme: person finance, Three monologues about honesty, Going to the bank, Conversation about a TV programme
Speaking	Giving opinions on financial matters, Discussing moral dilemmas, Talking about hopes and worries Discussing programmes about crime
Reading	Article: Is it time to give up on cash?, Newspaper article: The honesty experiment, Review: Crime with a smile
Writing	Review, Organising a review
Grammar	First and second conditionals, Third conditional; should have+past participle
Vocabulary	Money and finance, Crime
Pronunciation	Stressed and unstressed words; Sound and spelling: l, Word groups

UNIT –IV
Discoveries A/B/C/D

Listening	Conversation about inventions, Conversation about an email hoax, Finding the perfect flat, Four monologues about alternative medicine
Speaking	Talking about inventions, describing a hoax or a scam or a case of fraud, Giving and receiving surprises
Reading	Article: Too good to be true?, Article: The rise and fall of Barry Minkow, Essay: The Value of alternative medicine
Writing	Opinion essay, Presenting a series of arguments
Grammar	Relative clauses, Reported speech; Reporting verbs
Vocabulary	Health, Verbs describing thought and knowledge
Pronunciation	Sound and spelling : ui, Linking and intrusion

UNIT – V
Possibilities A/B/C/D

Listening	Interview about Dan Cooper, Two monologues: pursuing a dream, Celebrating good news, conversation about goals
Speaking	Telling stories about coincidences, Describing and comparing brave or amazing people, Telling an important piece of news, Talking

Reading	about performing Story: The man who disappeared; Blog: The Wreck of the Titan, Article: Dream to help, Story: Rosa's diary: The ultimate goal
Writing	Story, Making a story interesting
Grammar	Past modals of deduction, Wishes and regrets
Vocabulary	Adjectives with prefixes, Verbs of effort
Pronunciation	Word stress, Linking, Consonant clusters

Text Book:

1. Adrian Doff, Craig Thaine, Herbert Puchta, Jeff Stranks, Peter Lewis – Jones, Cambridge Empower–Second Edition, B2Level- ISBN-9789357260022.

Suggested Software:

1. Cambridge Empower
2. SoftX(K-Van Solutions)

Reference Books:

1. Raman Meenakshi, Sangeeta-Sharma. Technical Communication. (2018), Oxford University Press. ISBN-13-978-1108958080
2. Michael Swan-Practical English Usage,ISBN-10-0199457492
3. Taylor Grant:English Conversation Practice(2016), Tata McGraw-HillEducation India, ISBN-978-0070096038

Web Links:

1. <https://www.cambridgeone.org/login>
2. <https://www.coursera.org/>
3. <https://www.skillshare.com/>
4. <https://www.mindtools.com/cawh8bu/communication-tools>

EMPLOYABILITY SKILLS- V

L T P C
1

Course Code: 2506BD19

Course Outcomes:

At the end of the Course, Student will be able to:

- CO1:** Apply principles of permutations, combinations, probability, and logarithms to solve quantitative aptitude problems.
- CO2:** Interpret and analyze data from charts, graphs, and statistical tables for decision-making and accuracy.
- CO3:** Evaluate logical reasoning statements involving arguments, assumptions, conclusions, and data sufficiency.
- CO4:** Solve puzzle and eligibility test problems using analytical and critical thinking skills.
- CO5:** Demonstrate effective interpersonal, communication, and time management skills for successful personal and professional interactions.

Mapping of Course Outcomes with Program Outcomes:

COs / POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	3	2	–	–	–	–	–	–	–	–	2
CO2	2	3	2	–	–	–	–	–	2	–	2
CO3	–	3	3	–	2	–	–	–	–	–	2
CO4	–	2	3	–	–	–	–	–	–	–	2
CO5	–	–	–	3	2	3	2	3	2	3	3

Mapping of Course Outcomes with Program Specific Outcomes:

CO \ PSO	PSO1	PSO2	PSO3
CO1	2	2	–
CO2	2	3	–
CO3	–	2	3
CO4	–	2	2
CO5	–	–	3

Aptitude:

Permutations and Combinations, Probability, Data Interpretation, Logarithms, Statistics

Reasoning:

Puzzle Tests, Eligibility Test, Data Sufficiency, Statements – Arguments, Statements – Assumptions, Statements - Course of Action, Statements - Conclusions

Verbal:

Interview skills, Grammar in use, Interpersonal Skills, Negotiation Skills, Social Skills, Problem-Solving Skills, Time Management Skills

Text Books:

1. Nitin Bhatnagar, Soft Skills and Personality Development(2020), Pearson, 1st Edition, ISBN:

9788131760345,

2. Krishna Mohan & Meera Banerji, Developing Soft Skills (2009), Pearson, 2nd Edition, ISBN: 978-0230638433

Reference Books:

1. Barun Mitra, Personality Development and Soft Skills (2016), Oxford University Press, 2nd Edition, ISBN: 9780199459742.
2. K. Alex, Soft Skills (2009), S. Chand Publishing, 3rd Edition, ISBN:9788121931922

Web Links:

1. www.indiabix.com
2. www.bankersadda.com

MULTI-DISCIPLINARY COURSES IT & AI SKILLS

Course Code: 2506BD37

L	T	P	C
1		2	3

Course Outcomes:

At the end of the Course, Student will be able to:

- CO1:** Explain the fundamentals of computers and their applications in business.
- CO2:** Build and format professional documents using MS Word.
- CO3:** Design and present impactful business presentations in MS PowerPoint.
- CO4:** Integrate and apply AI tools across MS Excel applications
- CO5:** Analyze and visualize business data using MS Excel's functions.

Mapping of Course Outcomes with Program Outcomes:

CO / PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	3	1	1	–	1	–	–	1	3	–	2
CO2	2	1	1	2	1	–	–	–	3	–	2
CO3	2	1	1	3	1	1	–	–	3	2	2
CO4	2	2	2	1	1	–	1	–	3	1	3
CO5	2	3	3	1	1	–	1	–	3	1	3

Mapping of Course Outcomes with Program Specific Outcomes:

CO / PSO	PSO1	PSO2	PSO3
CO1	1	1	2
CO2	1	1	2
CO3	1	1	2
CO4	2	2	3
CO5	2	3	3

UNIT – I

Introduction to Computers: Definition, Components, Types; generations of computer; Computer Memory, Software and Hardware, Operating Systems. Window features. Introduction to Internet-benefit and limitation, IP address, Browser, E-mail.

