

Master of Business Administration (MBA)

CURRICULUM AND SYLLABI

I to IV Semesters

Regulation - 2023



Excël

ENGINEERING COLLEGE

(Autonomous)

Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai Accredited by NBA
and NAAC with "A+" and Recognized by UGC (2f&12B)

KOMARAPALAYAM – 637303

www.excelinstitutions.com

**EXCEL ENGINEERING COLLEGE****(Autonomous)**

Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai Accredited by NBA and NAAC with "A+" and Recognized by UGC (2f&12B)

KOMARAPALAYAM – 637303**MASTER OF BUSINESS ADMINISTRATION**

Choice based credit system

I to IV Semesters (Full Time) Curriculum

SEMESTER - I									
Code No	Course	Category	Periods / Week			C	Maximum Marks		
			L	T	P		IA	FE	Total
Professional Core(s)									
23PBA101	Management Principles and Organizational Behavior	PC	3	0	0	3	40	60	100
23PBA102	Accounting and Financial Management	PC	3	1	0	4	40	60	100
23PBA103	Economic Principles for Managerial Decision	PC	3	1	0	4	40	60	100
23PBA104	IT for Business Decision	PC	3	0	0	3	40	60	100
23PBA105	Business Statistics	PC	3	1	0	4	40	60	100
23PBA106	Business Law	PC	3	1	0	4	40	60	100
	Non – Functional Electives	NFE	3	0	0	3	40	60	100
Practical Course(s)									
23PBA107	Campus to Corporate Readiness	EEC	0	0	4	2	60	40	100
23PBA108	Computer Applications for Business	EEC	0	0	4	2	60	40	100
23PBA109	Social Entrepreneurship*	EEC	0	0	4	2	60	40	100
One Credit Course(s)									
23PBA110	Statistical Package for Social Sciences (SPSS)*	OCC	0	1	0	1	100	-	100
TOTAL			21	5	12	32	560	540	1100

***Social Entrepreneurship: (1 Week)**

Must be a business that is entrepreneurial in nature. Provide significant work that will enhance the intern 's professional and educational development. Provide the intern the opportunity to work a minimum of 30 hours. Must be approved by the faculty supervisor. At the end of the 1st semester, they need to submit a report and it will be evaluated by external examiner.

***Statistical Package for Social Sciences (SPSS)** -One credit courses shall be offered for minimum of 15 lecture hours. This course will be offered fully by our institution, it will be evaluated internally for 100 Marks

Passed in Board of Studies

Chairman – Board of Studies

CHAIRMAN - BOARD OF STUDIES

Approved in Academic Council

NON - FUNCTIONAL ELECTIVES

23PBANF01 - Entrepreneurship and Startup

23PBANF02 - Corporate Social Responsibility and Governance

23PBANF03 - Family Business Management

NOTE: In the first semester students need to choose 1 elective from the Non-Functional stream

SEMESTER - II									
Code No	Course	Category	Periods / Week			C	Maximum Marks		
			L	T	P		IA	FE	Total
Professional Core(s)									
23PBA201	Production and Operations Management	PC	3	1	0	4	40	60	100
23PBA202	Marketing Management	PC	3	1	0	4	40	60	100
23PBA203	Human Resource Management	PC	3	0	0	3	40	60	100
23PBA204	Research Methodology	PC	3	1	0	4	40	60	100
23PBA205	Strategic Management	PC	3	1	0	4	40	60	100
23PBA206	Quantitative Techniques for Decision Making	PC	3	1	0	4	40	60	100
	Non – Functional Electives	NFE	3	0	0	3	40	60	100
Practical Course(s)									
23PBA207	Project Management Laboratory	EEC	0	0	4	2	60	40	100
23PBA208	Brand Building Strategies Laboratory	EEC	0	0	4	2	60	40	100
23PBA209	Community Immersion Project#	EEC	0	0	4	2	60	40	100
	TOTAL		21	4	10	32	460	540	1000

NON - FUNCTIONAL ELECTIVES

23PBANF04 - International Business

23PBANF05 – Creativity and Innovation

23PBANF06 – Intellectual Property Rights

NOTE: In the Second semester students need to choose any 1 elective from the Non-Functional stream.

#Community Immersion Project: (1 Week)

The students must form a team with the prior approval from the department, they need to identify communal issues (Eg: Road Safety Programme, Importance of tree plantation, Child Abusement, etc.,) and they need to address through conducting various awareness programmes. At the end of the 2nd semester they need to submit a report and it will be evaluated by internal & external examiners.

Passed in Board of Studies


Chairman – Board of Studies
CHAIRMAN - BOARD OF STUDIES

Approved in Academic Council

Corporate internship: (4 weeks)

Students need to undergo 4 weeks corporate internship training to gain the practical exposure on organizational structure, culture, and operational strategies of a corporate entity. The training report along with the company certificate should be submitted within the four weeks of the reopening date of 3rd semester. The training report should be around 40 pages containing the details of training undergone, the departments wherein he/she was trained with duration (chronological diary), along with the type of managerial skills developed during training. The training report will be evaluated by internal & external examiners and it should be sent to the Controller of Examinations by the HOD through the Principal, before the last working day of the 3rd Semester.

SEMESTER - III										
Code No	Course	Category	Periods / Week			C	Maximum Marks			
			L	T	P		CA	FE	Total	
Theory Course(s)										
23PBA301	Emerging Technologies in Global Business Environment	PC	3	0	0	3	40	60	100	
Theory with Practical Course(s)										
23PBA302	Startups Launching and Valuation	PC	3	0	2	3	50	50	100	
Professional Elective(s)										
PE1	Professional Elective I - 1	PE	3	0	0	3	40	60	100	
PE2	Professional Elective I - 2	PE	3	0	0	3	40	60	100	
PE3	Professional Elective I - 3	PE	3	0	0	3	40	60	100	
PE4	Professional Elective II - 1	PE	3	0	0	3	40	60	100	
PE5	Professional Elective II - 2	PE	3	0	0	3	40	60	100	
PE6	Professional Elective II - 3	PE	3	0	0	3	40	60	100	
Practical Course(s)										
23PBA303	Corporate Internship	EEC	0	0	4	2	60	40	100	
23MBEP01	Corporate Communication	EEC	0	0	4	2	60	40	100	
Skill Development Course(s)										
23BASD01	Leadership Camp	SD	One week				100	-	100	
Value Added Course										
23PBAVA01	Web based application for Managers	VAC	0	0	2	1	100	-	100	
TOTAL			24	0	12	29	650	550	1200	

PROFESSIONAL ELECTIVE(s) (PE): Students can take **3** Professional Elective courses from any **TWO FUNCTIONAL SPECIALIZATIONS EACH** or **6** Professional Elective courses from any **ONE SECTORAL SPECIALIZATION** courses.

Passed in Board of Studies


 Chairman – Board of Studies
CHAIRMAN - BOARD OF STUDIES

Approved in Academic Council

Web-Based Application for Managers (One week) course is designed to provide students with the knowledge and skills needed to effectively use and manage web-based tools that support managerial tasks. This course covers the principles, technologies, and best practices for using web applications in management, focusing on how these tools can enhance productivity, decision-making, and team collaboration.

SEMESTER - IV										
Code No.	Course	Category	Periods / Week			C	Maximum Marks			
			L	T	P		CA	FE		Total
								R	VV	
23PBA401	Project Work#	EEC	0	0	24	12	40	15	45	100
	TOTAL		0	0	24	12	40	60	100	

#Project Work (16 Weeks): A student shall be permitted to work on projects individually in an Industrial/Research Organization in India / Abroad. Each student must have independent project on the recommendations of the Faculty Supervisor. The student shall be instructed to meet the supervisor periodically and attend the review committee meetings for evaluating the progress. At the time of report submission, the student must publish his/her research work in Peer Reviewed Journals and Present the same in National/International Conferences.

Distribution of Credits

Year	Semester	Professional Core(s)	Non - Functional Elective (s)	One Credit Courses (s)	Professional Elective Course(s)	Employability Enhancement Course (s) (Practical)	Total Credits
I	I	22	3	1	-	6	32
	II	23	3	-	-	6	32
II	III	6	-	1	18	4	29
	IV	-	-	-	-	12	12
Total Credits		51	6	2	18	28	105

TOTAL NUMBER OF CREDITS = 32+32+29+12=105

Passed in Board of Studies


 Chairman – Board of Studies
CHAIRMAN - BOARD OF STUDIES

Approved in Academic Council

FUNCTIONAL SPECIALISATIONS

Students can take 3 Professional Elective subjects from two functional specializations

FINANCE									
Code No	Course	Category	Periods / Week			C	Maximum Marks		
			L	T	P		CA	FE	Total
23PBAF001	Security Analysis and Portfolio Management	PE	3	0	0	3	40	60	100
23PBAF002	Commercial Banking	PE	3	0	0	3	40	60	100
23PBAF003	Financial Markets and Institutions	PE	3	0	0	3	40	60	100
23PBAF004	Fintech and Blockchain Applications in Finance	PE	3	0	0	3	40	60	100
23PBAF005	Principles and Practice of Insurance	PE	3	0	0	3	40	60	100
23PBAF006	Goods and Services Tax	PE	3	0	0	3	40	60	100
23PBAF007	Financial Derivatives	PE	3	0	0	3	40	60	100

HUMAN RESOURCE									
Code No	Course	Category	Periods / Week			C	Maximum Marks		
			L	T	P		CA	FE	Total
23PBAF008	Compensation and Reward Management	PE	3	0	0	3	40	60	100
23PBAF009	Cross Cultural Management	PE	3	0	0	3	40	60	100
23PBAF010	Global Human Resource Practices	PE	3	0	0	3	40	60	100
23PBAF011	Human Resource Audit	PE	3	0	0	3	40	60	100
23PBAF012	Learning and Development	PE	3	0	0	3	40	60	100
23PBAF013	Performance Management and Appraisal	PE	3	0	0	3	40	60	100
23PBAF014	Talent Acquisition	PE	3	0	0	3	40	60	100

Passed in Board of Studies


 Chairman – Board of Studies
CHAIRMAN - BOARD OF STUDIES

Approved in Academic Council

MARKETING									
Code No	Course	Category	Periods / Week			C	Maximum Marks		
			L	T	P		CA	FE	Total
23PBAF015	Digital Marketing	PE	3	0	0	3	40	60	100
23PBAF016	Advertising and Sales Promotion	PE	3	0	0	3	40	60	100
23PBAF017	Brand Management	PE	3	0	0	3	40	60	100
23PBAF018	Artificial Intelligence in Marketing	PE	3	0	0	3	40	60	100
23PBAF019	Marketing Research	PE	3	0	0	3	40	60	100
23PBAF020	Global Marketing	PE	3	0	0	3	40	60	100
23PBAF021	Agricultural and Rural Marketing	PE	3	0	0	3	40	60	100

OPERATIONS									
Code No	Course	Category	Periods / Week			C	Maximum Marks		
			L	T	P		CA	FE	Total
23PBAF022	Integrated Materials Management	PE	3	0	0	3	40	60	100
23PBAF023	Logistics Management	PE	3	0	0	3	40	60	100
23PBAF024	Supply Chain Management	PE	3	0	0	3	40	60	100
23PBAF025	Lean Management	PE	3	0	0	3	40	60	100
23PBAF026	Quality Toolkit for Managers	PE	3	0	0	3	40	60	100
23PBAF027	Management of Manufacturing Systems	PE	3	0	0	3	40	60	100
23PBAF028	Sourcing Management	PE	3	0	0	3	40	60	100

SYSTEMS									
Code No	Course	Category	Periods / Week			C	Maximum Marks		
			L	T	P		CA	FE	Total
23PBAF029	Industry 4.0	PE	3	0	0	3	40	60	100
23PBAF030	Artificial Intelligence for Business	PE	3	0	0	3	40	60	100
23PBAF031	e-Business	PE	3	0	0	3	40	60	100
23PBAF032	Introduction to Information Technology	PE	3	0	0	3	40	60	100
23PBAF033	Information Security and Cyber Law	PE	3	0	0	3	40	60	100
23PBAF034	Data Analytics and Business Intelligence	PE	3	0	0	3	40	60	100
23PBAF035	Blockchain Technology	PE	3	0	0	3	40	60	100

Passed in Board of Studies


 Chairman – Board of Studies
CHAIRMAN - BOARD OF STUDIES

Approved in Academic Council

BUSINESS ANALYTICS									
Code No	Course	Category	Periods / Week			C	Maximum Marks		
			L	T	P		CA	FE	Total
23PBAF036	Business Analytics & Data Science	PE	3	0	0	3	40	60	100
23PBAF037	Financial Analytics	PE	3	0	0	3	40	60	100
23PBAF038	Human Resource Analytics	PE	3	0	0	3	40	60	100
23PBAF039	Marketing Analytics	PE	3	0	0	3	40	60	100
23PBAF040	Operation and Supply Chain Analytics	PE	3	0	0	3	40	60	100
23PBAF041	Healthcare Data Analytics	PE	3	0	0	3	40	60	100
23PBAF042	Social media & Web Analytics	PE	3	0	0	3	40	60	100

SECTORAL SPECIALISATIONS

Students can take 6 Professional Elective subjects from 1 Sectoral specialization

AGRI BUSINESS MANAGEMENT									
Code No	Course	Category	Periods / Week			C	Maximum Marks		
			L	T	P		CA	FE	Total
23PBAS001	Principles of Agri-Business Management	PE	3	0	0	3	40	60	100
23PBAS002	Agri-Business Economics	PE	3	0	0	3	40	60	100
23PBAS003	Agri-Business Marketing Management	PE	3	0	0	3	40	60	100
23PBAS004	Supply Chain Management in Agri-Business	PE	3	0	0	3	40	60	100
23PBAS005	Feed Business Management	PE	3	0	0	3	40	60	100
23PBAS006	Agri Retail Management	PE	3	0	0	3	40	60	100
23PBAS007	Organic Agri Production Technology and Management	PE	3	0	0	3	40	60	100
23PBAS008	Poultry and Hatchery Management	PE	3	0	0	3	40	60	100
23PBAS009	Agri Technology Management	PE	3	0	0	3	40	60	100
23PBAS010	Agri Business and Co-operative Management	PE	3	0	0	3	40	60	100

Passed in Board of Studies


 Chairman – Board of Studies
CHAIRMAN - BOARD OF STUDIES

Approved in Academic Council

DISASTER MANAGEMENT									
Code No	Course	Category	Periods / Week			C	Maximum Marks		
			L	T	P		CA	FE	Total
23PBAS011	Natural and Human Induced Disasters	PE	3	0	0	3	40	60	100
23PBAS012	Psycho-social Perspectives in Disaster Management	PE	3	0	0	3	40	60	100
23PBAS013	Media & Information Management in Disaster	PE	3	0	0	3	40	60	100
23PBAS014	Crisis Management	PE	3	0	0	3	40	60	100
23PBAS015	Public Health in Disaster Management	PE	3	0	0	3	40	60	100
23PBAS016	Industrial Safety and Disaster Risk Reduction	PE	3	0	0	3	40	60	100
23PBAS017	Cyber Terrorism and Security	PE	3	0	0	3	40	60	100
23PBAS018	Community Based Disaster Preparedness	PE	3	0	0	3	40	60	100
23PBAS019	Early Warning Systems in Disaster Management	PE	3	0	0	3	40	60	100
23PBAS020	Economics of Disaster Management	PE	3	0	0	3	40	60	100

AVIATION MANAGEMENT									
Code No	Course	Category	Periods / Week			C	Maximum Marks		
			L	T	P		CA	FE	Total
23PBAS021	Principles of Aviation Industry	PE	3	0	0	3	40	60	100
23PBAS022	Airport Management	PE	3	0	0	3	40	60	100
23PBAS023	Airline Management	PE	3	0	0	3	40	60	100
23PBAS024	Aviation Safety Management	PE	3	0	0	3	40	60	100
23PBAS025	Aviation Law and Policies	PE	3	0	0	3	40	60	100
23PBAS026	Aviation Operations Management	PE	3	0	0	3	40	60	100
23PBAS027	Aviation Logistics and Supply Chain Management	PE	3	0	0	3	40	60	100
23PBAS028	Aviation Marketing and Customer Service	PE	3	0	0	3	40	60	100
23PBAS029	Aviation Human Resource Management	PE	3	0	0	3	40	60	100
23PBAS030	Sustainable Aviation Practices	PE	3	0	0	3	40	60	100

Passed in Board of Studies



Chairman – Board of Studies

CHAIRMAN - BOARD OF STUDIES

Approved in Academic Council

HOSPITAL AND HEALTHCARE									
Code No	Course	Category	Periods / Week			C	Maximum Marks		
			L	T	P		CA	FE	Total
23PBAS031	Healthcare Management	PE	3	0	0	3	40	60	100
23PBAS032	Economics of Health and Healthcare	PE	3	0	0	3	40	60	100
23PBAS033	Healthcare Quality and Safety	PE	3	0	0	3	40	60	100
23PBAS034	Hospital Administration	PE	3	0	0	3	40	60	100
23PBAS035	Healthcare Marketing	PE	3	0	0	3	40	60	100
23PBAS036	Health Information Systems	PE	3	0	0	3	40	60	100
23PBAS037	Healthcare Operations Management	PE	3	0	0	3	40	60	100
23PBAS038	Health Policy and Management	PE	3	0	0	3	40	60	100
23PBAS039	Patient Relation Management	PE	3	0	0	3	40	60	100
23PBAS040	Hospital Planning and Organization	PE	3	0	0	3	40	60	100

INTERNATIONAL BUSINESS									
Code No	Course	Category	Periods / Week			C	Maximum Marks		
			L	T	P		CA	FE	Total
23PBAS041	International Business Environment	PE	3	0	0	3	40	60	100
23PBAS042	International Trade Procedures & Documentation	PE	3	0	0	3	40	60	100
23PBAS043	International Business Laws & Arbitration	PE	3	0	0	3	40	60	100
23PBAS044	India's Foreign Trade and Policy	PE	3	0	0	3	40	60	100
23PBAS045	Global Marketing Management	PE	3	0	0	3	40	60	100
23PBAS046	Cross-Cultural Management	PE	3	0	0	3	40	60	100
23PBAS047	International Financial Management	PE	3	0	0	3	40	60	100
23PBAS048	Global Supply Chain Management	PE	3	0	0	3	40	60	100
23PBAS049	International Human Resource Management	PE	3	0	0	3	40	60	100
23PBAS050	Emerging Markets and Globalization	PE	3	0	0	3	40	60	100