UNIT – II

MS Word: Interface and Navigation; Document Formatting, Text Formatting, Paragraph Formatting, Advanced Features, Tables, Charts, and SmartArt, Mail Merge; AI Tools for MS Word.

UNIT – III

MS PowerPoint: Interface and Navigation; Slide Design and Layout, Adding and Formatting Text, Using Themes and Templates, Multimedia in Presentations, Presentation Tools, Slide Master and Custom Layouts, Slide Show Setup and Presentation Delivery; AI Tools for MS PowerPoint.

UNIT – IV

MS Excel: Interface and Navigation, Creating, Saving, and, Opening Workbooks, Basic Spreadsheet Operations, Entering and Formatting Data, Basic Formulas and Functions, Sorting and Filtering Data, Data Visualization, Creating and Customizing Charts, Conditional Formatting; AI Tools for MS Excel.

UNIT – V

Advanced Excel: Lookup Functions: VLOOKUP, HLOOKUP, and XLOOKUP; Logical Functions: IF, AND, OR; Text Functions: CONCATENATE, LEFT, RIGHT; Date and Time Functions: DATE, TODAY, NETWORKDAYS. Data Analysis and Visualization: PivotTables- Creating and analyzing data with PivotTables; Charts and Graphs: Designing and customizing basic charts; Conditional Formatting: Applying rules to highlight key data points. Data Cleaning Techniques: Using Text to Columns and Remove Duplicates; Data Validation: Setting up rules to ensure data accuracy; Importing Data: Importing data from external sources like CSV and databases.

Text Books:

1. George Reynolds and Judith S. Reynolds, Information Technology for Managers (2022). Pearson Education. ISBN-10:1305482492,ISBN-13: 978- 1305482494.
2. Alexis Khosla, Computer Fundamentals and Information Technology (2022).BPB Publications. ISBN-13. 9781305389830

Reference Books:

1. C.S.V. Murthy, Information Technology for Management (2022). Himalaya Publishing House. ISBN 81-7866-201-9.
2. K.C. Laudon and Jane P. Laudon, India Information Technology: An Introduction (2021). Pearson Education.ISBN-10:9789352865475, ISBN-13:978- 9352865475.

Web Links:

1. https://onlinecourses.swayam2.ac.in/cec20_cs05/preview
2. https://onlinecourses.nptel.ac.in/noc22_mg35/preview

Relevant cases have to be discussed in each unit and in examination case study is compulsory from any unit.

MEDIA LITERACY AND CRITICAL THINKING

Course Code: 2506BD39

L	T	P	C
2			2

Course Outcomes:

At the end of the Course, Student will be able to:

- CO1:** Explain the notions of media, media literacy, main media types and formats
- CO2:** Identify the benefits and drawbacks of traditional and new media
- CO3:** Estimate the role and strategies of the media market players
- CO4:** Analyze the impact of different types of media content and narratives
- CO5:** Evaluate multimedia messages based on journalistic standards.

Mapping of Course Outcomes with Program Outcomes:

CO / PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	2	2	2	1	2	1	1	2	2	2	2
CO2	2	2	2	1	2	1	2	2	2	2	2
CO3	2	2	3	2	3	1	2	2	2	2	2
CO4	2	3	3	2	3	1	2	3	2	3	2
CO5	2	3	3	2	3	1	2	2	2	3	3

Mapping of Course Outcomes with Program Specific Outcomes:

CO / PSO	PSO1	PSO2	PSO3
CO1	2	1	2
CO2	2	1	2
CO3	2	1	2
CO4	2	2	3
CO5	2	2	3

UNIT – I

Introduction to Media.: The notions of media and media literacy, History of media evolution, Forms and formats of media

UNIT – II

Traditional vs New media: Role and functions of Traditional and New Media, Social Media Platforms, Access to information

UNIT – III

Media Market Game: Rules and players- Media market players, Ownership and control of mass media market, Journalistic standards

UNIT – IV

Media content: Types and Narratives: The notion and types of media content, The notion and modes of narrative, Media narrative power

UNIT – V

Multimedia content: Types and Technologies: Multimedia terms and features, Multimedia formats and components, Multimedia messages

Text Books:

- 1 Chris Sperry & Cyndy Scheibe, Teaching Students to Decode the World: Media Literacy and Critical Thinking Across the Curriculum(February 2022), ASCD
BN-13: 978-1416630937.
- 2 McQuail D. McQuail's Mass Communication Theory. 6th Edition. Sage Publications.ISBN-10:1849202923, ISBN-13: 978-1849202923

Reference Books:

- 1 Potter, W.J. Media Literacy, SAGE Publishing(2021), 10th edition, 504 p. ISBN-10:1071814451, ISBN-13:978-1071814451
- 2 Nick Pernisco, Media Literacy: An Essential Guide to Critical Thinking Skills for Our Complex Digital World (July 29, 2020), Independently published ISBN-13: 978-1087896304.

Web Links:

- 1 <https://mediasmarts.ca/digital-media-literacy/general-information/digital-media-literacyfundamentals/media-literacy-fundamentals>
- 2 <http://www.hks.harvard.edu/fs/pnorris/Conference/Conference%20papers/Coronel%20Watchdog.pdf>

VALUE ADDED COURSES

ENVIRONMENTAL SCIENCE AND SUSTAINABILITY

Course Code: 2506BD32	L	T	P	C
	2			2

Course Outcomes:

At the end of the Course, Student will be able to:

- CO1:** Explain the functions of environment, ecosystems and biodiversity and their conservation.
- CO2:** Identify the causes, effects of environmental pollution and natural disasters and contribute to the preventive measures in the society.
- CO3:** Apply the understanding of renewable and non-renewable resources and contribute to the sustainable measures to preserve them for future generations.
- CO4:** Describe various environmental acts
- CO5:** Recognize the different goals of sustainable development and apply them for suitable technological advancement and societal development.

Mapping of Course Outcomes with Program Outcomes:

CO / PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	1	1	1	–	2	–	–	3	–	–	1
CO2	1	2	2	–	3	1	1	3	–	–	1
CO3	1	2	2	–	2	1	3	3	2	–	1
CO4	–	1	1	–	3	1	–	2	–	–	–
CO5	1	2	2	1	3	2	2	3	2	1	2

Mapping of Course Outcomes with Program Specific Outcomes:

CO / PSO	PSO1	PSO2	PSO3
CO1	1	0	2
CO2	1	2	2
CO3	2	2	3
CO4	1	1	2
CO5	2	2	3

UNIT – I

Environment and Biodiversity: Definition, scope and importance of environment – need for public awareness. Eco-system and Energy flow– ecological succession. Types of biodiversity.

UNIT – II

Environmental Pollution: Causes, Effects and Preventive measures of Water, Soil, Air and Noise Pollutions. Solid, Hazardous and E-Waste management, Environmental protection acts.

UNIT – III

Renewable Sources of Energy: Energy management and conservation, New Energy Sources: Need of new sources. Different types new energy sources.

UNIT – IV

Environmental Acts: The Water (Prevention and Control of Pollution) Act, 1974-The Air (Prevention and Control of Pollution) Act, 1981-The Environment (Protection) Act, 1986 Objectives.

UNIT – V

Sustainability Practices: Zero waste and R concept, Circular economy, ISO 14000 Series, Material Life cycle assessment, Environmental Impact Assessment.

Text Books:

1. Benny Joseph, Environmental Science and Engineering, Tata McGraw-Hill, New Delhi, ISBN-10:9387432351, ISBN-13: 978-9387432352.
2. Anubha Kaushik and C. P. Kaushik 's, Perspectives in Environmental Studies, New Age International Publishers, 6th Edition, ISBN-10:9789386418630, ISBN-13:978-9386418630.

Reference Books:

1. R.K. Trivedi, Handbook of Environmental Laws, Rules, Guidelines, Compliances and Standards, Vol. I and II, Enviro Media. ISBN-10: 8178002213, ISBN-13:978-8178002217.
2. Cunningham, W.P. Cooper, T.H. Gorhani, Environmental Encyclopedia, Jaico Publ., House, Mumbai.ISBN-10:8172247869, ISBN-13: 978-8172247867.

Web Links:

1. https://onlinecourses.nptel.ac.in/noc23_hs155/preview
2. https://onlinecourses.swayam2.ac.in/nou20_ag12/preview

INDIAN CONSTITUTION

Course Code: 2506BD35

L	T	P	C
2			2

Course Outcomes:

At the end of the Course, Student will be able to:

- CO1:** Identify and explore the basic features and modalities about Indian constitution
- CO2:** Explain the fundamental and administrative structure of various branches of government
- CO3:** Differentiate and relate the functioning of Indian parliamentary system at the centre and state level.
- CO4:** Examine different aspects of Indian Legal System and its related bodies.
- CO5:** Understand and abide the federal distribution and powers of the Indian constitution

Mapping of Course Outcomes with Program Outcomes:

CO / PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	2	2	1	2	1	2	2	3	1	2	2
CO2	2	2	2	2	1	1	2	2	2	2	2
CO3	2	2	2	2	1	1	2	2	2	2	2
CO4	2	2	3	2	2	2	2	3	2	2	2
CO5	2	2	3	2	2	2	2	3	2	2	2

Mapping of Course Outcomes with Program Specific Outcomes:

CO / PSO	PSO1	PSO2	PSO3
CO1	2	2	2
CO2	2	2	2
CO3	2	2	2
CO4	2	2	2
CO5	2	2	2

UNIT – I

Constitution: Meaning & Constitutionalism, Historical perspective -: 1909 Act, 1919 Act & 1935 Act, Salient features & nature of the Constitution,

UNIT – II

Fundamental Rights: Introduction & its scheme, Right to Equality (Art.14), Right to Fundamental Freedoms (Art. 19), Right to Life (Art. 21), Directive Principles of State Policy: importance and implementation, Fundamental Duties and its legal status.

UNIT – III

Union Government – Structures of the Union Government and Functions – President – Vice President – Prime Minister – Cabinet – Parliament – Supreme Court of India – Judicial Review.

UNIT – IV

State Government – Structure and Functions – Governor – Chief Minister – Cabinet – State Legislature – Judicial System in States – High Courts and other Subordinate Courts.

UNIT – V

Federal structure: Federal structure & distribution of legislative and financial powers between the Union and the States.

Text Books:

1. D.D. Basu, Introduction to the Constitution of India, Lexis Nexis, New Delhi, ISBN 10-9388548868.
2. Subhash C. Kashyap, Indian Constitution, National Book Trust, New Delhi. ISBN-10: 9352704428, ISBN-13:978-8123707341.

Reference Books:

1. Dr. G. B. Reddy & Mohd. Suhaib, Constitution of India and Professional Ethics, Dream tech Press, ISBN-10:818986601X, ISBN-13:978-8189866013.
2. B.Z. Fadia & Kuldeep Fadia, Indian Government & Politics, Lexis Nexis, New Delhi, ISBN-10: 9384885622, ISBN-13: 978-9384885625.

Web Links:

1. <https://archive.nptel.ac.in/courses/129/106/129106003/>
2. https://onlinecourses.nptel.ac.in/noc24_lw05/preview

PUBLIC HEALTH AND MANAGEMENT

	L	T	P	C
Course Code: 2506BD43	2			2

Course Outcomes:

At the end of the Course, Student will be able to:

- CO1:** Explain the key concepts, evolution, and global frameworks of public health.
- CO2** Identify the role of social determinants and health equity in public health outcomes.
- CO3:** Describe the structure, issues, and major programmes of the Indian health system
- CO4:** Apply basic planning and management tools in public health settings.
- CO5:** Analyze public health programmes using monitoring, evaluation, and health system frameworks.