Passed in Board of Studies



Chairman – Board of Studies

CHAIRMAN - BOARD OF STUDIES

Approved in Academic Council

TEXTILE AND FASHION MANAGEMENT									
Code No	Course	Category	Periods / Week			C	Maximum Marks		
			L	T	P		CA	FE	Total
23PBAS051	Practices of Textile Industries	PE	3	0	0	3	40	60	100
23PBAS052	Fashion Management	PE	3	0	0	3	40	60	100
23PBAS053	Production Control and Maintenance	PE	3	0	0	3	40	60	100
23PBAS054	Elements of Textile	PE	3	0	0	3	40	60	100
23PBAS055	Fashion Event Management	PE	3	0	0	3	40	60	100
23PBAS056	Apparel and Merchandising Management	PE	3	0	0	3	40	60	100
23PBAS057	Textile Wet Processing Management	PE	3	0	0	3	40	60	100
23PBAS058	Textile Business Analytics	PE	3	0	0	3	40	60	100
23PBAS059	Marketing of Textile Products	PE	3	0	0	3	40	60	100
23PBAS060	Consumer Behaviour in Fashion Industry	PE	3	0	0	3	40	60	100

SHIPPING AND LOGISTICS MANAGEMENT									
Code No	Course	Category	Periods / Week			C	Maximum Marks		
			L	T	P		CA	FE	Total
23PBAS061	Overview of Maritime Business	PE	3	0	0	3	40	60	100
23PBAS062	Shipping Finance and Insurance	PE	3	0	0	3	40	60	100
23PBAS063	Shipping and Port Economics	PE	3	0	0	3	40	60	100
23PBAS064	Logistical and Multimodal Transport	PE	3	0	0	3	40	60	100
23PBAS065	Ship Management and Chartering Practices	PE	3	0	0	3	40	60	100
23PBAS066	Customs Laws and Practices	PE	3	0	0	3	40	60	100
23PBAS067	Port and Terminal Management	PE	3	0	0	3	40	60	100
23PBAS068	Rail Road and Air Cargo Logistics	PE	3	0	0	3	40	60	100
23PBAS069	Marketing for Logistics Business	PE	3	0	0	3	40	60	100
23PBAS070	Commercial Geography	PE	3	0	0	3	40	60	100

Passed in Board of Studies


 Chairman – Board of Studies
CHAIRMAN - BOARD OF STUDIES

Approved in Academic Council

INNOVATION, ENTREPRENEURSHIP AND VENTURE DEVELOPMENT									
Code No	Course	Category	Periods / Week			C	Maximum Marks		
			L	T	P		CA	FE	Total
23PBAS071	Innovation and Entrepreneurship	PE	3	0	0	3	40	60	100
23PBAS072	Innovation Management	PE	3	0	0	3	40	60	100
23PBAS073	Business Model Innovation	PE	3	0	0	3	40	60	100
23PBAS074	Technology and Innovation Management	PE	3	0	0	3	40	60	100
23PBAS075	Entrepreneurial Finance and Venture Capital	PE	3	0	0	3	40	60	100
23PBAS076	Marketing Strategies for New Ventures	PE	3	0	0	3	40	60	100
23PBAS077	Innovation Leadership and Organizational Change	PE	3	0	0	3	40	60	100
23PBAS078	Social Entrepreneurship	PE	3	0	0	3	40	60	100
23PBAS079	Intellectual Property and Entrepreneurship	PE	3	0	0	3	40	60	100
23PBAS080	Innovation and New Product Development	PE	3	0	0	3	40	60	100

Passed in Board of Studies


 Chairman – Board of Studies
CHAIRMAN - BOARD OF STUDIES

Approved in Academic Council

23PBA101	MANAGEMENT PRINCIPLES AND ORGANIZATIONAL BEHAVIOR	L	T	P	C
		3	0	0	3
Nature of Course	Professional Core				
Prerequisites	Nil				

Course Objectives

The course is intended to

1. Study the historical evolution of management theories and practices.
2. Gain comprehensive understanding of the principles and practices of management, focusing on planning, decision-making and Organization structure.
3. Identify the key elements that make up OB.
4. Gain insights into how groups form, evolve, and function in an organizational context.
5. Learn the effectiveness of Japanese management in different business environments.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Compare and contrast the roles of managers and entrepreneurs.	Understand
CO 2	Identify the different decision-making techniques and processes to real-world business scenarios.	Apply
CO 3	Improve the skills in analyzing and addressing organizational problems.	Analyze
CO 4	Develop leadership skills to manage groups and teams effectively.	Apply
CO 5	Critically assess of the applicability of Japanese management practices in non-Japanese contexts.	Understand
CO 6	Develop new strategies or solutions to improve organizational effectiveness and employee satisfaction.	Create

Course Contents

MODULE - I	INTRODUCTION TO MANAGEMENT AND ORGANIZATIONS	9
Definition of Management — Science or Art — Manager Vs Entrepreneur — types of managers - managerial roles and skills — Evolution of Management. Definition, need and importance of organizational behavior – Nature and scope – Frame work – Organizational behavior models.		
MODULE - II	PLANNING AND ORGANISING	9
Planning - Steps in Planning Process - types of Planning - Management by Objectives (MBO) Decision Making - Types, Techniques and Processes. Organization Structure and Design - Authority and Responsibility Relationships - Delegation of Authority and Decentralization.		
MODULE - III	INDIVIDUAL BEHAVIOUR	9
Meaning of Organizational behavior, contributing disciplines, importance of organizational behavior, Perception and Learning - Personality and Individual Differences - Motivation theories and Job Performance - Values, Attitudes and Beliefs - Communication Types-Process – Barriers - Making Communication Effective.		
MODULE - IV	GROUP BEHAVIOUR	12
Groups and Teams: Definition, Difference between groups and teams, Stages of Group Development, Group Cohesiveness, Types of teams, Group Dynamics - Leadership - Styles - Approaches - Power and Politics - Organizational Structure & control - Organizational Climate and Culture, Conflict: concept, sources, Types, Stages of conflict, Management of conflict Organizational Change and Development.		

MODULE - V	EMERGING ASPECTS OF ORGANIZATIONAL BEHAVIOUR	6
Comparative Management Styles and approaches - Japanese Management Practices Organizational Creativity and Innovation - Organizational behavior across cultures - Conditions affecting cross cultural organizational operations, Managing International Workforce, Productivity and cultural contingencies, Cross cultural communication, Management of Diversity. Post Covid Social Behavior. Case Studies.		
Total: 45 Periods		

REFERENCES

1. P.C. Tripathi and P.N. Reddy, Principles of Management, Tata McGraw-Hill Education, 2023.
2. K. Aswathappa, Organizational Behaviour: Text and Cases, Himalaya Publishing House, 2019.
3. L.M. Prasad, Management Principles and Practices, Sultan Chand & Sons, 2018.
4. Uday Pareek and Sushama Khanna, Organisational Behaviour, Oxford University Press, 2018.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)										
COs	POs								PSOs	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO 1	2		2		1	1	2	2	1	
CO 2	3	3		3	2					
CO 3	1		2	2	3	2	1	2	1	
CO 4		3		3	2		3			3
CO 5	3		3	2			2	3		1
CO 6	3	2		1		2	3	2		2
	3 - High			2 – Medium				1 - Low		

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total Marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment/ Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	22	6	12	
Understand	28	8	20	20
Apply		18	18	20
Analyse		18		20
Evaluate				20
Create				20

23PBA102	ACCOUNTING AND FINANCIAL MANAGEMENT	L	T	P	C
		3	1	0	4
Nature of Course	Professional Core				
Pre requisites	Nil				

Course Objectives

The course is intended to

1. Learn the process of preparing financial statements, including the Trading Account, Profit and Loss Account (Income Statement), and Balance Sheet.
2. Identify financial strengths and weaknesses.
3. Understand the concept that money available at the present time is worth more than the same amount in the future due to its potential earning capacity.
4. Focuses on the relationship between fixed and variable costs in a company's operations.
5. Grasp the importance of working capital in day-to-day operations in a business concern.

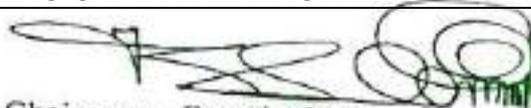
Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Develop skills to interpret financial statements to assess the financial health and performance of an organization.	Analyze
CO 2	Evaluate the financial performance and health of a company.	Analyze
CO 3	Calculate present and future values of money, like discounting and compounding in financial decision-making.	Evaluate
CO 4	Optimize the financing decisions, manage risk, enhance shareholder value, and align financial strategies with organizational goals.	Apply
CO 5	Exploring common issues related to the working capital management.	Evaluate
CO 6	Develop a strong foundation in financial concepts and practices, enabling them to navigate complex financial environments confidently.	Create

Course Contents

MODULE - I	INTRODUCTION TO ACCOUNTING	12
Introduction to Financial, Cost and Management Accounting – Generally accepted accounting principles-Final Accounts: Trading, Profit and Loss Account and Balance Sheet.		
MODULE - II	ANALYSIS OF FINANCIAL STATEMENTS & BUDGETARY CONTROL	12
Financial ratio analysis, cash flow (as per Accounting Standard3) and funds flow statement analysis. Cost volume profit analysis-Budgetary Control. Case Studies		
MODULE - III	FINANCIAL MANAGEMENT AND INVESTMENT DECISION	12
Introduction to Financial Management – Time Value of Money- Risk and Return Concepts. Capital Budgeting: Principles and techniques: PBP, NPV, IRR, ARR- Concept and measurement of cost of capital - Specific cost and overall cost of capital. Case studies		
MODULE - IV	FINANCING AND DIVIDEND DECISION	12
Leverages - Operating and Financial leverage- Capital structure – Theories – Net Income Approach, Net Operating Income Approach, MM Approach – Determinants of Capital structure. Dividend decision- Dividend decision. Case studies.		
MODULE - V	WORKING CAPITAL MANAGEMENT	12



Principles of working capital: Concepts, Needs, Determinants, issues and estimation of working capital - Receivables Management - Inventory management – Cash management -Working capital finance: Commercial paper, Company deposit, Trade credit, Bank finance.

Total: 60 Periods

REFERENCES

1. Prasanna Chandra, Financial Management: Principles and Applications, Tata McGraw-Hill Education, 2022.
2. R.P. Rustagi, Fundamentals of Financial Management, Taxmann Publications Pvt. Ltd, 2022.
3. M.Y. Khan and P.K. Jain, Management Accounting, Tata McGraw-Hill Education, 2020.
4. S.N. Maheshwari and S.K. Maheshwari, Management Accounting, Sultan Chand & Sons, 2019.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	POs								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	2		3	1	1	3	1	2	1		
CO 2	3	2		3	2						
CO 3	3		2	2	3	2	3	2	3		
CO 4		3			3		3			3	
CO 5	3	1	2	2			2	3		1	
CO 6	3	2		3		3	3	2		2	
	3 - High			2 – Medium				1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total Marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment/ Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember				4
Understand	10	8	10	4
Apply	20	10	8	4
Analyse	20	16	16	36
Evaluate		16	16	20
Create				32



Passed in Board of Studies

Chairman – Board of Studies

Approved in Academic Council

CHAIRMAN - BOARD OF STUDIES

23PBA103	ECONOMIC PRINCIPLES FOR MANAGERIAL DECISION	L	T	P	C
		3	1	0	4
Nature of Course	Professional Core				
Pre requisites	Nil				

Course Objectives

The course is intended to

1. Gain knowledge of different types of economic systems (e.g., capitalism, socialism, mixed economies).
2. Study the fundamental principles of demand and supply.
3. Gain insights about the characteristics and dynamics of perfect and imperfect markets.
4. Learn the how different sectors of the economy are interconnected.
5. Identify the factors affecting the supply curve in the short run and long run.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Comprehend the advantages and disadvantages of various economic systems.	Understand
CO 2	Proficient in predicting the effects of market changes on equilibrium price and quantity.	Apply
CO 3	Examine how firms achieve equilibrium in different market structures.	Analyze
CO 4	Measure economic performance using various macroeconomic indicators such as GDP, national income, and unemployment rates.	Analyze
CO 5	Distinguish between short-run and long-run supply curves and identify key determinants of each.	Analyze
CO 6	Strengthened critical thinking skills to address and solve complex business problems using economic principles.	Create

Course Contents

MODULE - I	INTRODUCTION	12
An Overview of Economic Systems, Choice in a World of Scarcity - Production possibility frontiers (PPF) -Productive efficiency Vs economic efficiency – economic growth & stability – Micro economies and Macro economies – the role of markets and government – Positive Vs negative externalities. Case Studies.		
MODULE - II	CONSUMER AND PRODUCER BEHAVIOUR	12
Demand and Supply Concepts – elasticity of demand and supply – consumer behavior – consumer equilibrium – Approaches to consumer behavior – Production – Short-run and long-run Production Function – Returns to scale – economies Vs diseconomies of scale – Analysis of cost – Short-run and long-run cost function – Relation between Production and cost function. Case Studies.		
MODULE - III	PRODUCT AND FACTOR MARKET	12



Product market – perfect and imperfect market – different market structures – Firm’s equilibrium and supply – Market efficiency – Economic costs of imperfect competition – factor market – Land, Labor and capital – determination of factor price – General equilibrium and efficiency of competitive markets. Case Studies.		
MODULE - IV	PERFORMANCE OF AN ECONOMY – MACRO ECONOMICS	12
Macro-economic aggregates – circular flow of macroeconomic activity – National income determination – Aggregate demand and supply – Macroeconomic equilibrium – Components of aggregate demand and national income – multiplier effect – Demand side management – Fiscal policy in theory. Case Studies.		
MODULE - V	AGGREGATE SUPPLY AND THE ROLE OF MONEY	12
Short-run and Long-run supply curve – Unemployment and its impact – Okun’s law – Inflation and Deflation impact – reasons – Inflation Vs Unemployment tradeoff – Phillips curve – short- run and long-run – Supply side Policy and management- Money market- Demand and supply of money – money-market equilibrium and national income – the role of monetary policy. Case Studies.		
Total: 60 Periods		

REFERENCES

1. N. Gregory Mankiw, Principles of Economics, 8th edition, Thomson learning, New Delhi, 2022.
2. Karl E. Case and Ray C. Fair, Principles of Economics, 12th edition, Pearson, Education Asia, New Delhi, 2021.
3. Richard Lipsey and Alec Chrystal, Economics, 13th edition, Oxford, University Press, New Delhi, 2022.
4. Dominick Salvatore, Siddhartha Rastogi, Managerial Economics: Principles And Worldwide Applications, 9th Edition, Oxford University Press, 2020.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	POs								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	2	2	3	1	1	2	1	2	3		
CO 2	1	2		3	2					2	
CO 3	2		2	2	2	2	1	2	1		
CO 4		3			3		3			3	
CO 5	3	1	2	2			2	1		1	
CO 6	3	2		1		1	3	2		2	
	3 - High			2 – Medium				1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total Marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment/ Case Study	5	
	Attendance	5	

23PBA104	IT FOR BUSINESS DECISIONS	L	T	P	C
		3	0	0	3
Nature of Course	Professional Core				
Pre requisites	Nil				
Summative Assessment					
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)	
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60	
Remember	28				
Understand	22	8	10	10	
Apply		10	8	24	
Analyse		16	16	26	
Evaluate		16	16	20	
Create				20	

Course Objectives

The course is intended to

1. Trace the evolution of information systems from early manual systems to modern automated systems.
2. Learn the principles, advantages, and limitations of each methodology.
3. Study about the evolution and types of DBMS, including RDBMS, OODBMS, and RODBMS.
4. Learn the principles and methodologies for designing and implementing decision support systems.
5. Acquire knowledge about neural networks, backpropagation, and various deep learning architectures.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Differentiate between data, information, and knowledge.	Understand
CO 2	Select an appropriate methodology based on project requirements and constraints.	Analyze
CO 3	Develop skills to design and implement databases effectively.	Create
CO 4	Enhance problem-solving skills using decision support tools.	Apply
CO 5	Utilize the deep learning algorithms to solve real-world problems.	Apply
CO 6	Develop analytical and problem-solving skills through the application of business intelligence tools.	Create

Course Contents

MODULE - I	INTRODUCTION	9
Data, Information, Information System, evolution, types based on functions and hierarchy, Enterprise and functional information systems. Case Studies.		
MODULE - II	SYSTEM ANALYSIS AND DESIGN	10
System development methodologies, Systems Analysis and Design, Data flow Diagram (DFD), Decision table, Entity Relationship (ER), Object Oriented Analysis and Design (OOAD), UML diagram. Case Studies.		