Mapping of Course Outcomes with Program Outcomes:

CO / PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	3	2	2	1	3	1	2	1	1	1	2
CO2	2	2	1	3	3	2	3	1	1	2	1
CO3	3	3	2	1	2	3	2	1	1	2	2
CO4	3	3	3	2	2	3	1	2	2	1	2
CO5	3	3	3	2	2	3	1	2	2	1	3

Mapping of Course Outcomes with Program Specific Outcomes:

CO / PSO	PSO1	PSO2	PSO3
CO1	2	2	1
CO2	2	2	2
CO3	3	2	2
CO4	3	3	3
CO5	3	3	3

UNIT - I

Foundations of Public Health: Concept of public health and its role in society, evolution of public health, understanding health and disease, and global health frameworks.

UNIT - II

Health Determinants and Equity: Health equity, social determinants of health, access to healthcare and social justice, and the role of public health in reducing disparities.

UNIT - III

Health Systems in India: History of public health in India, organization of health systems in India, key issues in India's health system, and major health schemes and programmes including the National Health Mission, Integrated Child Development Services (ICDS), Janani Suraksha Yojana, Ayushman Bharat Scheme, and POSHAN Abhiyan.

UNIT - IV

Health Planning and Management: Concepts of planning from macro to micro level, tools for health planning, district-level health management, and strategies for effective implementation.

UNIT - V

Monitoring, Evaluation, and Frameworks: Introduction to monitoring and evaluation (M&E), purpose and process of M&E in public health, health system frameworks, and application of frameworks in programme assessment.

Text Books:

1. Goldstein RL, Goldstein K, Dwelle TL Introduction to Public Health: Promises and Practices, Springer Publishing Company.
2. Sen A, Health in Development, Bulletin of the World Health Organization, Vol. 77(8).

Reference Books:

1. R N Batta, Public health management in India: Concerns and options, Journal of Public Administration and Policy Research, Vol. 7(3).
2. National Health Policy 2017, Ministry of Health and Family Welfare, Govt. of India.

Web Links:

1. <https://nptel.ac.in/courses/121106007>
2. <https://nptel.ac.in/courses/127106227>

Relevant cases have to be discussed in each unit, and in examination, case study is compulsory from any unit.

INTERNATIONAL BUSIENSS

Course Code: 2506BD05

L	T	P	C
2		1	3

Course Outcomes:

At the end of the Course, Student will be able to:

- CO1:** Understand the fundamental concepts of international business, stages of internationalization, and global business environments.
- CO2:** Analyze classical and modern international trade theories and evaluate the impact of tariff and non-tariff barriers on global trade.
- CO3:** Interpret the role of Foreign Direct Investment (FDI), international institutions, and investment models in shaping global economic flows.
- CO4:** Evaluate regional economic integrations, trade blocs, and multilateral trade agreements, and their implications for business decisions.
- CO5:** Assess emerging trends in international business, including digital trade, CSR, ESG practices, and the impact of geopolitical and environmental shifts.

Mapping of Course Outcomes with Program Outcomes:

CO / PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	3	2	2	3	3	2	2	2	2	2	3
CO2	3	3	3	2	2	2	2	2	2	2	3
CO3	3	3	3	2	3	2	2	2	2	2	3
CO4	3	3	3	3	3	3	2	2	2	3	3
CO5	3	3	3	3	3	3	3	3	3	3	3

Mapping of Course Outcomes with Program Specific Outcomes:

CO / PSO	PSO1	PSO2	PSO3
CO1	3	2	2
CO2	3	3	2
CO3	3	3	3
CO4	3	3	3
CO5	3	3	3

UNIT - I

Fundamentals of International Business: Introduction to international business, Nature and scope, Stages of internationalization, EPRG framework (Ethnocentric, Polycentric, Regiocentric, Geocentric), Globalization and its impact, International business environment – economic, political, cultural, legal.

UNIT - II

International Trade Theories and Barriers: Mercantilist theory, Absolute advantage, Comparative advantage, Factor proportions theory, Neo-factor proportions theory, Country similarity theory, Intra-industry trade, Tariff barriers, Non-tariff barriers, Role of WTO in trade liberalization.

UNIT - III

Foreign Direct Investment and Global Institutions: Definition of FDI, Greenfield and Brownfield FDI, Theories of FDI, Benefits and costs of FDI, Trends in global FDI, CAGE model (Cultural, Administrative, Geographic, Economic distance), Role of international institutions – IMF, World Bank, UNCTAD.

UNIT - IV

Economic Integration and Trade Agreements: Economic indicators and business decisions, Regional economic integration – Free trade area, Customs union, Common market, Economic union, Regional trade blocs – EU, NAFTA, ASEAN, SAARC, Multilateral trade negotiations, Instruments of trade regulation, Emerging markets and developing economies.

UNIT - V

Contemporary Trends and Challenges in International Business: International entrepreneurship, Born global firms, Corporate social responsibility (CSR), ESG investing and reporting, Corporate responses to climate change and social justice, Brexit and international business laws, Rise of digital platforms, E-commerce trends, Re-shoring and near-shoring, Impact of COVID-19 on international business.

Text Books:

1. S. Tamer Cavusgil, Gary Knight, John R. Riesenberger, International Business: The New Realities (Date: July 2, 2024), Pearson Publication, 6th Edition, ISBN-13: 978-0138183769
2. Charles W.L. Hill, International Business: Competing in the Global Marketplace (2025), McGraw Hill, 14th Edition, ISBN-13: 978-1260387544.

Reference Books:

1. John J. Wild and Kenneth L. Wild, International Business: The Challenges of Globalization (2022), Pearson Education, 9th Edition.
2. Jeffrey F. Beatty, Susan S. Samuelson, Patricia Sanchez Abril, International Business Law and Its Environment (2025), Publisher: Cengage, 11th Edition, ISBN-13: 978-0357717868.

Web Links:

1. https://books.google.com/books/about/International_Business_2e.html?id=c3GGYIMWWMQ
2. <https://www.amazon.in/International-Business-2e-K-Aswathappa/dp/007059953X>

Relevant cases have to be discussed in each unit and in examination case study is compulsory from any unit.