MODULE - III	DATABASE MANAGEMENT SYSTEMS	6
DBMS – types and evolution, RDBMS, OODBMS, RODBMS, Data warehousing, Data Mart, Data mining. Case Studies.		
MODULE - IV	INTEGRATED SYSTEMS, SECURITY AND CONTROL	11
Knowledge based decision support systems, Integrating social media and mobile technologies in Information system, Security, Vulnerabilities in Information Security, Disaster Management, Computer Crimes, Securing the Web. Case studies.		
MODULE - V	NEW IT INITIATIVES	9
Introduction to Deep learning, Big data, Pervasive Computing, Cloud computing, Advancements in AI, IoT, Block chain, Crypto currency, Quantum computing. Case Studies.		
Total: 45 Hours		

REFERENCES

1. Robert Schultheis and Mary Sumner, Management Information Systems – The Manager’s View, Tata McGraw Hill, 2017.
2. Kenneth C. Laudon and Jane P Laudon, Management Information Systems – Managing the Digital Firm, 15th edition, 2018.
3. Panneerselvam. R, Database Management Systems, 3rd Edition, PHI Learning, 2018.
4. Laudon, Management Information System, 17th Edition, Pearson Education, 2022.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	POs								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	2	2	3	1	1	2	1	2	3		
CO 2		3		3	2		2			2	
CO 3	3		2	2	2	2	1	2	1		
CO 4		2	3		2	1	3			3	
CO 5	3	1	3	2	1		2	1		1	
CO 6	3	2		1		1	3	2		2	
	3 - High			2 – Medium				1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total Marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment/ Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom’s Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	28		8	4
Understand	22	4	8	4
Apply		4	18	20

23PBA105	BUSINESS STATISTICS	L	T	P	C
		3	1	0	4
Nature of Course	Professional Core				
Prerequisites	Nil				
Analyse		10	16	20	
Evaluate		16		20	
Create		16		32	

Course Objectives

The course is intended to

1. Provide a comprehensive understanding of the definition and significance of statistics.
2. Learn the calculation and application of conditional probability and the concept of independence in events.
3. Gain a comprehensive understanding of correlation, regression, and time series analysis, equipping them with the skills needed for practical application in various business.
4. Provide a fundamental understanding of various statistical tests used to analyze large and small sample means.
5. Introduce the concepts and procedures of one-way and two-way classifications in ANOVA.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Gain a foundational understanding of statistics, essential for further study and practical application in various fields.	Understand
CO 2	Calculate and interpret probabilities associated with these distributions.	Evaluate
CO 3	Make informed decisions based on correlation, regression, and time series analysis techniques to real-world data.	Create
CO 4	Use the Chi-square test for evaluating goodness of fit and independence.	Evaluate
CO 5	Design experiments using Completely Randomized Design and analyze the data to draw valid conclusions.	Evaluate
CO 6	Highlight the emerging trends and advancements in the field of statistics.	Create

Course Contents

MODULE - I	INTRODUCTION TO STATISTICS	12
Statistics – Definition, Types. Types of variables – Organizing data – Descriptive Measures: Mean Median, Mode, Standard Deviation, and Mean Deviation.		
MODULE - II	INTRODUCTION TO PROBABILITY	12
Basic definitions and rules for probability - conditional probability –Independence of events –Baye’s theorem -Probability distributions: Binomial, Poisson and Normal distributions.		
MODULE - III	CORRELATION, REGRESSION AND TIME SERIES ANALYSIS	12

Correlation – Simple correlation. Regression – Simple Regression. Time Series -Trend analysis, Seasonal variations- Cyclical variations and Irregular variations (Only Theory).		
MODULE - IV	TESTING OF HYPOTHESIS	12
Introduction - one sample and two sample tests for means of large samples(z-test) - one sample and two sample tests for means of small samples (t-test) - F-test for two sample standard deviations - Chi-square test – Goodness of fit and Independence of Attributes.		
MODULE - V	DESIGN OF EXPERIMENTS	12
Analysis of variance – One way classification – Completely Randomized design – Two - way classifications - Randomized Block Design – Latin square design- Emerging trends in statistics.		
Total: 60 Periods		

REFERENCES

1. Richard I. Levin, David S. Rubin, Statistics for Management, Pearson Education, 7th Edition, 2022.
2. Aczel A.D. and Sounderpandian J., —Complete Business StatisticsII, 6th edition, 2021.
3. N. D. Vohra, Business Statistics, Tata McGraw Hill, 2014. Ken Black, 2021.
4. Robert Stine , Dean Foster, Statistics for Business: Decision Making and Analysis, Pearson Education, 2020.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	POs								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	1	2	3		1	3	3	3	3		
CO 2	2	2		3						2	
CO 3	2					2	2	2	1		
CO 4			2		3	2	3			3	
CO 5	2	3		2	1			1	2	1	
CO 6	3	2	2	1		1	3	2		2	
	3 - High			2 – Medium				1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total Marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment/ Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	28			4

23PBA106	BUSINESS LAW			L	T	P	C
				3	1	0	4
Nature of Course		Professional Core					
Prerequisites		Nil					
Understand	22	4	6	4			
Apply		4	6	20			
Analyse		10	20	20			
Evaluate		16	18	20			
Create		16		32			

Course Objectives

The course is intended to

1. Create comprehensive understanding of the definitions and nature of contracts under the Indian Contract Act, 1872.
2. Provide a wide-range of understanding of the legal principles governing contracts, including breach of contract and the remedies available.
3. Educate the roles and responsibilities of the holder and holder in due course under the Act.
4. Introduce students to the constitutional framework of GST and its implementation in India.
5. Comprehend the implications of FEMA on various financial transactions and international trade.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Demonstrate an understanding of key definitions and the nature of contracts as per the Indian Contract Act, 1872.	Understand
CO 2	Explore the nuances of special contracts such as indemnity, guarantee, bailment, pledge, and agency.	Apply
CO 3	Elucidate the processes of dishonor and discharge of negotiable instruments, including the legal consequences and remedies available.	Apply
CO 4	Proficient in analyzing tax consequences of corporate transactions and investments.	Evaluate
CO 5	Develop skills to interpret and comply with FEMA regulations in various business contexts.	Create
CO 6	Enhance decision-making skills by understanding the legal implications of business actions.	Create

Course Contents

MODULE - I	INDIAN CONTRACT ACT 1872	12
Indian Contract Act 1872- Definitions, Nature of Contract, Offer & Acceptance, Capacity of Parties to Contract, Free Consent and Consideration, expressly declared void agreement, Performance of contracts. Case Studies.		

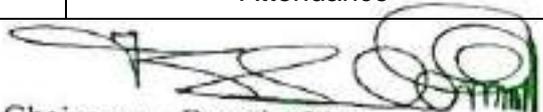
MODULE - II	BREACH OF CONTRACT & CONSUMER PROTECTION ACT 1986	12
Breach of Contract, Remedies for breach of Contract, Indemnity and Guarantee Contracts. Special Contracts Bailment, Pledge and Agency. Consumer Protection Act 1986- Main Provisions. Consumer Disputes, Redressal Machinery. Case Studies.		
MODULE - III	NEGOTIABLE INSTRUMENT ACT	12
Negotiable Instrument Act, 1881- Definition, Features, Promissory note, Bill of Exchange and Cheques, Holder and Holder in Due Course. Crossing of Cheque, Types of Crossing, Dishonor and Discharge of Negotiable Instruments. Case Studies.		
MODULE - IV	GST AND CUSTOMS LAW	12
Corporate Tax Planning, Corporate Taxes and Overview of Latest Developments in Indirect tax Laws relating to GST: introduction, Levy and collection of CGST & IGST, Basic concept of time and value of supply, Input tax credit, Computation of GST Liability, Registration, Tax Invoice, Credit & Debit Notes, Electronic Way bill, Returns, Payment of taxes. Case Studies.		
MODULE - V	FOREIGN EXCHANGE MANAGEMENT ACT 2000	12
Foreign Exchange Management Act 2000 (FEMA) - Objective and Main Provisions, Introduction to Intellectual Property Right Act- Copyright, Patent and Trademark. Case Studies.		
		Total: 60 Periods

REFERENCES

1. N. D. Kapoor, Elements of Mercantile Law, Sultan Chand and Company, India, 2021.
2. P. K. Goel, Business Law for Managers, Biztantatara Publishers, India, 2020.
3. Akhileshwar Pathak, Legal Aspects of Business, Tata McGraw Hill, 6th Edition 2019.
4. Richard Stim, Intellectual Property- Copy Rights, Trade Marks, and Patents, Cengage Learning, 15th edition 2017.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	POs								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	1	2	3		1	3	3	3	3		
CO 2	2	3		2						2	
CO 3	3				3	3	3	2	2		
CO 4		1	2		3	2	3			3	
CO 5	2	3		2	3			1	2	1	
CO 6	3	2	2	1		1	3	2		2	
	3 - High			2 – Medium				1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total Marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment/ Case Study	5	
	Attendance	5	


 Chairman – Board of Studies
 Passed in Board of Studies Approved in Academic Council
CHAIRMAN - BOARD OF STUDIES

23PBA107	CAMPUS TO CORPORATE READINESS			L	T	P	C
				0	0	4	2
Nature of Course	Employability Enhancement Course						
Prerequisites	Nil						
Summative Assessment							
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)			
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60			
Remember	28	10		4			
Understand	22	18	4	4			
Apply		22	4	20			
Analyse			10	20			
Evaluate			16	20			
Create			16	32			

Course Objectives

The course is intended to

1. Identify the key elements that make an effective self-introduction, including personal background, academic achievements, professional experience, and career aspirations.
2. Inculcate best practices in personal hygiene and grooming habits that are essential in a professional setting.
3. Develop skills in articulating personal strengths and achievements effectively.
4. Provide an understanding of the organizational structures and dynamics within corporations.
5. Offer personalized guidance and advice tailored to individual career paths.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Adapt their self-introduction to suit different audiences and purposes, demonstrating flexibility and awareness of context.	Apply
CO 2	Present themselves professionally in various business settings, understanding the nuances of appropriate attire and grooming.	Apply
CO 3	Gain confidence in presenting themselves professionally during interviews.	Apply
CO 4	Describe the characteristics of different types of corporate environments and analyze the impact of global trends on corporate environments.	Apply
CO 5	Emphasize the importance of customization and alignment with job requirements.	Apply
CO 6	Simulate real-world interview scenarios and provide practical experience to students.	Apply

Practical Components:

MODULE - I	GETTING TO KNOW YOU	12
------------	---------------------	----

Self – Introduction: Introduction between persons, Icebreaker Activities, Personal Introductions, Career Goals Exchange, Self - introduction for interview. Self-Awareness: SWOT Analysis, Personality Assessments, 360-Degree Feedback, Self-Reflection Journals. Preparing Plug Cards.		
MODULE - II	GROOMING SKILLS	12
Online Image: Create Profile: Linkedin, Justdial, TimesJobs, Naukri, Shine, Foundit.. Corporate Grooming: Dress Code for men and women, Footwear, Hair style for men and women, Accessories for Men and Women, Using of perfumes. Body posture, Handshake, Smile, Eye contact, Breathe, Facial Expressions, Gestures		
MODULE - III	CONFIDENCE BUILDING AND RESUME WRITING	12
Start Journaling, Public Speaking, Mindfulness Sessions, Team Building Exercise, Setting Purposes. Writing CV, Writing Bio-Data, Writing Resume (Using AI). Learn to face frequently asked interview questions. Handling interview rejections and come back from set-backs,		
MODULE - IV	CORPORATE READINESS	12
Introduction to Corporate Environment, Corporate culture and values, Effective communication in business, Teamwork and collaboration, Leadership and decision-making. Job search strategies, Industrial Guest Lectures and Industry Visits, Presentation skills, negotiation techniques, and business etiquette.		
MODULE - V	MOCK INTERVIEWS & GROUP DISCUSSIONS	12
Conducting mock interviews with feedback sessions, One-on-one career counseling sessions to tailor individual career paths. Writing job application letters for a specific position.		
Total: 60 Periods		

REFERENCES

1. Ashutosh Sharma, Campus to Corporate, V&S Publishers, 2022.
2. Ramachandran & Karthick, From Campus to Corporate, Pearson Education India, 2021.
3. Gangadhar Joshi, Campus to Corporate, SAGE Texts, 2020.
4. Dr. A.K.Sethi, Campus To Corporate: Are you ready for the change, V&S publishers, 2020.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)										
COs	POs								PSOs	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO 1	2	2	3		3	3	2	3	2	
CO 2		3	3	3						3
CO 3	3			2	2	3	3	2	2	
CO 4		2	2		3	1	3			3
CO 5	3	3		3	3			1	2	1
CO 6	3	2	2	1		1	3	2		3
	3 - High			2 – Medium				1 - Low		

Summative assessment					
Bloom's Level	Continuous Assessment (IAE) – 60 Marks				Final Examination (40 Marks)
	Preparatory Test / Activity & Attendance			Practical	
	Preparatory	Preparatory	Attendance	Rubric	

23PBA108	COMPUTER APPLICATIONS FOR BUSINESS			L	T	P	C
				0	0	4	2
Nature of Course		Employability Enhancement Course					
Prerequisites		Nil					
	Test / Activity – I (15 Marks)	Test / Activity – II (20 Marks)	(5 Marks)	Based (20 Marks)			
Remember							
Understand	20	20		20		20	
Apply	30	30		20		20	
Analyse				20		20	
Evaluate				20		20	
Create				20		20	

Course Objectives

The course is intended to

1. Gain proficiency in selecting cells and navigating worksheets using both the mouse and keyboard.
2. Familiarize with the basics of creating, saving, and printing documents.
3. Learn to customize a presentation without predefined templates.
4. Teach techniques for sorting and searching emails to maintain an organized inbox.
5. Identify and utilize shortcuts and advanced features to streamline tasks.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Generate new worksheets and navigate them efficiently using both mouse and keyboard shortcuts.	Apply
CO 2	Develop proficiency in typing, selecting, deleting, and checking the spelling of text in a document.	Apply
CO 3	proficient in customizing slides to meet the presentation's objectives.	Apply
CO 4	Setting up and managing an email account effectively.	Apply
CO 5	Develop a foundational understanding of spreadsheet, word processing, presentation software, and email applications.	Apply
CO 6	Develop a systematic approach to managing digital tasks and communications.	Apply

Practical Components:

MODULE - I	PRACTICALS ON SPREADSHEET	15
Creating new worksheet, selecting cells, navigating with mouse and keyboard, Entering, editing text and checking spelling, Saving the worksheet, Open the existing worksheet,		

moving cells, copying cells, sorting cell data, referencing cells, Inserting columns, inserting rows and inserting cells, Filtering cell data. Deleting parts of a worksheet, Parts of a function, Basic functions – sum, average, percentage, creating charts using chart wizard, creating charts on separate worksheets.		
MODULE - II	PRACTICALS ON WORD PROCESSORS	15
Creating new document, typing text, selecting text, deleting text and checking spelling, inserting text, replacing text, formatting text, open the existing document, Cut, copy, paste, saving and printing document, Auto format, Line and paragraph spacing, Margins, Borders and Shading, Definition of headers and footers, creating basic headers and footers, Creating different headers, Creating Resume, Creating Business Letters.		
MODULE - III	PRACTICALS ON PRESENTATIONS	15
Creating Presentations: Using blank presentation option, Creating Presentations: Using template option, Adding Slides, deleting a slide, numbering a Slide, Saving and Printing Presentation, Creating Company Profile Presentation, creating Project Presentation.		
MODULE - IV	PRACTICALS ON E-MAIL	15
Basics of E-mail, What is an Electronic Mail, Email Addressing, Using E-mails, Opening Email account, Mailbox: Inbox and Outbox, Creating and Sending a new E-mail, Replying to an E-mail message, Forwarding an E-mail message, Sorting and Searching emails.		
Total: 60 Periods		

REFERENCES

1. Darrell W Hajek, Introduction to Office Software: Word - Excel – PowerPoint, Independently Published, 2020.
2. Pat Coleman, MBA's Guide to Microsoft Office XP, New Age International Private Limited, 2020.
3. Kumar Bittu, Mastering MS Office, V&S Publishers, 2018.
4. S.S. Shrivastava, MS-Office, Laxmi Publications, 2017.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)										
COs	POs								PSOs	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO 1	3	2	3	2	3	3	2	3	2	
CO 2	2	3	3	3	3	2	2	2		3
CO 3	3		3	2	2	3	3	2	2	
CO 4		2	2		3	1	3	2		3
CO 5	3	3		3	3	1		1	2	1
CO 6	3	2	2	1		1	3	2		3
	3 - High			2 – Medium				1 - Low		

Summative assessment					
Bloom's Level	Continuous Assessment (IAE) – 60 Marks				Final Examination (40 Marks)
	Preparatory Test / Activity & Attendance			Practical	
	Preparatory Test / Activity – I (15 Marks)	Preparatory Test / Activity – II (20 Marks)	Attendance (5 Marks)	Rubric Based (20 Marks)	
Remember					
Understand	20	20		20	20

23PBA109	SOCIAL ENTREPRENEURSHIP				L	T	P	C
					0	0	4	2
Nature of Course		Employability Enhancement Course						
Prerequisites		Nil						
Apply	30	30		20	20			
Analyse				20	20			
Evaluate				20	20			
Create				20	20			

Course Objectives

The course is intended to

1. Gain insight into the entrepreneurial journey through real-world examples.
2. Learn the role of businesses in community engagement and social responsibility.
3. Measure tangible outcomes such as the number of jobs created, revenue generated, cost savings, or reduction in environmental impact.
4. Educate about navigating regulatory frameworks and compliance requirements that impact business operations.
5. Identify key areas where entrepreneurs excel or diverge from established norms in social responsibility.

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Acquire knowledge about prominent entrepreneurs, their businesses, and their impact on their respective industries.	Understand
CO 2	Investigate the importance of ethical sourcing and its impact on business reputation.	Analyze
CO 3	Quantify and report on specific metrics related to the project or initiative.	Analyze
CO 4	Develop critical thinking skills by analyzing complex challenges and proposing solutions to overcome them.	Apply
CO 5	Benchmark the social responsibility practices of entrepreneurs against industry standards and global best practices.	Analyze
CO 6	Integrate environmental sustainability, social responsibility, and ethical considerations into entrepreneurial ventures and corporate	Apply

	settings effectively.	
--	-----------------------	--

Focusing Area of Study: The student must individually choose an entrepreneurial business concern, subject to approval from a faculty supervisor. The study may be conducted on Saturdays. To assess its quality, a faculty supervisor will conduct reviews on every two weeks, and marks will be awarded by an experienced professor. At the end of the semester, the student must submit a report, followed by a viva-voce examination conducted by an external examiner appointed by the CoE."

The report must contain the following:

Part - I	INTRODUCTION TO THE ENTREPRENEUR AND BUSINESS	15 Marks
Brief background on the entrepreneur, including their name, business name, sector, and location. Describe the nature of their business and its mission. Company brochure.		
Part - II	SOCIAL RESPONSIBILITY INITIATIVES	20 Marks
Environmental Initiatives: Such as sustainability practices, eco-friendly products, or waste reduction efforts.		
Social Impact Programs: Like community engagement projects, support for local communities, or initiatives to empower disadvantaged groups.		
Ethical Business Practices: Highlight any ethical sourcing, fair trade policies, or transparency measures the entrepreneur follows.		
Part - III	IMPACT ASSESSMENT	15 Marks
Quantify results where possible (e.g., number of jobs created, reduction in carbon footprint, community feedback).		
Discuss qualitative impacts on stakeholders, community perception, and industry reputation.		
Part - IV	CHALLENGES FACED	15 Marks
Discuss challenges or obstacles the entrepreneur encountered in implementing these initiatives. This could include financial constraints, regulatory hurdles, or resistance from stakeholders.		
Part - V	COMPARISON WITH INDUSTRY STANDARDS	15 Marks
Benchmark the entrepreneur's practices against industry standards or best practices in social responsibility. Evaluate how their approach stands out or aligns with global trends.		
Part - VI	RECOMMENDATIONS FOR IMPROVEMENT AND COCLUSION	20 Marks
Offering constructive recommendations for how the entrepreneur could further enhance their social responsibility efforts. Summarize the key findings of your report, emphasizing the entrepreneur's impact on society and the environment. Reflect on the importance of socially responsible entrepreneurship in today's business landscape.		

REFERENCES

1. S. Bhalla, Social Entrepreneurship: Concepts and Practices, SAGE Publications India Pvt Ltd, 2022.
2. Srinivas Ramanujam, Social Entrepreneurship in India: Quarter Ideal, Half Real, SAGE Publications India Pvt Ltd, 2021.
3. Dr. Madhukar Shukla and Dr. S. A. Hasan, Social Entrepreneurship: The Art of Mission-Based Venture Development, McGraw Hill Education (India) Private Limited, 2020.
4. Vinita Krishna, Social Entrepreneurship: Understanding Business Model in Indian Context, Excel Books, 2020.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)										
COs	POs								PSOs	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2

23PBANF01		ENTREPRENEURSHIP AND STARTUP							L	T	P	C
									3	0	0	3
Nature of Course		Non- Functional Elective										
Prerequisites		Nil										
CO 1	3	2	3	2	2	3	2	3	2	3		
CO 2	2	3	3	3	3	2	2	2	3	3		
CO 3	3		3	2	2	3	3	2	2			
CO 4	1	3	3		2	1	3	2		3		
CO 5	3	3		3	3	1		1	2	1		
CO 6	3	2	2	1		1	3	2		3		
		3 - High			2 – Medium				1 - Low			

Summative assessment							
Bloom's Level	Continuous Assessment (IAE) – 60 Marks						Final Examination (40 Marks)
	Review						
	I	II	III	IV	V	VI	
Remember							
Understand	15						20
Apply				15		20	20
Analyse		20	15		15		
Evaluate							
Create							

Course Objectives

The course is intended to

1. Learn the principles and methodologies of the Lean Startup approach.
2. Grasp the core principles of effectuation and how they differ from causal reasoning in the entrepreneurial process.
3. Learn the various challenges faced by entrepreneurs from different sources such as individuals, family, groups, community, and society.
4. Gain insights about the interconnectedness between business operations and societal impact.
5. Study the unique challenges and opportunities faced by social entrepreneurs in developing countries.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Critical thinking skills to evaluate the appropriateness of Lean Startup for different projects.	Apply
CO 2	Proficient in identifying viable business opportunities using structured methodologies and tools.	Analyze
CO 3	Identify and resolve ethical dilemmas in entrepreneurship, understanding the long-term implications of ethical choices.	Evaluate

CO 4	Articulate the role of businesses in society and their potential for social impact.	Apply
CO 5	Develop innovative solutions to social problems using entrepreneurial principles.	Create
CO 6	Become successful entrepreneurs by equipping them with the necessary knowledge, skills, and practical experience.	Create

Course Contents

MODULE - I	INTRODUCTION TO LEAN STARTUP	9
Nature of Lean Startup, Changes created by Lean Startup, Limitations of the Lean Startup method, Role of entrepreneurship in economic development. Entrepreneurship - Corporate versus Entrepreneurial culture, Climate for Entrepreneurship, Establishment of Entrepreneurship in organizations. Case studies.		
MODULE - II	ENTREPRENEURIAL THINKING	9
Principles of effectuation, reasoning, effectuation process. Opportunity Identification-Generating business idea, sources of new ideas, environmental scanning, competitor and industry analysis. Case studies.		
MODULE - III	CHALLENGES FACED BY ENTREPRENEURS	9
Challenges faced from individuals, from family, from groups, from community, from society. Women Entrepreneurs, Entrepreneurial ethical dilemmas. Case studies.		
MODULE - IV	SUSTAINABLE ENTREPRENEURSHIP & INDIAN PERSPECTIVE	9
Linking business to society, Innovation and Entrepreneurship, Challenges for the Future. MSME, Startup India Action Plan, Eligibility & Scheme Details, Entrepreneurial development in India, Licensing systems, GST, etc. Case studies.		
MODULE - V	SOCIAL ISSUES	9
Social Entrepreneurship in the Developing World, Ideas, Opportunities, and Innovations in Social Entrepreneurship. International Entrepreneurship - International versus Domestic Entrepreneurship, Entrepreneurial entry into International Business, Barriers to enter international trade, Entrepreneurial partnering. Case studies.		
Total: 45 Hours		

REFERENCES

1. Dr. Vasant Desai, Entrepreneurship Development in India, Himalaya Publishing House, 2020.
2. Vikas Bansal, Startup Standup: Start and Grow Your Business with Right Mindset, Notion Press, 2020.
3. Ranbir Singh, The New Age Entrepreneurs, SAGE Publications India, 2019.
4. Eric Ries (Indian Adaptation by Pankaj Ghemawat), "The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses" (Adapted for India), Portfolio Penguin India, 2018.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)										
COs	POs								PSOs	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO 1	3		3		3	2	1	2	1	
CO 2	2	3		3	2					
CO 3	2		2	2	1	2	1	3	1	
CO 4		2			3		3			3
CO 5	3		3	3			2	1	3	1
CO 6	3	3		1		1	3	2		2

Passed in Board of Studies Chairman – Board of Studies Approved in Academic Council
CHAIRMAN - BOARD OF STUDIES

23PBANF02	CORPORATE SOCIAL RESPONSIBILITY AND GOVERNANCE			L	T	P	C
				3	0	0	3
Nature of Course		Non- Functional Elective					
Prerequisites		Nil					
3 - High		2 – Medium		1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total Marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment/ Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	10			4
Understand	18	6	4	4
Apply	22	6	4	20
Analyse		20	10	20
Evaluate		18	16	20
Create			16	32

Course Objectives

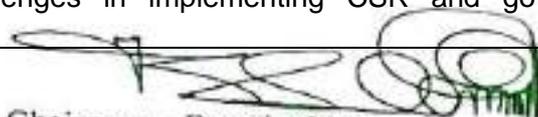
The course is intended to

1. Learn the foundational concepts of CSR and governance.
2. Learn the global trends in CSR.
3. Study the importance of corporate governance.
4. Learn methods for assessing the impact of CSR initiatives.
5. Gain insights about the challenges in implementing CSR and governance practices.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Comprehend the foundational concepts of CSR and governance.	Understand
CO 2	Compare CSR practices across different countries.	Analyze
CO 3	Discuss the role of transparency in corporate accountability.	Apply
CO 4	Conduct CSR impact assessments.	Evaluate
CO 5	Identify challenges in implementing CSR and governance practices.	Analyze



CO 6	Develop strategies for implementing effective CSR and governance practices in a global context.	Create
-------------	-------------------------------------------------------------------------------------------------	--------

Course Contents

MODULE - I	INTRODUCTION TO CSR AND GOVERNANCE	9
Definition and evolution of CSR, Principles of corporate governance, The role of stakeholders in CSR and governance, Ethical frameworks and CSR, Case studies of CSR initiatives.		
MODULE – II	GLOBAL TRENDS IN CSR	9
CSR trends in developed and developing countries, international standards and frameworks (e.g., UN Global Compact, ISO 26000), CSR and sustainable development goals (SDGs), Impact of globalization on CSR practices, Case studies of global CSR initiatives.		
MODULE - III	GOVERNANCE AND CORPORATE ACCOUNTABILITY	9
Corporate governance structures and mechanisms, Role of boards and directors, Transparency and disclosure practices, Risk management and internal controls, Case studies of corporate governance failures and successes.		
MODULE - IV	CSR IMPACT ASSESSMENT	9
Measuring and reporting CSR performance, Social and environmental impact assessment, CSR metrics and indicators, Stakeholder engagement and communication, Case studies of CSR impact assessments		
MODULE - V	STRATEGIC CSR AND GOVERNANCE IMPLEMENTATION	9
Integrating CSR into business strategy, developing sustainable business practices, Managing CSR programs and projects, Challenges and opportunities in CSR implementation, Case studies of strategic CSR initiatives		
		Total: 45 Hours

REFERENCES

1. C. V. Baxi and Ajit Prasad, Corporate Social Responsibility: Concepts and Cases, Excel Books, 2021.
2. D.K. Singh, Sustainable Development and Corporate Social Responsibility, Mittal Publications, 2021.
3. A.C. Fernando, Business Ethics and Corporate Governance, Pearson Education India, 2020.
4. Sanjay K. Agarwal, Corporate Social Responsibility in India, SAGE Publications India, 2018.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)										
COs	POs								PSOs	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO 1	3	1	3	3		3		3	3	
CO 2	2	3	2		3		2			2
CO 3		2		2		3		3	1	
CO 4	3	2	2		3		2			3
CO 5			3	3		3			3	
CO 6	2	2		1	2		3	3	2	3

23PBANF03	FAMILY BUSINESS MANAGEMENT			L	T	P	C
				3	0	0	3
Nature of Course		Non- Functional Elective					
Prerequisites		Nil					
3 - High		2 – Medium			1 - Low		

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total Marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment/ Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	22	4		4
Understand	28	4	6	4
Apply		18	6	20
Analyse		16	20	20
Evaluate			18	20
Create				32

Course Objectives

The course is intended to

1. Learn the dynamics and challenges of integrating family dynamics with business operations.
2. Teach the differing priorities and perspectives of managers and owners in a corporation.
3. Gain insights about the key attributes and skills necessary for effective leadership in future organizational contexts.
4. Educate how family businesses evolve through different stages and the strategic implications at each stage.
5. Learn the concept of evolutionary leadership and its three states: continuity, cultural change, and institutionalizing change.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Critically assess the complex interactions between family relationships and business decisions.	Analyze

CO 2	Articulate the responsibilities that shareholders have towards the company and the implications of effective governance.	Apply
CO 3	Identify key attributes and skills necessary for effective leadership in future organizational contexts.	Analyze
CO 4	Examine the current life cycle stage of a family business and propose appropriate strategic actions.	Evaluate
CO 5	Lead and manage organizational change effectively while fostering a culture of continuous improvement and innovation.	Create
CO 6	Develop the knowledge and skills necessary to navigate the complexities.	Create

Course Contents

MODULE - I	INTRODUCTION TO FAMILY BUSINESS	9
Family Business as a unique synthesis, Succession and Continuity: The three generation rule, Building Family business that last, The systems theory model of Family Business, Agency Theory of Family business, Competitive Challenges and Competitive advantages of family businesses, Family emotional intelligence. Case Studies.		
MODULE – II	OWNERSHIP CHALLENGES AND FAMILY GOVERNANCE	9
Shareholder Priorities – Managers vs. Owners - Responsibilities of shareholders to the company - Effective Governance of the shareholder - firm relationship – Family Governance: Structure, Challenges to family governance, managing the challenges of succession. Enterprise Sustainability: Twelve elements of strategic –fit and its implications on family Firms. Case Studies.		
MODULE - III	SUCCESSOR DEVELOPMENT	9
Characteristics of next-generation leaders - Next-generation attribute interests and abilities for responsible leadership Next-generation personalities-managing interdependence- CEO as an architect of succession and continuity - Types of CEO Spouse and the transfer of power. Case Studies.		
MODULE - IV	TRANSGENERATIONAL ENTREPRENEURSHIP	9
Life cycle stages influencing family business strategy - Turning core competencies into competitive advantage. The unique vision of family-controlled businesses - Strategic regeneration- The Business Rejuvenation matrix – Entrepreneurship. Case Studies.		
MODULE - V	THE FUTURE OF FAMILY BUSINESS	9
New Leaders of the Evolution - Three states of evolution-Continuity and culture - change the culture - The change formula - Organization Development approaches to change - Commitment planning - Organic competencies and business’s future - Thriving through competition -Institutionalizing change. Case Studies.		
Total: 45 Hours		

REFERENCES

1. Dr. Ramesh Bhatia and Dr. Priya Sharma, "Family Business in India: Theoretical Perspectives and Practical Insights", Excel Publications, 2023.
2. Kavil Ramachandran, Navneet Bhatnagar, Family Business: A Global Perspective, SAGE Publications India Pvt Ltd, 2020.
3. Pramodita Sharma, Manfred Kets de Vries, Dynamics of Family Business: The Indian Context, Response Books, 2019.
4. Ram Charan, Family Business Succession: Your Roadmap to Continuity, Jossey-Bass, 2018.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)										
COs	POs								PSOs	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2

23PBA201	PRODUCTION AND OPERATIONS MANAGEMENT							L	T	P	C
								3	1	0	4
Nature of Course		Professional Core									
Pre requisites		Nil									
CO 1	3	1	3	3	3	3		3	3		
CO 2	2	3	2		3	2	2			2	
CO 3	1	2		2		3		3	1		
CO 4	3	2	2		3		2			3	
CO 5			3	3	2	3		3	3		
CO 6	2	2		1	2		3	3	2	3	
3 - High			2 – Medium				1 - Low				

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total Marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment/ Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	8	8		4
Understand	8	8	4	4
Apply	18	18	4	20
Analyse	16	16	10	20
Evaluate			16	20
Create			16	32

Course Objectives

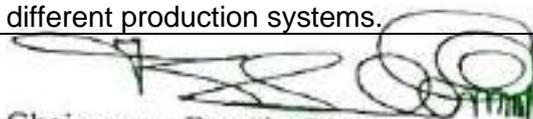
The course is intended to

1. Introduce the fundamental concepts and functions of operations management within manufacturing and service industries.
2. Learn location analysis techniques including quantitative methods.
3. Acquire knowledge about the techniques to systematically analyze functions and costs to optimize value.
4. Study the integration of quality management with other business functions.
5. Trace the evolution and impact of the Quality Revolution.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Enhance decision-making skills related to process selection by evaluating trade-offs between efficiency, cost-effectiveness, and quality in different production systems.	Apply



CO 2	Identify factors influencing location decisions such as market proximity, transportation costs, labor availability, and regulatory requirements.	Analyze
CO 3	Explore how JIT and Kanban enhance operational efficiency, reduce waste, and improve responsiveness to customer demands.	Analyze
CO 4	Proficient in using quality control tools and techniques to monitor and improve processes.	Apply
CO 5	Implement quality control techniques like Acceptance Sampling and Control Charts effectively.	Apply
CO 6	Explore the integration of suppliers, manufacturers, distributors, and retailers in delivering products to customers, emphasizing coordination and optimization across the supply chain.	Create

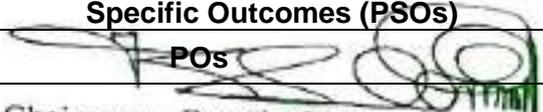
Course Content

MODULE- I	OPERATIONS MANAGEMENT	12
Operations management: Concept, Functions. Product Design and development – Product design and its characteristics: Product development process (Technical): Product development techniques. Process selection- Project, job, Batch, Mass and Process types of Production Systems. Case Studies.		
MODULE - II	FACILITY DESIGN	12
Facility Location – importance, Factors in Location Analysis: Location Analysis Techniques. Facility Layout – Objectives: Advantages: Basic types of layouts. Capacity Planning – Concepts: Factors Affecting Capacity Planning, Capacity Planning Decisions. Production Planning & Control (PPC) –Concepts, Objectives, Functions. Case Studies.		
MODULE - III	PRODUCTION TECHNIQUES	12
Introduction to modern productivity techniques - JIT, Kanban system. Total Quality Management & six sigma. Functions of Purchasing Management – Objectives, Functions: Methods: Procedure. Value analysis – Concepts. Stock control systems. Virtual factory concept. Case Studies.		
MODULE - IV	INVENTORY MANAGEMENT	12
Inventory Management – Concepts, Classification: Objectives: Factors Affecting Inventory Control Policy: Types of inventory Control Inventory costs: Basic EOQ Model: Re-order Level: ABC Analysis. Quality Management - Quality Concepts, Difference between Inspections, Quality Control, Quality Assurances. Case Studies.		
MODULE - V	QUALITY MANAGEMENT	12
Definitions of quality-The Quality revolution -Quality gurus; TQM philosophies - Quality Management tools, certification and awards- Quality Control: Acceptance Sampling- The Operating Characteristic Curve- Control Charts for Variables and Attributes; Quality Circles Lean Management – philosophy- continuous improvement -Six sigma. Case Studies.		
		Total: 45 Hours

REFERENCES:

1. Richard B. Chase, Ravi Shankar, F. Robert Jacobs, Operations and Supply Chain Management, McGraw Hill Education, 15th Edition (SIE), 2022.
2. Aswathappa K and Shridhara Bhat K, Production and Operations Management, 2nd Edition, Himalaya Publishing House, 2021.
3. Mahadevan B, Operations Management Theory and Practice, 3rd Edition, Pearson Education, 2015.
4. Russel and Taylor, Operations and Supply Chain Management, 8th Edition, Wiley, 2021.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)		
COs	POs	PSOs


 Passed in Board of Studies 26
 Chairman – Board of Studies Approved in Academic Council
CHAIRMAN - BOARD OF STUDIES

23PBA202	MARKETING MANAGEMENT								L	T	P	C
									3	1	0	4
Nature of Course		Professional Core										
Pre requisites		Nil										
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2		
CO 1	2		2		1	2	2	2	1			
CO 2	2	1		3	2					2		
CO 3	1		2	2	1	2	1	3	1			
CO 4		3			3		3			3		
CO 5	3		3	3			2	1		1		
CO 6	3	2		3		1	3	2		2		
	3 - High			2 – Medium			1 - Low					

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total Marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment/ Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	10	8	10	4
Understand	18	8	18	4
Apply	22	18	22	20
Analyse		16		20
Evaluate				20
Create				32

Course Objectives

The course is intended to

1. Educate the meaning and scope of marketing.
2. Learn techniques to assess market size, growth potential, and profitability.
3. Gain knowledge on the role of product differentiation in competitive strategy.
4. Learn the basics of Integrated Marketing Communication (IMC) and its role in marketing strategy.
5. Understand the unique characteristics and challenges of marketing services.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Articulate a clear definition of marketing and its significance in organizational success.	Understand