SKILL ENHANCEMENT COURSES

EMERGING TECHNOLOGIES AND APPLICATION

Course Code: 2506BD02

L	T	P	C
2			2

Course Outcomes:

At the end of the Course, Student will be able to:

- CO1:** Identify different emerging technologies
- CO2:** Explain the Basics of data science.
- CO3:** Identify fundamentals of Artificial Intelligence
- CO4:** Assess the latest developments in the area of technology to support business
- CO5:** Analyze the basic concepts of AR & VR

Mapping of Course Outcomes with Program Outcomes:

CO / PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	2	2	1	2	2	2	3	2	1	3	3
CO2	2	3	2	2	1	2	3	1	2	3	3
CO3	2	3	2	2	1	2	3	1	2	3	3
CO4	3	3	3	3	2	3	3	2	2	3	3
CO5	2	2	2	2	2	2	3	1	2	3	3

Mapping of Course Outcomes with Program Specific Outcomes:

CO / PSO	PSO1	PSO2	PSO3
CO1	2	2	3
CO2	2	2	3
CO3	2	2	3
CO4	3	2	3
CO5	2	2	3

UNIT – I

Cloud Computing: Cloud models (IaaS, PaaS, SaaS), Deployment models (public, private, hybrid), Cloud-based solutions, Cost-benefit analysis, Security, Data compliance, Governance frameworks.

UNIT – II

Internet of Things (IoT): Sensor technologies, IoT applications (smart cities, infrastructure, industrial), Data processing, Real-time analytics, Impact on business models, Production and supply chain transformation.

UNIT – III

Industry 4.0: Concept of Industry 4.0, Smart manufacturing, Cyber-physical systems, Robotics, Business process optimization, Impact on production and supply chains.

UNIT – IV

Blockchain Technology: Blockchain fundamentals, Decentralized ledger, Cryptography, Smart contracts, Financial services, Security, Privacy, Regulatory challenges.

UNIT – V

AR/VR: AR/VR concepts, Applications in marketing and training, Immersive technologies, Challenges and opportunities, Technological advancements, Integration in business processes.

Text Books:

1. Mohamed Anis Bach Tobji, Rim Jallouli, Yamen Koubaa, Anton Nijholt, Digital Economy. Emerging Technologies and Business Innovation, ISBN-10:9783319977485, ISBN-13:978-3319977485.
2. Timothy Jung, M. Claudia tom Dieck, Augmented Reality and Virtual Reality: Empowering Human, Place and Business, (2019). ISBN-10: 3319877038, ISBN-13: 978-3319877037

Reference Books:

1. Paul Mealy, Virtual & Augmented Reality for Dummies. ISBN-13:9978-1119481348.
2. Dr. Sanjay Sharma, Emerging Technology (2022), ISBN: 9789392549151.

Web Links:

1. <https://nptel.ac.in/courses/106105166>
2. https://onlinecourses.nptel.ac.in/noc22_cs53/preview

Relevant cases have to be discussed in each unit and in examination case study is compulsory from any unit.

MANAGEMENT INFORMATION SYSTEMS

	L	T	P	C
Course Code: 2506BD09	2		1	3

Course Outcomes:

At the end of the Course, Student will be able to:

- CO1:** Explain the information needs of an organization and a business function
- CO2:** Identify the effectiveness of decision-making process and MIS design
- CO3:** Utilize DSS techniques for making effective decisions
- CO4:** Design parameters for information systems process and application
- CO5:** Apply DBMS to attain the goals of the organization

Mapping of Course Outcomes with Program Outcomes:

CO / PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	3	2	2	3	3	3	3	2	3	3	3
CO2	3	2	3	3	3	2	3	3	2	3	3
CO3	3	3	3	3	3	3	3	2	3	3	3
CO4	3	3	2	3	2	3	3	3	3	3	2
CO5	3	3	3	3	3	3	2	3	3	3	3

Mapping of Course Outcomes with Program Specific Outcomes:

CO / PSO	PSO1	PSO2	PSO3
CO1	3	2	2
CO2	3	3	2
CO3	3	3	3
CO4	3	3	3
CO5	3	3	3

UNIT - I

Introduction to Management Information Systems (MIS): Overview of MIS, types of MIS, dimensions and components of information systems (IS), benefits of MIS, IT infrastructure, evolution of IT infrastructure, and new approaches for system building in the digital era.

UNIT - II

Database Management Systems (DBMS): Objectives of database approach, characteristics of DBMS, data processing systems, components of DBMS packages, database administration, and the Entity-Relationship (ER) model.

UNIT - III

Information System Applications: MIS applications, Decision Support Systems (DSS), Group Decision Support Systems (GDSS), DSS applications in e-enterprise, Knowledge Management Systems (KMS), Expert Systems (KBES), Enterprise Model Systems, E-business, E-commerce, E-communication, and Business Process Reengineering.

UNIT- IV

Project Management Basics: Objectives of project management, fundamentals of project management information systems (PMIS) with agile methodologies, introduction to SCRUM, roles and meetings, user stories, project risk management, and controlling risk factors.

UNIT - V

Ethical, Social, and Political Issues in Information Systems: Ethical, social, and political considerations in managing information systems, with a focus on the implications of these issues in the information era.

Text Books:

1. Bernd Schenk, Advanced Management Information Systems: Models, Concepts and Cases (2025) Springer Cham Publication, ISBN-13: 978-3031879036
2. Kenneth C. Laudon & Jane P. Laudon, Management Information Systems: Managing the Digital Firm (2021), Pearson, 17th Edition, ISBN-13: 978-0136971542

Reference Books:

1. Prasad L.M., Prasad Usha, Management Information Systems (2023), Sultan Chand & Sons, ISBN- 81-8054-814-7
2. Goyal, D.P., Management Information System, MACMILLAN India Limited, New Delhi. ISBN-10:1403930996, ISBN-13: 978-1403930996

Web Links:

1. https://onlinecourses.nptel.ac.in/noc20_mg60/preview
2. <https://archive.nptel.ac.in/courses/122/105/122105022/>

Relevant cases have to be discussed in each unit and in examination case study is compulsory from any unit.