CO 2	Identify and evaluate potential market opportunities for new products or services.	Analyze
CO 3	Classify products effectively and recommend appropriate strategies based on market analysis.	Create
CO 4	Identify and analyze different promotional tools.	Evaluate
CO 5	Develop a comprehensive service marketing plan.	Create
CO 6	Develop comprehensive marketing plans that address market challenges and opportunities.	Create

Course Content

MODULE- I	INTRODUCTION TO MARKETING	12
Meaning, Importance, Core Concept, Marketing Management Process, Marketing Environment. Case Studies.		
MODULE - II	MARKETING PLANNING	12
Identification of market, Market Segmentation, Marketing Information System, Marketing Research, Consumer Behaviour and Demand Forecasting. Case Studies.		
MODULE - III	PRODUCT PRICING STRATEGY	12
Product, Product Classifications, Product Strategies, New Product Development, Product Life Cycle and Marketing Mix Strategy, Branding, Labeling and Packaging Strategies, Pricing Methods and Strategy. Case Studies.		
MODULE - IV	PROMOTION AND PHYSICAL DISTRIBUTION	12
Integrated Marketing Communication (IMC) and tools of Promotion and Promotional Strategy, Meaning and Importance of Distribution System, Functions of wholesaler and retailer. Case Studies.		
MODULE - V	RECENT TRENDS	12
Marketing of Services, Rural Marketing, International Marketing and Digital Marketing and Green Marketing – Marketing trends in Post Covid Era. Case Studies.		
Total: 45 Hours		

REFERENCES:

1. Philip T. Kotler and Kevin Lane Keller, Marketing Management, Prentice Hall India, 15th Edition, 2017
2. Paul Baines, Chris Fill, Kelly Page, Marketing, Asian edition, Oxford University Press, 5th edition, 2019.
3. Ramasamy, V.S, Namakumari, S, Marketing Management: Global Perspective Indian Context, Macmillan Education, New Delhi, 6th edition, 2018.
4. Philip Kotler, Gay Armstrong, Prafulla Agnihotri, Principles of marketing, 7th edition, 2018.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)										
COs	POs								PSOs	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO 1	2	2	2			2	2			1
CO 2	3	3		3	1	3		3	2	
CO 3	3	3	3	3	2		3			3
CO 4	2	2	3	2		3	2	3	2	
CO 5	3	2		2	3			2		3
CO 6	1	1	3				3	3	2	
	3 - High			2 – Medium				1 - Low		

Formative Assessment

23PBA203	HUMAN RESOURCE MANAGEMENT	L	T	P	C
		3	0	0	3
Nature of Course	Professional Core				
Pre requisites	Nil				
Blooms Taxonomy	Assessment Component	Marks	Total Marks		
Remember / Understand	Online Quiz / Seminar	5	15		
Create	Assignment/ Case Study	5			
	Attendance	5			

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	22			4
Understand	28	4	4	4
Apply		4	4	20
Analyse		10	10	20
Evaluate		16	16	20
Create		16	16	32

Course Objectives

The course is intended to

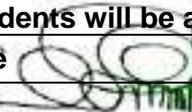
- Outline the primary functions and roles of HRM within an organization.
- Learn the HRP strategies that support organizational goals and strategies.
- Educate the real-world scenarios and challenges related to recruitment, induction, training, promotion, demotion, transfers, separations, and performance appraisal.
- Learn the concept and importance of induction in integrating new employees into the organization.
- Gain insights about the role of career development in employee motivation and retention.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
--------	----------------	---------------

Passed in Board of Studies

Chairman – Board of Studies

CHAIRMAN - BOARD OF STUDIES

Approved in Academic Council

CO 1	Articulate a clear definition of HRM and its scope.	Understand
CO 2	Identify the key characteristics of effective HRP processes.	Analyze
CO 3	Develop and execute comprehensive induction programs that facilitate employee integration and engagement.	Create
CO 4	Make informed decisions regarding job evaluation, merit rating, promotion, transfer, and demotion based on organizational objectives and employee performance.	Create
CO 5	Align individual career goals with organizational objectives.	Apply
CO 6	Develop competencies in various HRM functions, such as recruitment strategies, training program design, and performance management systems.	Create

Course Content

MODULE- I	INTRODUCTION	9
Human Resource Management – Definition – Objectives and Functions – Evolution of HRM -Difference between personnel management and human resource management. Case Studies.		
MODULE - II	HUMAN RESOURCE PLANNING	9
Human Resource Planning – Characteristics – Need of Planning – HRP Process – Job Analysis – Job Design – Job Description – Job Specification. Case Studies.		
MODULE - III	RECRUITMENT AND SELECTION	9
Recruitment and Selection Process – Placement and Induction – Training and Development – Promotion – Demotions – Transfers – Separation – Performance Appraisal. Case Studies.		
MODULE - IV	TRAINING AND DEVELOPMENT	9
Meaning and benefits of Induction, Content of an Induction Program –Types of Training, Employee retention and attrition – Performance appraisal - Job evaluation and merit rating - Promotion - Transfer and demotion. Case Studies.		
MODULE - V	CAREER PLANNING & DEVELOPMENT	9
Career Planning & Development – Stages in Career Planning – Internal and External Mobility of Employees — Meaning and Sources of Employee Grievance – Grievance Handling Systems – Meaning & Process of Collective Bargaining – Indiscipline, Settlement Machinery of Industrial Conflicts. Case Studies.		
Total: 45 Periods		

REFERENCES:

1. Ashwathappa,K., Human Resource Management, Tata McGraw-Hill Education Pvt. Ltd, 2021.
2. Biju Varkkey, Human Resource Management: A Contemporary Text, Oxford University Press, 2022.
3. Ivaneceovich, J.M., Human Resource Management, Tata McGraw-Hill Education Pvt.Ltd., 2020.
4. Gary Dessler & Biju Varrkey, Human Resource Management, Pearson India Pvt.Ltd. ,2020.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)										
COs	POs								PSOs	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO 1	2	2	3	3	2	2	2	2	1	1

23PBA204	RESEARCH METHODOLOGY							L	T	P	C
								3	1	0	4
Nature of Course		Professional Core									
Pre requisites		Nil									
CO 2	3	3	2	3	1	3		3	2		
CO 3	3	3	3	3	2		3	2		3	
CO 4	2	2	3	2	3	3	2	3	2		
CO 5	3	2	1	2	3			2		3	
CO 6	1	1	3			3	3	3	2	3	
3 - High			2 – Medium				1 - Low				

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total Marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment/ Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	22			4
Understand	28	4	4	4
Apply		4	4	20
Analyse		10	10	20
Evaluate		16	16	20
Create		16	16	32

Course Objectives

The course is intended to

1. Gain a clear understanding of the meaning and importance of research in a business context.
2. Grasp the basic concepts of census and sampling, including the differences and uses of each method in research.
3. Gain comprehensive knowledge of primary and secondary data collection methods.
4. Familiarize students with the application of statistical tests such as T-Test, F-Test, and Chi-Square Test in real-world scenarios.
5. Learn the sequential steps involved in drafting a comprehensive research report.

Passed in Board of Studies

Chairman – Board of Studies

Approved in Academic Council

CHAIRMAN - BOARD OF STUDIES

Course Outcomes

On successful completion of the course the students will be able to

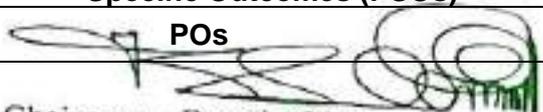
CO. No	Course Outcome	Bloom's Level
CO 1	Demonstrate the ability to outline and implement the steps in the research process.	Understand
CO 2	Proficient in selecting and applying various sampling techniques.	Apply
CO 3	Successfully design and implement questionnaires and other data collection tools.	Create
CO 4	Formulate a good hypothesis, understand its characteristics, and apply suitable methods for hypothesis testing.	Evaluate
CO 5	Draft well-organized, coherent, and comprehensive research reports following the prescribed steps.	Create
CO 6	Critically evaluate existing research and develop actionable insights for business decision-making.	Create

Course Content

MODULE- I	INTRODUCTION	12
Meaning of Research- Research Process- Business Research – Significance- Types of Research - Research Design - Components of the Research Design- Research Problem. Case Studies.		
MODULE - II	SAMPLING	12
Census – Sample – Sampling Techniques – Random and Non - Random sampling - Size of the sample - Sampling Error. Case Studies.		
MODULE - III	DATA COLLECTION	12
Collection of Data - Primary and Secondary Data – Tools of collection of Data – Questionnaire – Scaling Techniques - Personal Interview – Interview schedule – Observation, Pilot study and pre-testing. Case Studies.		
MODULE - IV	ANALYSIS AND INTERPRETATION	12
Analysis and Interpretation of Data – Hypothesis – Characteristics of A Good Hypothesis – Formulation and testing of Hypothesis – Methods of testing Hypothesis – T -Test – F-Test, CHI Square Test. Case Studies.		
MODULE - V	REPORT PREPARATION	12
Research Report – types of Reports - Steps in Drafting a Research Report- Quality of Research Report- Plagiarism Checking. Case Studies.		
		Total: 60 Hours

REFERENCES:

1. Donald R. Cooper, Pamela S. Schindler and J K Sharma, Business Research methods, Tata Mc Graw Hill, New Delhi, 2022.
2. Bill Harley, Emma Bell, and Alan Bryman, Business Research methods, International Edition, Oxford University Press, 2021.
3. Uma Sekaran and Roger Bougie, Adapted by Mala Srivatsava, Research methods for Business, An Indian Adaptation, Wiley India, New Delhi, 2020.
4. Pamela S. Schindler, Business Research methods, Tata McGraw Hill, New Delhi, 2020.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)		
COs	POs	PSOs
		

Passed in Board of Studies

Chairman – Board of Studies

Approved in Academic Council

CHAIRMAN - BOARD OF STUDIES

23PBA205	STRATEGIC MANAGEMENT								L	T	P	C
									3	1	0	4
Nature of Course		Professional Core										
Pre requisites		Nil										
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2		
CO 1	2	3	3		3	2	2		1	1		
CO 2	1	3	2	3	3	3		3	2			
CO 3	2	3	2	3	2	2	3	2	2	3		
CO 4	3	2	3	2	3	3	2	3	2			
CO 5	3	2	1	2	3			2		3		
CO 6	3	1	3			3	3	3	2	3		
3 - High			2 – Medium				1 - Low					

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total Marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment/ Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	22			4
Understand	28	4	4	4
Apply		4	4	20
Analyse		10	10	20
Evaluate		16	16	20
Create		16	16	32

Course Objectives

The course is intended to

1. Learn about the strategic management process, including strategic analysis, formulation, implementation, and evaluation.
2. Provide a comprehensive understanding of the concepts of competitive advantage, resources, capabilities, and core competencies.
3. Learn the concepts of integration and diversification strategies and their importance in

Passed in Board of Studies

Chairman – Board of Studies

Approved in Academic Council

CHAIRMAN - BOARD OF STUDIES

business growth.

4. Define and differentiate between organizational strategy and structure.
5. Learn the role of technology and innovation in organizational growth and sustainability.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Demonstrate an understanding of strategic management concepts and apply them to organizational contexts.	Understand
CO 2	Identify and evaluate key resources and capabilities that contribute to a firm's competitive advantage.	Analyze
CO 3	Proficient in conduct strategic analysis using various frameworks and tools.	Analyze
CO 4	Propose strategic adjustments to improve organizational effectiveness based on structure analysis.	Create
CO 5	Manage technology-driven change and innovation within non-profit environments.	Create
CO 6	Develop strategies for international expansion and global competitiveness.	Create

Course Content

MODULE- I	INTRODUCTION	12
Concepts in Strategic Management, Strategic Management as a process – Developing a strategic vision, Mission, Objectives, Policies- Stakeholders in business. Case Studies.		
MODULE - II	COMPETITIVE ADVANTAGE	12
Competitive Advantage- Resources- Capabilities and Competencies–core competencies- Low cost and differentiation Generic Building Blocks of Competitive Advantage. Environmental Scanning- Industry life cycle stages – Five forces model. Balance scorecard analysis. Case Studies.		
MODULE - III	STRATEGIES	12
Formulation of strategy at corporate, business and functional levels – Integration, Diversification. Strategic analysis and choice – Managing Growth - Environmental Threat and Opportunity Profile (ETOP) - Organizational Capability Profile - Strategic Advantage Profile - Corporate Portfolio Analysis - SWOT Analysis - GAP Analysis - Mc Kinsey's 7s Framework - GE 9 Cell Model. Case Studies.		
MODULE - IV	STRATEGY IMPLEMENTATION	12
Strategy and Structure, Leadership, culture connection - Strategies for competing in Globalizing markets and internet economy – Organizational Values and Their Impact on Strategy – Resource Allocation – Planning systems for implementation. Case Studies.		
MODULE - V	OTHER STRATEGIC ISSUES	12
Managing Technology and Innovation - Strategic issues for Non-Profit organizations. Strategic Control. New Business Models and strategies for Internet Economy. Strategic Management Implications and Challenges Recent Trends. Case Studies.		
Total: 60 Hours		

REFERENCES

1. V S P Rao, Strategic Management Text and Cases, Macmillan Education, 2023.
2. Kazmi, A., Strategic Management and Business Policy, Tata Mc GrawHill Education, 2020.
3. Dess, G., Lumpkin, G.T. and Eisner, A., Strategic Management, 8th Edition, Tata McGraw-Hill, 2019.
4. Hill, C.W.L. and Jones, G.R., Strategic Management: An Integrated Approach, Cengage Learning, 2019.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)

23PBA206	QUANTITATIVE TECHNIQUES FOR DECISION MAKING								L	T	P	C
									3	1	0	4
Nature of Course		Professional Core										
Pre requisites		Nil										
COs	POs								PSOs			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2		
CO 1	2	3	3	3	3	2	3		1	1		
CO 2	1	3	3	3	3	3		3	2			
CO 3	3				3	3	3	2	2	3		
CO 4	3	2	3		3	3	2	3	2			
CO 5	3	2	1	2	3			2		3		
CO 6	3	1	3			3	3	3	2	3		
	3 - High			2 – Medium				1 - Low				

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total Marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment/ Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	22	8		4
Understand	28	8	4	4
Apply		18	4	20
Analyse		16	10	20
Evaluate			16	20
Create			16	32

Course Objectives

The course is intended to

1. Learn the scope and significance of OR in managerial decision-making.
2. Gain a comprehensive understanding of transportation problems in logistics and supply

chain management.

3. Learn to calculate Economic Order Quantity (EOQ) and Economic Batch Quantity (EBQ).
4. Define risk and its implications in decision making.
5. Learn how to model single-channel and multi-channel queuing systems.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Critically evaluate LP solutions in terms of feasibility and sensitivity analysis.	Evaluate
CO 2	Investigate approaches to find optimal or near-optimal solutions for TSP.	Evaluate
CO 3	Competence in using graphical and linear programming methods to solve game theory problems.	Evaluate
CO 4	Choose optimal strategies based on calculated probabilities and expected values.	Evaluate
CO 5	Identify bottlenecks and inefficiencies in service systems and propose solutions using queuing theory principles.	Evaluate
CO 6	Formulate mathematical models for complex business problems, including linear programming, integer programming, and network models.	Create

Course Content

MODULE- I	LINEAR PROGRAMMING PROBLEMS	12
Introduction to applications of operations research in functional areas of management. Linear Programming – formulation, solution by graphical and simplex methods.		
MODULE - II	TRANSPORTATION & ASSIGNMENT PROBLEMS	12
Transportation Models (Minimizing and Maximizing Cases) – Balanced and unbalanced cases – Initial basic feasible solution by N-W Corner Rule, Least cost and Vogel's approximation methods. Check for optimality. Solution by MODI method. Assignment Models (Minimizing and Maximizing Problems) – Balanced and unbalanced Problems. Solution by Hungarian method. Travelling Salesman problem.		
MODULE - III	INVENTORY MODELS AND GAME THEORY	12
Inventory Models – EOQ and EBQ Models (With and without shortages), Quantity Discount Models (one price break and two price breaks only). Game Theory – Two persons Zero sum games – Saddle point, Dominance Rule, Graphical and Linear Programming solutions.		
MODULE - IV	DECISION THEORY	12
Decision making under risk, Expected Monetary value approach, Decision trees - Decision making under uncertainty. Monte-Carlo simulation.		
MODULE - V	QUEUING THEORY AND REPLACEMENT MODELS	12
Queuing Theory – single and Multi-channel models – infinite number of customers and infinite calling source. Replacement models – Individuals replacement models (With and without time value of money) – Group Replacement Models.		
Total: 60 Hours		

REFERENCES

1. G. K. Gupta, Operations Research: Principles and Practice, PHI Learning Private Limited, 2023.
2. G. Srinivasan, Operations Research: Principles and Applications, Himalaya Publishing House, 2023.
3. J.K. Sharma, Operations Research: Theory and Applications, Macmillan Publishers India

Passed in Board of Studies

Chairman – Board of Studies

Approved in Academic Council

CHAIRMAN - BOARD OF STUDIES

23PBA207	PROJECT MANAGEMENT LABORATORY	L	T	P	C
		0	0	4	2
Nature of Course	Employability Enhancement Courses				
Pre requisites	Nil				

Ltd., 2022.

4. R. Panneerselvam, Operations Research: An Integrated Approach, Prentice Hall India, 2020.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	POs								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	2	3	3	3		2	3		1	1	
CO 2		3	3	3	3	3		3	2		
CO 3	3	2				3	3	2	2	3	
CO 4			3		3	3	2		2		
CO 5	3	2	1	2				2		3	
CO 6	3	1	3		3	3	3	3	2	3	
	3 - High			2 – Medium				1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total Marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment/ Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember				4
Understand	6	6	6	4
Apply	6	6	6	20
Analyse	20	20	20	20
Evaluate	18	18	18	20
Create				32

Course Objectives

The course is intended to



Passed in Board of Studies

Chairman – Board of Studies

Approved in Academic Council

CHAIRMAN - BOARD OF STUDIES

1. Learn to formulate transportation problems from real-world scenarios and represent them in mathematical models.
2. Learn to use TORA (Temporary Order Reordering Algorithm) software to solve transshipment problems efficiently.
3. Gain proficiency in using TORA software for solving optimization problems.
4. Learn about different types of network problems, such as shortest path, maximum flow, and minimum spanning tree.
5. Learn and apply the TORA (Toolkit for Optimization and Operations Research Applications) software for solving inventory management problems.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Efficiently use TORA software to set up and solve transportation problems.	Apply
CO 2	Make effective decisions based on the results obtained from TORA, applying them to real-world logistics and supply chain scenarios.	Apply
CO 3	Identify real-world scenarios where the assignment problem can be applied.	Apply
CO 4	Showcase improved problem-solving and analytical skills through the application of network theory and algorithms.	Apply
CO 5	Produce comprehensive reports and effectively present their findings, demonstrating clear understanding and communication skills.	Apply
CO 6	proficient in using TORA software for various OR applications, making them adept at leveraging technology for problem-solving.	Create

Practical Component

S.NO	EXP.NO	DETAILS OF EXPRIMENTS	HOURS
1	1	Transportation Model	6
2	2	Extended Experiments - 1	6
3	3	Transshipment Model	6
4	4	Extended Experiments- 2	6
5	5	Assignment Model	6
6	6	Extended Experiments - 3	6
7	7	Network Model	6
8	8	Extended Experiments - 4	6
9	9	Inventory Management Model	6
10	10	Extended Experiments - 5	6
TOTAL PERIODS			60

REFERENCE

1. Hansa Lysander Manohar, "Data Analysis and Business Modeling using Microsoft Excel" PHI, 2021.
2. Wallace Wang, "Microsoft Office 2019 For Dummies", 1st Edition, Wiley, New Delhi, 2020.
3. David M. Levine et al, "Statistics for Managers using MS Excel", 6th Edition, Pearson, 2018.

Passed in Board of Studies

Chairman – Board of Studies

Approved in Academic Council

CHAIRMAN - BOARD OF STUDIES

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	POs								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	3	3	3	3	3	2	3	3	1	1	
CO 2	3	3	3	3	3	3		3	2		
CO 3	3	2	3	2		3	3	2	2	3	
CO 4	2		3		3	3	2		2		
CO 5	3	2	1	2				2		3	
CO 6	3	1	3		3	3	3	3	2	3	
	3 - High			2 – Medium				1 - Low			

Summative assessment					
Bloom's Level	Continuous Assessment (IAE) – 60 Marks				Final Examination (40 Marks)
	Preparatory Test / Activity & Attendance			Practical	
	Preparatory Test / Activity – I (15 Marks)	Preparatory Test / Activity – II (20 Marks)	Attendance (5 Marks)	Rubric Based (20 Marks)	
Remember					
Understand	20	20		20	20
Apply	30	30		20	20
Analyse				20	20
Evaluate				20	20
Create				20	20



23PBA208	BRAND BUILDING STRATEGIES – LABORATORY	L	T	P	C
		0	0	4	2
Nature of Course	Employability Enhancement Courses				
Pre requisites	Nil				

Course Objectives

The course is intended to

1. Learn pre-processing method for multi-dimensional data.
2. Practice on data cleaning mechanisms.
3. Develop the visualizations for clusters or partitions.
4. Identify an appropriate brand strategy to meet an organisation’s consumer and business objectives.
5. Learn how to solve complex issues related to brand.

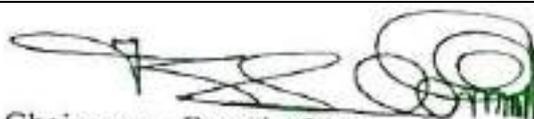
Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Construct various methods for data pre-processing techniques.	Apply
CO 2	Visualize the data interpretations for real time data sets.	Apply
CO 3	Implement best practices and techniques for data preparation efficiently.	Apply
CO 4	Develop a brand strategy to meet an organization’s consumer and business objectives and build brand equity.	Apply
CO 5	Apply creative problem-solving skills to complex brand issues and problems.	Apply
CO 6	Develop creative and coherent brand identities that resonate with target audiences.	Create

Practical Components

S.NO	EXP.NO	DETAILS OF EXPRIMENTS	HOURS
1	1	Idea generation and Brand creation	6
2	2	Creation of brand name with their vision and mission	6
3	3	Brand Logo Making using Adobe Photoshop	6
4	4	Creation of Email Id and social media page for a brand	6
5	5	Creation of business Analytics using various social media analytical tools	6
6	6	Creation of QR code for Brand Accessing purpose using online portals	6
7	7	Design a business card using Adobe Photoshop / Canva	6
8	8	Design a website for a brand development using Weebly / Word press	6
9	9	Deign a poster for Brand Marketing using Adobe Photoshop / Canva	6
10	10	Design a UI/UX Design for mobile application using Figma	6
TOTAL PERIODS			60



Passed in Board of Studies

Chairman – Board of Studies

Approved in Academic Council

CHAIRMAN - BOARD OF STUDIES

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)										
COs	POs								PSOs	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO 1	3	1		3		2	3	3	3	
CO 2	3		3		3		3	3		2
CO 3	2	2	3	2		3		2	3	
CO 4	3	3	3		3	2	3	3		2
CO 5	1	2	2	3		3			3	
CO 6		2		3	3	3	3	2	3	3
	3 - High				2 - Medium				1 - Low	

Summative assessment					
Bloom's Level	Continuous Assessment (IAE) – 60 Marks				Final Examination (40 Marks)
	Preparatory Test / Activity & Attendance			Practical	
	Preparatory Test / Activity – I (15 Marks)	Preparatory Test / Activity – II (20 Marks)	Attendance (5 Marks)	Rubric Based (20 Marks)	
Remember					
Understand	20	20		20	20
Apply	30	30		20	20
Analyse				20	20
Evaluate				20	20
Create				20	20



23PBA209	COMMUNITY IMMERSION PROJECT	L	T	P	C
		0	0	4	2
Nature of Course	Employability Enhancement Courses				
Pre requisites	Nil				

Course Objectives

The course is intended to

1. Develop awareness and comprehension of various social issues affecting communities locally and globally.
2. Enhance analytical abilities to assess the root causes and impacts of social issues.
3. Cultivate ethical awareness and responsibility towards addressing societal challenges.
4. Develop teamwork and collaboration skills through group projects and community engagement initiatives.
5. Encourage leadership qualities by taking initiative in social projects and influencing positive change.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Identify and define key social issues impacting communities.	Apply
CO 2	Propose actionable solutions to address identified social issues, considering ethical and sustainable practices.	Apply
CO 3	Demonstrate proficiency in planning and executing social projects, including resource management and timeline adherence.	Apply
CO 4	Evaluate the impact of social initiatives on targeted communities and stakeholders, both quantitatively and qualitatively.	Apply
CO 5	Develop skills in advocating for social causes and building effective networks with community leaders and organizations.	Apply
CO 6	Reflect on personal and group experiences to refine strategies for future social initiatives, emphasizing continuous learning and improvement.	Create

Description:

- Community Immersion project will be carried out during the II semester. It will be a group project in association with an NGO/NPO for a period of 1 week (60 hours).
- Students will form a six-member team and identify social/ community-based issues where they are engaged with local communities to address specific social issues.
- Totally 60 hours was allotted for the project, 15 hours of preparatory work, 30 hours of field work and 15 hours of post. A steering Committee will be formed and the committee will be in charge for overall ideation and planning of the welfare activity.
- Each team should be associated with an NGO/NPO, and a faculty supervisor will be responsible for execution, report preparation, presentation and assessment.
- At the end of the semester, the student must submit a report, followed by a viva-voce examination conducted by an external examiner appointed by the CoE."

The report must contain the following:

Chapter	Content	Duration (Hours)	Marks
I - Pre-field activity	1.1. Introduction and objectives of Community Immersion.	15	25
	1.2. Team formation process.		
	1.3. Issue(s) Identification.		

	1.4. Issue approval by faculty supervisor and Head of Department (Day wise Activity Plan).		
	1.5. Strategies formulated to address the issue.		
	1.6. Partnering with an NGO/NPO.		
	1.7. Letter of acceptance from the NGO.		
	1.8. Conducting outreach programs (Like: Camps, workshops, issuing pamphlets, various activities) along with NGO/NPO.		
II - On field activity	2.1. On field –at the service of the community and receiving feedback	30	50
	2.2. Documentation Day plan, Videos, Photographs and feedback report.		
III – Post–field activity	3.1. Impact Assessment Result of feedback(s) collected from the beneficiaries. Learning impact	15	25
	3.2. Challenges Faced		
	3.3. Outcomes of the CIP		
	3.4. Conclusion		
Total		60	100

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)										
COs	POs								PSOs	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO 1	3	3		3	2	2	3	3	3	
CO 2	3		3		3		3	3		2
CO 3	2	3	3	2		3		2	3	
CO 4	3	3	3		3	2	3	3		2
CO 5	1	2	2	3		3			3	
CO 6		2		3	3	3	3	2	3	3
	3 - High			2 – Medium				1 - Low		

Summative assessment						
Bloom's Level	Continuous Assessment (IAE) – 60 Marks				Attendance by Faculty & NGO/NPO supervisor (5 Marks)	Final Examination (40 Marks)
	Activity Based Evaluation					
	Pre – field activity (20 Marks)	On – field activity (50 Marks)	Post - field Activity (25 Marks)			
Remember						
Understand	20	20	20			
Apply	30	30	30		50	
Analyse					50	

23PBANF04	INTERNATIONAL BUSINESS				L	T	P	C
					3	0	0	3
Nature of Course	Non- Functional Elective							
Pre requisites	Nil							
Evaluate								
Create								

Course Objectives

The course is intended to

1. Learn the factors distinguishing international from domestic business.
2. Acquire in-depth knowledge of key theories of international trade and their historical evolution.
3. Learn the role of strategic flexibility in adapting portfolios to dynamic international environments.
4. Enrich the knowledge on the impact of scale of operations on cost efficiencies in a global context.
5. Gain skills in cross-cultural communication and management.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Critically assess the changing dynamics of international markets and the implications for business strategies.	Analyze
CO 2	Synthesize insights from theories and policies to develop recommendations for businesses operating in global markets.	Create
CO 3	Compare and contrast various entry modes such as exporting, licensing, joint ventures, and direct investment.	Evaluate
CO 4	Formulate strategies for optimizing production processes and supply chain operations in a global context.	Create
CO 5	Design and implement training programs that address cultural sensitivities and enhance global management competencies.	Apply
CO 6	Critically analyze and address the global business issues, leveraging theoretical frameworks and practical insights.	Create

Course Content

MODULE- I	AN OVERVIEW OF INTERNATIONAL BUSINESS	9
Definition and drivers of International Business- Changing Environment of International Business Country attractiveness- Trends in Globalization- Effect and Benefit of Globalization-International Institution: UNCTAD Basic Principles and Major Achievements, Role of IMF, Features of IBRD, Role of WTO. Case Studies.		
MODULE - II	THEORIES OF INTERNATIONAL TRADE AND INVESTMENT	9
Theories of International Trade: Mercantilism, Absolute Advantage Theory, Comparative Cost Theory, Hecksher-Ohlin Theory-Theories of Foreign Direct Investment: Product Life Cycle, Eclectic, Market Power, Internationalization-Instruments of Trade Policy: Voluntary Export Restraints, Administrative Policy, Anti-dumping Policy, Balance of Payment. Case studies.		
MODULE - III	GLOBAL ENTRY	9
Strategic compulsions— Strategic options – Global portfolio management- Global entry strategy, different forms of international business, advantages - Organizational issues of international business – Organizational structures – Controlling of international business, approaches to control. Case Studies.		
MODULE - IV	PRODUCTION, MARKETING, FINANCIALS OF GLOBAL BUSINESS	9

Global production: Location, scale of operations- cost of production- Standardization Vs Differentiation Make or Buy decisions- global supply chain issues- Quality considerations. Globalization of markets: Marketing strategy- Challenges in product development- pricing- production and channel management. Case Studies.		
MODULE - V	HUMAN RESOURCE MANAGEMENT IN INTERNATIONAL BUSINESS	9
Selection of expatriate managers- Managing across cultures -Training and development Compensation- Disadvantages of international business – Conflict in international business- Sources and types of conflict – Conflict resolutions – Negotiation –Ethical issues in international business – Ethical decision-making. Case Studies.		
Total: 45 Periods		

REFERENCES:

1. Charles W.I. Hill and Arun Kumar Jain, International Business, Tata McGraw Hill, New Delhi, 2022.
2. Michael R. Czinkota, Ilkka A. Ronkainen and Michael H. Moffet, International Business, Cengage Learning, New Delhi, 2022.
3. K. Aswathappa, International Business, Tata Mc Graw Hill, New Delhi, 2021.
4. Dr. Worakamol Wisetsri, Raghavan Srinivasan, Dr.K.Suresh Kumar, Prof. Vijaykumar Radadiya, International Business Management, Book Rivers, 2020.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)										
COs	POs								PSOs	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO 1	2	3	3	3		2	3		1	1
CO 2	3	3	1		3	3		3	2	
CO 3	3	2		2		3	3	2	2	3
CO 4			3		3	3	2		2	
CO 5	3	2	1	2				2		3
CO 6	3	1	3		3	3	3	3	2	3
	3 - High			2 – Medium				1 - Low		

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total Marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment/ Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	8	4	4	4
Understand	8	4	4	4

Apply	18	4	4	20
Analyse	16	10	10	20
Evaluate		16	16	20
Create		16	16	32

23PBANF05	CREATIVITY AND INNOVATION	L	T	P	C
		3	0	0	3
Nature of Course	Non- Functional Elective				
Pre requisites	Nil				

Course Objectives

The course is intended to

1. Identify key personality traits associated with creative individuals and apply these insights in personal and professional contexts.
2. Learn the nature of ill-defined problems and their characteristics in business and organizational contexts.
3. Gain insights about the concept of Creative Intelligence and its relevance in business leadership and entrepreneurial ventures.
4. Grasp the various ideation methods, including inbound, outbound, and open innovation approaches.
5. Define and differentiate types of innovation prevalent in emerging economies.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Create and evaluate environments that foster creativity, enhancing organizational innovation and problem-solving capabilities.	Analyze
CO 2	Proficient in both divergent thinking (idea generation) and convergent thinking (solution evaluation and selection).	Apply
CO 3	Develop strategies to foster a creative organizational culture and overcome obstacles to creativity in various business scenarios.	Create
CO 4	Collaborate in group discussions and projects to explore innovative ideas and solutions.	Apply
CO 5	Propose innovative solutions to organizational challenges using open innovation principles.	Create
CO 6	Develop various creativity techniques such as brainstorming, mind mapping, and lateral thinking.	Create

Course Content

MODULE- I	INTRODUCTION THE CREATIVITY PHENOMENON	9
Creative Cerebration- Creative Personality and Motivation –Creative Environment- Creative Technology- Creativity Training- Puzzles of Creativity- Spiritual and social roots of creativity- Essence, Elaborative and Expressive Creativities-Improving the quality of our creativity. Case studies.		
MODULE - II	MASTERING CREATIVE PROBLEM SOLVING	9
Mastering Creative Problem Solving: Structuring of ill- defined problems- Creative Problem solving- Models of Creative problem solving- Mechanisms of Divergent thinking Useful mechanisms of convergent thinking- Techniques of Creativity Problem solving. Case studies.		
MODULE - III	CREATIVE INTELLIGENCE	9

Creative Intelligence abilities - A model of Creative Intelligence – Convergent thinking ability - Traits Congenial to creativity - Creative Personality and forms of creativity Motivation and Creativity- Blocks to creativity. Case studies.		
MODULE - IV	INNOVATION MANAGEMENT	9
Concept of Innovation- Levels of Innovation- Incremental Vs Radical Innovation-Inbound and Outbound Ideation- Open and Other Innovative Ideation Methods- Theories of outsourcing New Product Development. Case studies.		
MODULE - V	MICRO AND MACRO PERSPECTIVES OF INNOVATION	9
Innovation in the context of Emerging Economies- Organizational factors affecting innovation at the firm level Leadership and Innovations- Open Innovation- Innovation Frame work Innovations developed by Open Technology Communities. Case studies.		
Total: 45 Periods		

REFERENCES:

1. Pradip N Khandwalla, Lifelong Creativity, An Unending Quest, Tata McGraw Hill, 2022.
2. Vinnie Jauhari, SudanshuBhushan, Innovation Management, Oxford Higher Education, 2022.
3. Innovation Management, C. S. G. Krishnamacharyulu, R. Lalitha, Himalaya Publishing House, 2020.
4. A.DaleTimpe, Creativity, Jaico Publishing House, 2018.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)										
COs	POs								PSOs	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO 1	2	3	3	3		2	3		1	1
CO 2	2		2		3	2		3	2	
CO 3	3	2		3		3	3	2	2	3
CO 4			3		3	1	2		2	
CO 5	3	2	2	2				2		3
CO 6	3	1	3		3	3	3	3	2	3
	3 - High			2 – Medium				1 - Low		

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total Marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment/ Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	8			4
Understand	8	4	4	4
Apply	18	4	4	20

23PBANF06	INTELLECTUAL PROPERTY RIGHTS			L	T	P	C
				3	0	0	3
Nature of Course	Non- Functional Elective						
Pre requisites	Nil						
Analyse	16	10	10	20			
Evaluate		16	16	20			
Create		16	16	32			

Course Objectives

The course is intended to

1. Trace the historical development of intellectual property laws globally.
2. Learn the purpose and function of trademarks in business and legal contexts.
3. Gain insights about the fundamentals of copyright law and its historical context.
4. Educate students on the importance of protecting IP rights through legal means, including non-disclosure agreements (NDAs), cease and desist letters, and settlement memoranda.
5. Identify and analyze various types of cybercrimes, including hacking, phishing, identity theft, and malware attacks.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Critically analyze the evolution of IP laws and their implications on global business practices.	Analyze
CO 2	Develop strategies for acquiring and managing trademark rights and geographical indications.	Create
CO 3	Compare and contrast industrial design protection with copyright and patent protection.	Analyze
CO 4	Draft and interpret assignment contracts, license agreements, and deeds of assignment for IP rights transfer.	Create
CO 5	Demonstrate competence in ensuring legal compliance in e-commerce operations.	Apply
CO 6	Integrating intellectual property considerations into strategic business planning and decision-making processes.	Create