ENTERPRISE SYSTEM AND PLATFORMS

Course Code: 2506BD03

L	T	P	C
2		1	3

Course Outcomes:

At the end of the Course, Student will be able to:

- CO1:** Understand enterprise systems, platforms, and business process integration.
- CO2:** Analyze ERP, SCM, CRM, and EAM functions in business operations.
- CO3:** Evaluate enterprise platforms like SAP, Oracle, and Microsoft Dynamics.
- CO4:** Explore business intelligence, big data analytics, and security in enterprise systems.
- CO5:** Examine emerging trends like AI, blockchain, and IoT in enterprise systems.

Mapping of Course Outcomes with Program Outcomes:

CO / PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	3	2	1	2	1	2	3	1	2	2	1
CO2	3	3	2	2	1	3	3	2	3	2	1
CO3	3	3	2	2	2	3	3	1	2	2	1
CO4	2	3	1	2	2	3	3	2	2	3	2
CO5	2	2	2	2	2	3	3	2	2	3	2

Mapping of Course Outcomes with Program Specific Outcomes:

CO / PSO	PSO1	PSO2	PSO3
CO1	2	2	3
CO2	2	2	3
CO3	2	2	3
CO4	1	2	3
CO5	2	2	3

UNIT - I

Introduction to ERP: Definition, evolution, and significance of ERP; Key drivers, components, and core modules (Finance, HR, Supply Chain); Benefits, challenges, and solutions in ERP implementation.

UNIT - II

ERP System Design and Architecture: ERP system design, SDLC for ERPs, Customization vs. Standardization; ERP architecture including Three-Tier Architecture; System integration and compatibility.

UNIT - III

ERP Vendors and Solutions: Overview of major ERP vendors (SAP, Oracle, Microsoft, etc.); Comparative study of ERP solutions; Selection criteria based on business needs and scale.

UNIT - IV

ERP Implementation and Management: Implementation strategies, project planning, data migration, integration; Risk management, training, post-implementation support, and continuous improvement.

UNIT - V

Advanced ERP and Future Trends: Advanced ERP features, BI & analytics, cloud-based ERP; Emerging technologies like IoT, AI & ML in ERP; ERP's role in business strategy and digital transformation.

Text Books

1. Paige Baltzan & Amy Phillips, Business Driven Information Systems (2025) McGraw Hill Publication, 9th Edition, ISBN-13: 978-1264638727
2. Johan Magnusson, Enterprise System Platforms (2025) Student litteratur AB Publication ISBN-13: 978-9144096704

Reference Books

1. Veena Bansal, Enterprise Resource Planning: A Managerial Perspective (May 2024), Pearson India ISBN-13: 9781306254311
2. Luvai F. Motiwalla & Jeffrey Thompson, Enterprise Systems for Management, Pearson Publication, 2nd Edition, ISBN-13: 9780132145763

Web Links

1. NPTEL Course on Enterprise Systems
2. SAP Official Learning Hub

Relevant cases have to be discussed in each unit and in examination case study is compulsory from any unit.

DESIGN THINKING AND INNOVATION

Course Code: 2506BD31

L	T	P	C
2			2

Course Outcomes:

At the end of the Course, Student will be able to:

- CO1:** Explain the core concepts and historical evolution of Design Thinking.
- CO2:** Apply empathy research methods to gather user insights and create problem statements and journey maps.
- CO3:** Analyze ideation techniques and develop prototypes using various tools.
- CO4:** Evaluate user feedback and implement iterative design improvements.
- CO5:** Examine the principles and processes of innovation and differentiate between types of innovation.

Mapping of Course Outcomes with Program Outcomes:

CO / PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	3	2	2	2	2	2	2	1	1	2	1
CO2	2	3	2	2	2	2	3	2	3	2	1
CO3	2	3	2	3	2	3	3	2	3	2	1
CO4	2	2	2	2	2	3	2	1	2	2	1
CO5	3	2	3	2	2	2	3	2	2	2	1

Mapping of Course Outcomes with Program Specific Outcomes:

CO / PSO	PSO1	PSO2	PSO3
CO1	2	2	2
CO2	2	2	3
CO3	2	2	3
CO4	2	2	2
CO5	2	2	3

UNIT - I

Introduction to Design Thinking: Covers innovation, creative thinking, problem-solving approaches, and the Design Thinking process—Empathize, Define, Ideate, Prototype, and Implement— using examples like Apple, Netflix, and Airbnb.

UNIT - II

Empathy and Problem Understanding: Focuses on developing empathy using design tools, observing users, understanding uniqueness, and identifying complex "wicked problems" around us.

UNIT - III

Ideation and Defining Solutions: Introduces brainstorming, systems thinking, and mapping customer experiences to generate creative solutions to defined problems.

UNIT - IV

Prototyping and Implementation: Covers rapid prototyping, testing ideas, and planning implementation, with emphasis on converting ideas into practical solutions.

UNIT - V

Feedback and Redesign: Focuses on gathering user feedback, improving design based on experience, and presenting final innovative solutions.

Text Books:

1. Gavin Ambrose, Paul Harris, Basics Design-8: Design Thinking, illustrated, reprint, AVA Publishing, ISBN-10:2940411174, ISBN-13: 978-2940411177.
2. Christian Müller- Roterberg, Handbook of Design Thinking, Kindle Direct Publishing, ISBN: 978-1790435371.

Reference Books:

1. CSG Krishnamacharyulu & Lalitha R, Innovation Management, Himalaya Publishing House. ISBN-10:9350979209, ISBN-13: 978-9350979204.
2. Vinnie Jauhari, Sudanshu Bhushan, Innovation Management, Oxford Higher Education. ISBN-10: 0198080980, ISBN-13: 978-0198080985.

Web Links:

1. https://onlinecourses.nptel.ac.in/noc22_mg32/preview
2. https://onlinecourses.swayam2.ac.in/imb23_mg65/preview

Relevant cases have to be discussed in each unit and in examination case study is compulsory from any unit.

CORPORATE GOVERNANCE

Course Code: 2506BD01

L	T	P	C
2			2

Course Outcomes:

At the end of the Course, Student will be able to:

- CO1:** Explain the concept, importance, and principles of corporate governance.
- CO2:** Analyze the role of board structures and committees in corporate governance.
- CO3:** Evaluate corporate governance practices in India and globally.
- CO4:** Understand the role of ethics, CSR, and sustainability in corporate governance.
- CO5:** Examine corporate frauds and governance failures with case studies.