Course Content

MODULE- I	INTRODUCTION	9
Introduction to Intellectual Property Rights, types of intellectual property, importance of intellectual property rights, Evolution of IP acts and treaties, Agencies responsible for IPR registrations, Role and value of IP in international commerce, Issues affecting IP internationally. Case Studies.		
MODULE - II	TRADE MARKS	9
Trade Marks: Purpose and function of trademarks, Acquisition of trade mark rights, transfer of rights, Selecting and evaluating trademark, registration of trademarks, claims. Trade Secrets: Trade secret law, determination of trade secret status, liability for misappropriation of trade secrets, trade secret litigation. Geographical Indication of Goods: Basic aspects and need for the registration. Case Studies.		
MODULE - III	COPYRIGHTS	9
Copyrights: Fundamentals of copyright law, originality of material, right of reproduction, right to perform the work publicly, copyright ownership issues, notice of copyright. Patents: Foundation of patent law, patent searching process, Basic Criteria of Patentability Industrial		

Designs: Kind of protection provided in Industrial design. Case Studies.		
MODULE - IV	MANAGING IP RIGHTS	9
Managing IP Rights: Acquiring IP Rights: letters of instruction, joint collaboration agreement, Protecting IP Rights: non-disclosure agreement, cease and desist letter, settlement memorandum. Transferring IP Rights: Assignment contract, license agreement, deed of assignment. Case Studies.		
MODULE - V	CYBER LAW	9
Information Technology Act, cybercrime and e-commerce, data security, confidentiality, privacy, international aspects of computer and online crime. Case studies.		
Total: 45 Periods		

REFERENCES:

1. Deborah, E. Bouchoux, Intellectual property right, Cengage learning, 2022.
2. R. Radha Krishnan, S. Balasubramanian: "Intellectual Property Rights", Excel Books. New Delhi, 2020.
3. Karla C. Shippey, International Intellectual Property Rights, World Trade Press, 2021.
4. Subbian, Intellectual Property Rights – Heritage, Science, & Society under international treaties, Deep & Deep Publications – New Delhi, 2020.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	POs								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	2	3	3	3		2	3		3	1	
CO 2	2	1	1		3	2		1			
CO 3	3	3		3		3	3	2		3	
CO 4	3		3		3	2	2		2		
CO 5	2	2	2	3				2		3	
CO 6	3	1	3		3	3	3	3	2	3	
	3 - High			2 – Medium				1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total Marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment/ Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember				4
Understand	4	4	4	4
Apply	4	4	4	20
Analyse	10	10	10	20

Evaluate	16	16	16	20
Create	16	16	16	32



Chairman – Board of Studies

Passed in Board of Studies

Approved in Academic Council

CHAIRMAN - BOARD OF STUDIES

23PBA301	EMERGING TECHNOLOGIES IN GLOBAL BUSINESS ENVIRONMENT	L	T	P	C
		3	0	0	3
Nature of Course	Professional Core				
Prerequisites	Nil				

Course Objectives**The course is intended to**

1. Learn the impact of Industry 4.0 has on the context of International Business.
2. Provide in-depth understanding of digital transformation on business processes.
3. Grasp skills on the shifts taking place in the Political, Economic, Social and Technological environments that are shaping business realities.
4. Educate the changing role of International Organizations and changing dynamics in Geo Politics.
5. Give students an exposure to the environment of International Business.

Course Outcomes**On successful completion of the course the students will be able to**

CO. No	Course Outcome	Bloom's Level
CO 1	Identify the changing context of International Business in the wake of Industry 4.0.	Analyze
CO 2	Conceptual understanding of the new technologies that are driving change in business operations and strategy.	Analyze
CO 3	Articulate the shifts in economic thought and its impact on business decisions.	Understand
CO 4	Recognize the changing geo politics and analyses its impact on international Business.	Analyze
CO 5	Critically think about issues and challenges in the Global World and find sustainable solutions.	Apply
CO 6	Design a strategic roadmap for integrating emerging technologies into a global business environment.	Create

Course Outcomes

MODULE - I	INDUSTRY 4.0 AND DIGITAL TRANSFORMATION	9
Meaning and Nature of Industry 4.0 and Latest Trends. Realignment in Political, Economic, Socio-Cultural, Technological Factors that are driving change in International Business Management, the changing nature of Globalization. Overview of Digital Transformation.		
MODULE - II	EMERGING TECHNOLOGIES AS DRIVERS OF GLOBAL BUSINESS	9
Artificial Intelligence- Machine Learning, Deep Learning Singularity – Time Lines and Implication. Augmented Reality, Virtual Reality and Mixed Reality and Applications. Block chain – Concepts and Industrial Applications, Challenges in Adopting Block Chain. Introduction of Neuroscience in Business. Internet of Things (IoT).		
MODULE - III	NEW AGE ECONOMIES	9
Circular Economy- Concept of Circular Economy, Difference between Linear and Circular Economy, Role of Circular Economy in Sustainable Business and Innovation. Concepts of Behavioral Economics. Economic Nationalism -Nature, Contemporary Cases, Future of Economic Integration. Sharing Economy – New Business Models, Characteristics, Platforms and Traditional Business Models, Different Types of Platforms, Implications on Future of Work. Case Study.		
MODULE - IV	CHANGING NATURES OF GLOBAL POLITICS	9
Identity Politics – Issues & Challenges, The Rise of Authoritarianism and what that Means for Geo Politics, Reviving Democratic Ideals. Case Study.		

MODULE - V	SOCIAL, CULTURAL AND GLOBAL CHALLENGES	9
Diversity of Different Generations in the Workplace, Issue of Inter-Generational Equity. Migration – Political, Economic and Human Rights Perspective. Climate Change – Political Dimensions of Climate Change, Plight and Issue of Climate Refugees, Sustainable Development Goals. Privacy in the Digital World – Complexity of Privacy Issues, Basics of GDPR (General Data Protection Regulation), Importance of Personal Data, Existential Threats – Five Types of Risks Associated with AI, Need for New Age Ethics.		
Total: 45 Periods		

REFERENCES

1. Dr.Ajay Tripathi , Emerging Technologies in Global Business Environment, Kindle Edition, 2023.
2. Sreedharan C K, Disruptive Technologies: Emerging Trends in Global Business, Kindle Edition, 2022.
3. Dr.Saroj Kumar and Mr.Dileep Singh, Emerging Technologies in Global Business Environment, Thakur Publication Pvt Ltd, Lucknow, India, 2022.
4. Kapoor, Mansi – Global Business Environment: Shifting Paradigms in the Fourth Industrial Revolution, SAGE Publishing India, 2021.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	POs								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	3	2		1	3	3	3	3		2	
CO 2	2	2	3	3		3	2	2	1		
CO 3	3		3		3		3	3	3	2	
CO 4	3	3	3	2	3	3		1	3		
CO 5	3	3		3	2		3	3			
CO 6	1		3	3		2				3	
	3 - High			2 – Medium				1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment / Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations (FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	8	8	8	
Understand	8	8	8	8
Apply	18	18	18	20
Analyze	16	16	16	20
Evaluate				20
Create				32

23PBA302	STARTUPS LAUNCHING AND VALUATION	L	T	P	C
		3	0	2	3
Nature of Course	Professional Core				
Pre requisites	Nil				

Course Objectives

The course is intended to

1. Learn the essential components of a business plan.
2. Learn about the importance of diverse skill sets and personalities in a founding team.
3. Provide knowledge on appropriate funding sources for different growth stages.
4. Learn the importance of compliance and risk management in the early stages.
5. Learn to align product launches with overall business goals.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Critically evaluate each component of the business plan influences the financial health and sustainability of a startup.	Analyze
CO 2	Critically assess about specific HR practices that encourage creativity and risk-taking.	Analyze
CO 3	Assess the financial needs and funding requirements at each stage of growth.	Analyze
CO 4	Select the appropriate legal structure for a startup.	Apply
CO 5	Develop skills in market research and analysis to inform launch decisions.	Create
CO 6	Formulate a pitch deck outlining a startup's value proposition and financial projections to attract investors.	Create

Course Outcomes

MODULE - I	BUSINESS PLAN FOR A STARTUP	9
Conducting a consumer survey for product or service ideation, firming the idea of a startup. Various methods of proof-of-concept testing, product and service validation, assessing the market size, test market assessment and scaling up plans, competitor analysis, assessing the cost of innovation.		
MODULE - II	MAKING A TEAM	9
Making a team of founders, critical parameters of team building, team management, HR practices that spur innovation, concept of sweat equity and ESOP for the founding team, managing flexi time concept.		
MODULE - III	FUNDING ASSESSMENT	9
Stages of growth, funding assessment for various growth stages, VC's for each stage of growth, method of valuation, safeguards of equity dilution, financing products for various growth stages and seed funding.		
MODULE - IV	LEGAL ASPECTS OF A STARTUP	9
Legal aspects of a startup, term sheet for takeover, equity dilution, strategic partnership, exit strategies for key personnel, cross border taxation and takeover rules.		
MODULE - V	PREPARATION OF LAUNCH STRATEGY	9
Preparation of launch strategy, understanding market dynamics, controlling burn rate in marketing and advertising, innovative market promotion strategies, go to market strategies for different industry segments.		
		Total: 45 Periods

PRACTICAL COMPONENTS

S.No	Name of the Experiment	CO Mapping	RBT
1	Conducting a consumer survey for ideation	1	Understand
2	Firming the idea of a startup	1	Create
3	Competitor analysis	1	Evaluate
4	Making a team of founders	2	Create
5	Formulating HR practices	2	Create
6	Funding assessment for various growth stages	3	Analyse
7	Capital Formation Strategy	3	Evaluate
8	Identification of Legal Requirements of Startup	4	Analyse
9	Fixation of Pricing	5	Apply
10	STP and Innovative Promotion strategies	5	Create

REFERENCES

1. Rahul Saria, Zebra Learn, Startup Finance 360° - Founder's Guide to Startup Finance | Funding, Valuation, and Entrepreneurial Success Strategies for Indian Startups, Zebra Learn Pvt Ltd; 2023.
2. Sinem Derindere, A Practical Guide for Startup Valuation: An Analytic Approach Springer International Publishing AG; 2023.
3. Vijaya Kumar Ivaturi; Meena Ganesh; Alok Mittal; Sriram Subramanya and Sadagopan, The Manual for Indian Start-ups: Tools to Start and Scale-up Your New Venture, Penguin Random House India, 2017.
4. Dhruv Nath, The DREAM Founder: Creating a Successful Start-up, Penguin Random House India, 2022.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	POs								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	3	1		2	3	1	3	2	1	1	
CO 2	2		3	3	2		3	2		1	
CO 3	2	2		3		3	3	1	1	1	
CO 4	1	3	3	1	3				2		
CO 5	3					3	3	2		1	
CO 6		2	3	3	2		3	3			
	3 - High			2 – Medium				1 - Low			

Summative assessment							
Bloom's Level	Continuous Assessment (IAE)					Practical Rubric Based CIA (20 Marks)	Final Examination (50 Marks)
	Theory Marks				Attendance (5 Marks)		
	IAE – I (5 Marks)	IAE – II (10 Marks)	IAE – III (10 Marks)				
Remember	8	8					10
Understand	8	8	4			20	10
Apply	18	18	4			20	20
Analyse	16	16	10			20	20

23PBA303	CORPORATE INTERNSHIP				L	T	P	C
					0	0	4	2
Nature of Course		Employability Enhancement Course						
Pre requisites		Nil						
Evaluate			16		20		20	
Create			16		20		20	

Internship Objectives

The internship is intended to

1. Learn the organizational structure, culture, and operations of a corporate entity.
2. Learn to utilize the theoretical knowledge in practical scenarios to bridge the gap between academic learning and industry practices.
3. Gain professional skills including communication, teamwork, problem-solving, and decision-making in a corporate environment.
4. Gain insights into industry trends, challenges, and best practices through hands-on experience.
5. Foster the ability to undertake independent projects and contribute effectively to the host organization.

Internship Outcomes

On successful completion of the internship the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Bridge the gap between academic learning and practical business operations.	Apply
CO 2	Proficient in professional skills such as communication, teamwork, problem-solving, and leadership.	Apply
CO 3	Identify the intricacies of the industry, the challenges faced, and the typical responsibilities associated with different job roles.	Analyse
CO 4	Build a professional network by establishing connections with industry professionals and peers.	Create
CO 5	Explore various aspects of a business, helping them identify their strengths and preferences, which in turn aids in making informed career decisions.	Apply
CO 6	Compete in the job market, through practical experience and a proven track record of working in a professional environment.	Analyse

Internship Description

1. Students need to undergo a 4-weeks corporate internship to gain practical exposure to the organizational structure, culture, and operational strategies of a corporate entity.
2. Each student must choose an individual corporate entity employing more than 50 persons on regular must on role and submit an approval letter from that entity where the training will take place.
3. To monitor the progress of internship, the Head of the Department, with prior approval from the Head of the Institution or the Academic Coordinator, will appoint a faculty member as a supervisor for each team of students.
4. 2 periodic reviews will be conducted via virtual/physical mode throughout the internship.
5. The training report, along with the company certificate, should be submitted within four weeks of the reopening date of the 3rd semester.
6. The training report should be approximately 40 pages and contain details of the training undergone, the corporate entity where the training took place, the duration (chronological diary), and the type of managerial skills developed during the training.
7. The training report will be evaluated by internal and external examiners at the end of the 3rd semester.

8. The report should be sent to the Controller of Examinations by the HOD through the Principal before the last working day of the 3rd semester.

Areas to be covered during the internship:

1. Industry profile

- Global Scenario
- Indian Scenario
- Key players in the industry –market share analysis, their key strategies
- PEST analysis
- Porter’s 5 forces analysis.

2. Profile of the firm

- Background and History
- The Vision, Mission, Values, Goals/ Objectives
- SWOT analysis
- Products and Markets
- Analysis of the firm using the Balanced Score Card

3. Business level functions and processes

- Manufacturing Function
- HR Function
- Marketing Function
- Finance Function
- Information Technology

(For every functional area/ department listed above, process flows charts must be used wherever necessary. Every functional area/department must include core functions, unique practices, policies and procedures)

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)										
COs	POs								PSOs	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO 1	3	1	3	2	3	1	3	2	1	1
CO 2	2	2	3	3	2	2	3	2		1
CO 3	2	2	1	3		3	3	1	1	1
CO 4	1	3	3	1	3				2	2
CO 5	3					3	3	2		1
CO 6		2	3	3	2		3	3		
	3 - High			2 – Medium				1 - Low		

Summative assessment					
Bloom’s Level	Continuous Assessment (IAE)				Final Examination (40 Marks)
	Review and Record Marks (60 Marks)				
	Review – I (20 Marks)	Review – II (20 Marks)	Work Diary (5 Marks)	Record (15 Marks)	
Remember					-
Understand	20	20			20
Apply	20	20			20
Analyse	20	20			-
Evaluate	20	20			30
Create	20	20		100	30

23MBEP01	CORPORATE COMMUNICATION (MBA Programme)	L	T	P	C
		0	0	4	2
Nature of Course	Professional Core				
Pre requisites	Nil				

Course Objectives

The course is intended to

Aim to augment student overall communication by engaging them in group activities and thus aid in helping them to emerge as professionals.

Course Outcomes

On successful completion of the course the students will be able to

CO.No	Course Outcome	Bloom's Level
CO1	Exchange interpersonal communication skills to influence and build good relationships.	Remember
CO2	Participate in group communication and pursue personal learning goals.	Understand
CO3	Differentiate verbal and nonverbal communication to convey ideas clearly and understand others better.	Apply
CO4	Respond and exhibit group dynamics and amiable behaviour.	Apply
CO5	Participate in official communication process.	Understand
CO6	Interchange ideas through effect presentation.	Understand

Laboratory Course Components:

S.No	List of Experiments	CO Mapping	RBT
1	Self-Introduction	1	Remember
2	Prepare Circular and Minutes	1	Understand
3	Group Discussion	2	Understand
4	E-mail communication	2	Understand
5	Just a Minute	3	Understand
6	Proposal Writing	3	Apply
7	Mock Interview	4	Understand
8	Report Writing	4	Understand
9	Presentation	5	Understand
10	Describe the Product	5	Apply

Text Books

Passed in Board of Studies

Approved in Academic Council


 Chairman – Board of Studies
CHAIRMAN - BOARD OF STUDIES

1. Dr. Krishnakumar TP, "Rudiments of Communication Skills", Buddha Publication, 1st Edition, 2023.
2. Shoba K N., Deepa Mary Francis, "English for Engineers and Technologists", Volume 1, 3rd Edition, Orient BlackSwan Pvt. Ltd, Telangana, 2022.
3. Mukerjee, Hory Sankar, "Business Communication: Connecting At Work", OUP, 2nd Edition, 2016.

Reference Books

1. Jack C Richards, Jonathan Hull and Susan Proctor, "Interchange", Cambridge University Press, New Delhi, 2015 (Reprint 2021).
2. M.S Dr Sapna, "Corporate Communication: Trends and Features", Notion Press, 1st Edition, 2020.
3. Gupta, Sanjay, Pushpalata, "Communication Skills" OUP, 1st Edition, 2015.

Web References:

1. <https://nptel.ac.in/courses/111104031>
2. <https://nptel.ac.in/courses/111106139>
3. <https://nptel.ac.in/courses/111105134>

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	POs								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	3	1	3	2	3	1	3	2	1	1	
CO 2	2	2	3	3	2	2	3	2		1	
CO 3	2	2	1	3		3	3	1	1	1	
CO 4	1	3	3	1	3				2	2	
CO 5	3					3	3	2		1	
CO 6		2	3	3	2		3	3			
	3 - High			2 – Medium				1 - Low			

Summative assessment					
Bloom's Level	Continuous Assessment (IAE)				Final Examination (40 Marks)
	Review and Record Marks (60 Marks)				
	Review – I (20 Marks)	Review – II (20 Marks)	Work Diary (5 Marks)	Record (15 Marks)	
Remember					-
Understand	20	20			20
Apply	20	20			20
Analyse	20	20			-
Evaluate	20	20			30
Create	20	20		100	30

23BASD01	LEADERSHIP CAMP	ONE WEEK
Nature of Course	Skill Development Course	
Pre requisites	Nil	

Course Objectives**The course is intended to**

1. Familiarize students with the camp's objectives, schedule, and expectations, fostering a collaborative and engaging learning environment.
2. Identify and enhance leadership potential through interactive activities.
3. Provide students with tools and strategies for effective communication.
4. Lead diverse teams, resolve conflicts, and make ethical decisions, through hands-on activities and simulations.
5. Give real-world insights and networking opportunities through industry visits, interactions with experienced professionals, and alumni networking.