Mapping of Course Outcomes with Program Outcomes:

CO / PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	3	2	2	1	2	3	2	1	2	1	2
CO2	3	3	2	1	2	3	2	2	1	1	2
CO3	3	3	2	2	3	3	2	2	1	1	2
CO4	2	2	2	1	3	3	2	3	1	2	2
CO5	2	3	2	2	3	3	2	2	2	1	2

Mapping of Course Outcomes with Program Specific Outcomes:

CO / PSO	PSO1	PSO2	PSO3
CO1	2	1	2
CO2	3	2	2
CO3	3	3	2
CO4	2	2	2
CO5	3	2	3

UNIT - I

Introduction to Corporate Governance: Meaning, significance, and principles of Corporate Governance, relationship between management and corporate governance, theories of Corporate Governance: Agency Theory, Stewardship Theory, Stakeholder Theory, one-tier and two-tier board structures.

UNIT - II

Role of Stakeholders in Corporate Governance: Board composition: Executive, Non-Executive, and Independent Directors, role and responsibilities of the Board and its committees, insider trading and shareholder activism, class action suits, whistleblowing mechanism, and CSR's role in governance.

UNIT - III

Global Corporate Failures and International Codes: Case studies: Maxwell (UK), Enron (USA), Sir Adrian Cadbury Committee Report (1992), Sarbanes-Oxley (SOX) Act 2002, OECD Principles of Corporate Governance.

UNIT - IV

Corporate Governance in India: Kumar Mangalam Birla Committee (1999), NR Narayana Murthy Committee (2005), and Uday Kotak Committee (2017), regulatory framework: Companies Act, 2013, and SEBI's LODR (2015), governance failures in India: Satyam Computer Services, Kingfisher Airlines, PNB Heist, ICICI Bank.

UNIT - V

Analysis of Corporate Failures and Governance Problems: Common governance issues in corporate failures in India and abroad, lessons from corporate governance failures, analysis of preventive measures and solutions.

Text Books:

1. Bob Tricker, Corporate Governance: Principles, Policies, and Practices (2025), Oxford University Press, 5th Edition, ISBN-13: 978-0192885456
2. Jason Harris, Principles of Contemporary Corporate Governance, (2024), Cambridge University Press, ISBN-13: 978-1009287388

Reference Books:

1. Salvatore Esposito De Falco, Corporate Governance: Theories, Actors, and Control Systems in the Age of New Capitalism, (2024), Palgrave Macmillan Publication ISBN-13: 978-3-031-74091-6
2. Shital Jhunjhunwala, Corporate Governance: Creating Value for Stakeholder (2024), Palgrave Macmillan Singapore, ISBN-13: 978-981-99-2771-5

Web Links:

1. <https://nptel.ac.in/courses/110/106/110106145/>
2. https://www.youtube.com/watch?v=7TjdC_zUG8k

Relevant cases have to be discussed in each unit, and in examination, case study is compulsory from any unit.

**MANDATORY COURSES
EMPLOYABILITY SKILLS-1**

Course Code: 2506AC01

L T P C
2

Course Outcomes:

At the end of the Course, Student will be able to:

- CO1:** Apply fundamental arithmetic concepts such as number systems, LCM & HCF, ratio & proportion, and averages to solve quantitative problems efficiently.
- CO2:** Analyze number and letter series to identify logical patterns and predict subsequent elements.
- CO3:** Select the option by evaluating relationships in analogy-based problems and detecting inconsistencies in logical sequences
- CO4:** Demonstrate effective verbal communication skills by using appropriate parts of speech and tone in various interpersonal and professional contexts.

Mapping of Course Outcomes with Program Outcomes:

CO / PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	3	2	–	–	–	–	–	–	–	–	2
CO2	–	3	2	–	–	–	–	–	–	–	2
CO3	–	3	3	–	1	–	–	–	–	–	2
CO4	–	–	–	3	–	2	–	2	–	3	2

Mapping of Course Outcomes with Program Specific Outcomes:

CO \ PSO	PSO1	PSO2	PSO3
CO1	2	2	–
CO2	2	3	–
CO3	–	2	3
CO4	–	–	3

Aptitude:

Number System, LCM & HCF, Ratio and Proportion, Averages

Reasoning:

Number Series, Letter Series, Number Analogy, Letter Analogy, Odd Man Out, Logical Sequence of Words.

Verbal:

Introduction to soft skills, how to improve communication? Parts of Speech, Mind your language towards better English, Vocabulary Expansion

Text Books:

1. Dr. R. S. Aggarwal, Quantitative Aptitude for Competitive Examinations , S. Chand Publishing, ISBN: 978-9352534029
2. Dr. R. S. Aggarwal, A Modern Approach to Verbal and Non-Verbal Reasoning, S. Chand Publishing, ISBN: 978-9352832163

Reference Books:

1. Dr. R. S. Aggarwal, Vikas Aggarwal, Quick Learning Objective General English, S. Chand Publishing, ISBN: 978-9352837564
2. Abhijit Guha, Quantitative Aptitude for Competitive Examinations, McGraw-Hill Education, ISBN: 978-9353160180
3. M. K. Pandey, Analytical Reasoning, Arihant Publications, ISBN: 978- 9350947982

Web Links:

1. www.indiabix.com
2. www.bankersadda.com

EMPLOYABILITY SKILLS- II

Course Code: 2506AC02

L T P C
2

Course Outcomes:

At the end of the Course, Student will be able to:

- CO1:** Apply percentage, profit & loss, and partnership concepts to solve real-world quantitative problems.
- CO2:** Analyze age-related problems to develop logical problem-solving strategies.
- CO3:** Evaluate logical reasoning questions including ranking, directions, and alphabet tests for accurate decision-making.
- CO4:** Solve pattern-based problems in coding and decoding to enhance analytical skills.
- CO5** Demonstrate effective written communication using correct grammar and structured presentation techniques

Mapping of Course Outcomes with Program Outcomes:

CO / PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	3	2	–	–	–	–	–	–	–	–	2
CO2	–	3	2	–	–	–	–	–	–	–	2
CO3	–	3	3	–	1	–	–	–	–	–	2
CO4	–	2	3	–	–	–	–	–	–	–	2
CO5	–	–	–	3	–	2	–	2	–	3	2

Mapping of Course Outcomes with Program Specific Outcomes:

CO \ PSO	PSO1	PSO2	PSO3
CO1	2	2	–
CO2	2	3	–
CO3	–	2	3
CO4	–	2	2
CO5	–	–	3

Aptitude:

Problems on Ages, Partnership, Percentages, Profit and Loss

Reasoning:

Coding and Decoding, Ranking Test, Alphabet Test, Direction Test

Verbal:

Written communication skill practice, Grammatical use, Concept of 4 step method for presentation, Present Tense

Text Books:

1. Dr. R. S. Aggarwal, Quantitative Aptitude for Competitive Examinations, S. Chand Publishing, ISBN: 978-9352534029
2. Dr. R. S. Aggarwal, A Modern Approach to Verbal and Non-Verbal Reasoning, Publication: S. Chand Publishing, ISBN: 978-9352832163

Reference Books:

1. Dr. R. S. Aggarwal, Vikas Aggarwal, Quick Learning Objective General English , S.Chand Publishing, ISBN: 978-9352837564
2. Abhijit Guha, Quantitative Aptitude for Competitive Examinations, McGraw Hill Education, ISBN: 978-9353160180
3. M. K. Pandey, Analytical Reasoning , Arihant Publications, ISBN: 978-9350947982

Web Links:

1. www.indiabix.com
2. www.bankersadda.com

EMPLOYABILITY SKILLS-III

Course Code: 2506AC03

L T P C
2

Course Outcomes:

At the end of the Course, Student will be able to:

- CO1:** Solve financial and quantitative aptitude problems using concepts of simple and compound interest.
- CO2:** Apply logical time-work frameworks to solve real-time problems related to work efficiency and pipe systems.
- CO3:** Analyze and interpret problems related to blood relations, clocks, calendars, and coded inequalities.
- CO4:** Evaluate spatial and logical reasoning through cubes, dice, and symbolic interpretation problems.
- CO5** Demonstrate effective communication using correct grammar, and participate actively in discussions and comprehension activities.

Mapping of Course Outcomes with Program Outcomes:

CO / PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	3	2	–	–	–	–	–	–	–	–	2
CO2	2	3	2	–	–	–	–	–	–	–	2
CO3	–	3	3	–	1	–	–	–	–	–	2
CO4	–	2	3	–	–	–	–	–	–	–	2
CO5	–	–	–	3	–	2	–	2	–	3	2

Mapping of Course Outcomes with Program Specific Outcomes:

CO \ PSO	PSO1	PSO2	PSO3
CO1	2	2	–
CO2	2	3	–
CO3	–	2	3
CO4	–	2	2
CO5	–	–	3

Aptitude:

Simple Interest, Compound Interest, Time and Work, Pipes and Cisterns

Reasoning:

Blood Relations, Calendar, Clocks, Cubes and Dice, Coded Inequalities

Verbal:

Grammar in use, Group discussion, Reading Comprehension, Past Tense, Future Tense

Text Books:

1. Dr. R. S. Aggarwal, Quantitative Aptitude for Competitive Examinations, S. Chand Publishing, ISBN: 978-9352534029
2. Dr.R.S.Aggarwal, A Modern Approach to Verbal and Non-Verbal Reasoning, S. Chand Publishing, ISBN: 978-9352832163

Reference Books:

1. Dr. R. S. Aggarwal, Vikas Aggarwal, Quick Learning Objective General English ,S. Chand Publishing, ISBN: 978-9352837564
2. AbhijitGuha, Quantitative Aptitude for Competitive Examinations, McGrawHill Education, ISBN: 978-9353160180
3. M.K.Pandey,AnalyticalReasoningArihantPublications,ISBN:978-9350947982

Web Links:

1. www.indiabix.com
2. www.bankersadda.com

EMPLOYABILITY SKILLS-IV

Course Code: 2506AC04

L T P C
2

Course Outcomes:

At the end of the Course, Student will be able to:

- CO1:** Apply concepts of time, speed, distance, trains, boats and streams to solve motion-related aptitude problems.
- CO2:** Solve mensuration problems involving surface area and volume in real-world contexts.
- CO3:** Analyze logical reasoning questions involving Venn diagrams and syllogisms to make valid conclusions.
- CO4:** Interpret seating arrangements and solve non-verbal reasoning questions involving patterns and spatial reasoning.

Mapping of Course Outcomes with Program Outcomes:

CO / PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	3	2	–	–	–	–	–	–	–	–	2
CO2	3	2	–	–	–	–	–	–	–	–	2
CO3	–	3	3	–	1	–	–	–	–	–	2
CO4	–	2	3	–	–	–	–	–	–	–	2

Mapping of Course Outcomes with Program Specific Outcomes:

CO \ PSO	PSO1	PSO2	PSO3
CO1	2	2	–
CO2	2	2	–
CO3	–	2	3
CO4	–	2	2

Aptitude:

Time, Speed and Distance, Problems on Trains, Boats and Streams, Mensuration-I, Mensuration - II

Reasoning:

Venn Diagrams, Syllogisms, Non - Verbal Reasoning, Seating Arrangement

Verbal

Grammatical use, Self-introduction, Letters, E-Mail & Report writing, Error correction, Effective Communication

Text Books:

1. Dr.R.S.Aggarwal, Quantitative Aptitude, SChand
2. Dr.R.S.Aggarwal, A Modern Approach to Verbal and Non-Verbal Reasoning, Quick Learning
3. Dr.R.S.Aggarwal, , Objective General English, SChand

Reference Books:

1. AbhijitGuha, Quantitative Aptitude, McGraw-Hill Publications.
2. Jaikishanand Premkishan, Analytical Reasoning, Arihant Publications.
3. R.S.Dhillon, A New Approach to Objective English, DGPPublications.

Web Links:

1. www.indiabix.com
2. www.bankersadda.com