Course Outcomes**On successful completion of the course the students will be able to**

CO. No	Course Outcome	Bloom's Level
CO 1	Differentiate between various leadership styles and assess their own personal leadership approach.	Analyse
CO 2	Develop clear and impactful communication skills and apply problem-solving strategies in leadership contexts.	Create
CO 3	Design a personal branding strategy and outline a career development plan, reflecting their goals and aspirations.	Create
CO 4	Demonstrate the ability to lead diverse teams, effectively manage conflicts, and make ethical decisions	Apply
CO 5	Develop networking skills through interactions with industry professionals.	Create
CO 6	Design and present a comprehensive group project, showcasing innovative leadership solutions and demonstrating the ability to synthesize information.	Create

Camp Activity Contents (It may vary)

- Introduction and Ice-Breaking
- Leadership Development
- Personal and Professional Development
- Practical Leadership and Team Dynamics
- Presentations and Feedback
- Industry Visits and Networking
- Personal Reflection and Future Planning

The activities of the camp will be planned according to the scenario, with a detailed schedule prepared in advance by the camp coordinator through the head of the department, and approved by the Head of the Institution. After completing the training, students/participants must submit a team report, which will be evaluated by an expert faculty member appointed by the head of the department, with marks awarded internally.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	POs								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	3	3	2	1	1	3	3	3	2		
CO 2	2		1	2		2	2	3	2		
CO 3	1	3	1	2	2	1	2	1	2		
CO 4	1		1	3		1	1	1	1	1	
CO 5	2	1	1		2	2	3	1		1	
CO 6		2		1	3	3	1	1			
	3 - High			2 – Medium				1 - Low			

S.No	Attributes	Marks
1	Participation	20
2	Team Building	20
3	Communication Skills	20
4	Presentation Skills	20
5	Report	20
Total		100

23PBAF001	SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT	L	T	P	C
		3	0	0	3
Nature of Course		Professional Elective			
Pre requisites		Nil			

Course Objectives

The course is intended to

1. Impart knowledge on the basics of measuring risk and return.
2. Learn the basics about securities market.
3. Teach the intrinsic value of an asset and make informed investment decisions.
4. Study the trading opportunities by analysing statistical trends gathered from trading activity.
5. Gain an understanding about the process of constructing a portfolio.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Outline the investment process, including types and alternatives of investment, and assess the implications of risk and return concepts.	Apply
CO 2	Differentiate between the segments and types of financial markets.	Analyse
CO 3	Conduct economic forecasting and industry analysis to inform stock investment decisions.	Apply
CO 4	Investigates the forms of market efficiency (weak, semi-strong, strong), conduct empirical tests, and understand their applications.	Analyse
CO 5	Conduct portfolio analysis and selection using the Capital Asset Pricing Model (CAPM) to optimize portfolio performance.	Evaluate
CO 6	Perform security valuation, portfolio construction, diversification, and risk management, which are essential for effective investment decision-making.	Evaluate

Course Contents

MODULE - I	INVESTMENT SETTING	9
Financial and economic meaning of Investment – Characteristics and objectives of Investment. Investment process -Types of Investment – Investment alternatives – Risk and return concepts.		
MODULE - II	SECURITIES MARKETS	9
Financial Market - Segments – Types - - Participants in financial Market – Regulatory Environment, Primary Market – Methods of floating new issues, Book building – Role of primary market. Stock exchanges in India – BSE, OTCEI, NSE, ISE, and Regulations of stock exchanges –SEBI.		
MODULE - III	FUNDAMENTAL ANALYSIS	9
Economic Analysis – Economic forecasting and stock Investment Decisions – Forecasting techniques. Industry Analysis: Industry classification, Industry life cycle – Company Analysis Measuring Earnings – Forecasting Earnings – Applied Valuation Techniques – Graham and Dodds investor ratios.		
MODULE - IV	TECHNICAL ANALYSIS	9
Fundamental Analysis Vs Technical Analysis - Dow theory – Charting methods - Chart Patterns Trend – Trend reversals – Market Indicators -Moving Average – Exponential moving Average Oscillators -RSI -ROC - MACD. Efficient Market theory - Forms of market efficiency -weak, semi-strong, strong form - Empirical tests of market efficiency -its application.		

MODULE - V	PORTFOLIO MANAGEMENT	9
Portfolio analysis – Portfolio Selection –Capital Asset Pricing model – Portfolio Revision Portfolio Evaluation – Mutual Funds. Case Study.		
Total: 45 Periods		

REFERENCES

1. S. Kevin, Security Analysis and Portfolio Management, PHI Learning Private Limited, 2022.
2. Shveta Singh, Surendra S. Yadav, Security Analysis and Portfolio Management, Springer — International Publisher, 2022
3. Dr. R.P. Rustagi, Investment Analysis and Portfolio Management, Sultan Chand & Sons Educational Publishers New Delhi, 2022.
4. Prasanna Chandra, Investment Analysis and Portfolio Management, McGraw Hill India, 2021.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)										
COs	POs								PSOs	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO 1	3	3	2		2			2	1	
CO 2	3	3	2	3	3	2	2	3		1
CO 3	2	3	2	1					2	1
CO 4	3	2	2	1	2	2	2	3		
CO 5	3	2	2	1			3		3	3
CO 6	2	3	3	1		3		3		
	3 - High			2 – Medium				1 - Low		

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember / Understand	Online Quiz / Seminar	5	15
Evaluate	Assignment / Case study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations (FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	12	8		20
Understand	18	8	6	20
Apply	20	18	6	20
Analyse		16	20	20
Evaluate			18	20
Create				

23PBAF002	COMMERCIAL BANKING	L	T	P	C
		3	0	0	3
Nature of Course		Professional Elective			
Pre requisites		Nil			

Course Objectives**The course is intended to**

1. Know the structure of Indian banking system.
2. Acquire a thorough understanding of different types of bank deposit accounts.
3. Comprehend the role of banks in the economy and the functioning of financial systems.
4. Insights into portfolio diversification strategies, helping investors to build robust investment portfolios.
5. Thrive in a dynamic and competitive financial environment while meeting the evolving needs of their clientele.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Comprehend the historical development and functions of commercial banks in India.	Understand
CO 2	Demonstrate knowledge of different types of bank deposit accounts, strategies for mobilizing deposits, and services provided to account holders, including NRIs.	Understand
CO 3	Implement the principles of lending, including loan appraisal and credit decision-making processes, and manage non-performing assets effectively.	Apply
CO 4	Articulate the investment policies of banks, understand statutory reserve requirements, and evaluate investment classification and valuation norms.	Apply
CO 5	Implement strategies for expanding the customer base, manage customer relationships effectively, and understand the competition among banks for customers.	Apply
CO 6	Investigate the financial performance of banks, understand the various types of banking services and products, and assess the impact of current trends and issues in the commercial banking sector on the economy and business environment.	Evaluate

Course Contents

MODULE - I	INTRODUCTION & BANKING STRUCTURE IN INDIA	9
Definition of banks - Evolution of Commercial Banks in India - Functions of Commercial Banks - Competitive Landscape of Banks in India - Banking Structure in India - Role of RBI vis other commercial banks.		
MODULE - II	BANK DEPOSIT ACCOUNTS	9
Introduction to Bank Deposits - Types of Deposit Accounts - Strategies of mobilizing deposits - Common guidelines of opening and operating accounts - deposit related services - Deposit services offered to Non-Resident Indians - Deposit Insurance. Case Study.		
MODULE - III	BASICS OF BANK LENDING	9
Principles of Lending and Loan Policy - Basics of Loan – Appraisal - Credit decision making and review - Types of Advances - Management of Non-Performing Assets.		
MODULE - IV	BANK INVESTMENTS	7

Passed in Board of Studies

Chairman – Board of Studies

CHAIRMAN - BOARD OF STUDIES

Approved in Academic Council

Investment Policy - Statutory Reserve Requirements - Non-SLR Requirements - Banks' Investment Classification and Valuation Norms.		
MODULE - V	OTHER ACTIVITIES OF COMMERCIAL BANKS	11
Other Basic Banking activities - Para -banking Activities - Strategy for expanding customer base - services to different customer groups - competition among banks for customers - customer relationship management - Banking Options ombudsman Scheme - Know Your Customer (KYC) norms Evolving Trends in Modern Banking Technology – FinTech - Outsourcing of Non-core Activities - Financial Inclusion		
Total: 45 Periods		

REFERENCES

1. Machiraju H.R, Modern Commercial Banking, New Age Publishers; 2nd Edition, 2019.
2. Christopher Gan, Commercial Banking, MDPI AG, Printed Edition, 2021.
3. Indian Institute of Banking & Finance, Principles and Practices of Banking, Macmillan;1st Edition. 2023.
4. Sinha. V. C., Indian Banking System, SBPD Publishing House, Agra. 3rd Edition, 2020.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	POs								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	3	3	2		2			2	1		
CO 2	2	3	2	3	3	2	2	3		1	
CO 3	2	3	2	1					2	1	
CO 4	1	2	2	1	2	2	2	3			
CO 5	3	2	2	1			3		3	3	
CO 6	2	3	3	1		3		3			
	3 - High			2 – Medium				1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember / Understand	Online Quiz / Seminar	5	15
Evaluate	Assignment / Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	28	12	12	20
Understand	22	20	20	20
Apply		18	18	20
Analyze				20
Evaluate				20
Create				


 Passed in Board of Studies Approved in Academic Council
 Chairman – Board of Studies
CHAIRMAN - BOARD OF STUDIES

23PBAF003	FINANCIAL MARKETS AND INSTITUTIONS	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives**The course is intended to**

1. Learn the nature, functions, and components of financial markets.
2. Teach the structure and operations of commodity markets in India and internationally.
3. Gain insights into the functioning and regulations of the secondary market in India.
4. Educate the roles and regulations of various financial institutions in India.
5. Familiarise the different forms of foreign capital and their impact on the Indian financial system.

Course Outcomes

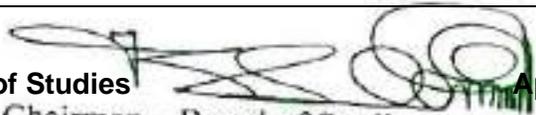
On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Demonstrate a comprehensive understanding of the functions and nature of financial markets.	Understand
CO 2	Critically evaluate the structure, administration, and regulation of commodity markets both domestically and internationally.	Evaluate
CO 3	Investigate the mechanisms and regulations governing the secondary market in India, including stock exchanges.	Analyse
CO 4	Identify the roles and regulatory frameworks of key financial institutions such as AMFI, NABARD, and SEBI.	Apply
CO 5	Assess the various forms of foreign capital, including FDI, FPI, and FIIs, and their influence on the Indian financial system.	Analyse
CO 6	Interpret financial data, analyze market trends, and make informed decisions related to financial investments.	Create

Course Contents

MODULE - I	AN OVERVIEW OF FINANCIAL MARKETS	9
Financial Markets – Nature – Functions – Money market – Capital market – Markets for derivatives – working of stock exchange in India – NSE and BSE – Role of SEBI – Major international stock markets.		
MODULE - II	COMMODITY MARKETS	11
MCX, NCDEX and ICEX – Functions, administration, regulations and general mechanism – International commodity markets – Debt market – Types, functions, instruments – Operational mechanism - Hindrances for the development of debt market		
MODULE - III	SECONDARY MARKET	9
Secondary Market System and Regulations in India - Stock Exchanges in India: Evolution and importance -Stock Exchange Mechanism: Trading, Settlement, Risk Management - Stock Exchange Regulations-Listing of Scripts. Case Study.		
MODULE - IV	FINANCIAL INSTITUTIONS	7
Development Financial Institutions: AMFI, IFCI, NABARD, SFCs, UTI, SIDBI – Mutual Funds, SEBI guidelines on mutual fund – Provident Fund – Pension Funds – PFRDA – Insurance companies – IRDA.		
MODULE - V	FOREIGN INVESTMENTS CAPITAL FLOW	9
Forms of foreign capital – FDI and FPI – FIIs – International financial instruments – ADR, GDR, IDR and Euro bonds – Role of foreign capital in Indian financial system – Trends in foreign capital inflows to India – Regulatory framework for foreign capital flows.		
		Total: 45 Periods

Passed in Board of Studies



Chairman – Board of Studies
CHAIRMAN - BOARD OF STUDIES

Approved in Academic Council

REFERENCES

1. M.Y.Khan, Financial Services – Tata McGraw –Hill, 3rd Edition, 2018.
2. Machiraju, Indian Financial System - Vikas Publishing House, 2nd Edition, 2020.
3. J.C.Verma, A Manual of Merchant Banking _Bharath Publishing House, New Delhi, 2021.
4. Bhalla. V.K.- _Management of Financial Services – Mnmol, New Delhi 2021.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	POs								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	3	3	2		2			2	1		
CO 2	3	3	2	3	3	2	2	3		1	
CO 3	3	3	2	1					2	1	
CO 4	3	2	2	1	2	2	2	3			
CO 5	2	2	2	1			3		3	3	
CO 6	2	3	3	1		3		3			
	3 - High			2 – Medium				1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember / Understand	Online Quiz / Seminar	5	15
Evaluate	Assignment / Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	22		18	4
Understand	28	6	12	16
Apply		6	20	20
Analyse		20		20
Evaluate		18		20
Create				20

23PBAF004	FINTECH AND BLOCKCHAIN APPLICATIONS IN FINANCE	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives**The course is intended to**

1. Provide foundation of finance covering financial statement analysis, valuation and financing.
2. Study the origin and history of FinTech and the building blocks.
3. Gain insights about the business problems analytically.
4. Learn the basics of crypto currencies, risk associated with crypto market and cost involved.
5. Get a thorough knowledge on topics related block chain and crypto currencies.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Utilise the concepts of FinTech and critically evaluate its role in financial services.	Apply
CO 2	Implement the concept of new generation commerce and new operating models for banks.	Apply
CO 3	Use the concepts of FinTech in wealth management, personal finance management, crowd funding and crowd investing.	Apply
CO 4	Examine the concept of crypto currencies, risk associated with crypto market and cost involved.	Evaluate
CO 5	Critically evaluate the role of FinTech in financial services and understand recent developments.	Analyse
CO 6	Evaluate the impact of fintech innovations and blockchain technologies on traditional financial systems.	Evaluate

Course Contents

MODULE - I	FINTECH: FUTURE PROSPECTS	9
Future prospects and potential issues with FinTech- Global FinTech Investments-Digital Banking-Impact of digital technology on banking sector- Changes in customer buying behaviour-new age payments and remittances-social media-based remittances-Digital Mortgages-Global Financial Instruments.		
MODULE - II	NEW GENERATION COMMERCE	9
Point of sale evolution (POS)- m-POS business model-m-Wallets-Smart credit cards-T-commerce- Crowd funding and Crowd investing-P2P lending-Robo advising-FinTech and Global Economy-New operating models for banks-Banking as service and Open APIs-Neo banks-Challenger banks.		
MODULE - III	BIG DATA IN THE FINANCIAL SERVICES INDUSTRY	9
Big data in the financial services Industry-Internet of Things (IOT) - IOT in Financial Services-Innovative wealth management-Personal Finance Management-InsurTech-P2P insurance Block chained insurance-Risk associated with crypto market-Cost associated with crypto market investment-Crypto currency wallets.		
MODULE - IV	BLOCKCHAIN ANALYSIS IN FINANCE	9
Blockchain-Components of Blockchain -Public and private keys-Crypto Currencies-Distributed ledgers- Impact of Blockchain in Financial Services—Applications of Blockchain in Financial		

Passed in Board of Studies

Chairman – Board of Studies

CHAIRMAN - BOARD OF STUDIES

Approved in Academic Council

Services-Clearing and Settlement- Trade Finance-Compliances-Know Your Customer-Anti Money Laundering. Case Study.	
MODULE - V	DISTRIBUTED LEDGER FOR IDENTIFICATION
Distributed ledger for identification-Identification for Unbanked-Unique identification system in India-Using biometrics as Identification Cybercrime-Cyber security categories and players-RegTech.	
Total: 45 Periods	

REFERENCES

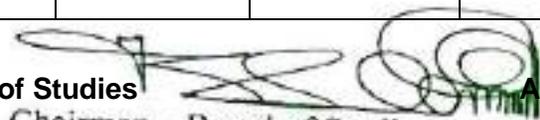
1. Peter Borovykh, Blockchain Application in Finance, Blockchain Driven, 2nd Edition, 2018.
2. Agustin Rubini, FinTech in a Flash, Financial Technology Made Easy, Banking Innovations 2nd edition 2017.
3. David Lee Chuen and Linda Low Inclusive, FinTech: Blockchain, Cryptocurrency and ICO, World Scientific Publishing, 2018.
4. Jeff Reed, Financial Technology: Fintech, Blockchain, Smart Contracts, Create space Independent Publication, 2016.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	POs								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	3	2	3		2			2	1		
CO 2	3	3	2	3	3	2	2	3		1	
CO 3	3	1	3	1					2	1	
CO 4	3	3	3	3	2	2	2	3			
CO 5	2	2	2	3			3		3	3	
CO 6	2	3	3	1		3		3			
	3 - High			2 – Medium				1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember / Understand	Online Quiz / Seminar	5	15
Evaluate	Assignment / Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	12	12		4
Understand	18	18	6	16
Apply	20	20	6	20
Analyse			20	20
Evaluate			18	20
Create				20

Passed in Board of Studies



Chairman – Board of Studies

CHAIRMAN - BOARD OF STUDIES

Approved in Academic Council

23PBAF005	PRINCIPLES AND PRACTICE OF INSURANCE	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives**The course is intended to**

1. Provide students with a comprehensive understanding of the basic concepts, definitions, nature, and functions of insurance
2. Familiarize students with the different kinds of life insurance policies, plans, and products, including annuity contracts.
3. Educate students on the various health insurance products available for individuals and groups, including Medi claim policies, their benefits, and specialized insurance such as cattle and personal accident insurance.
4. Introduce students to general insurance categories such as marine, fire, motor, and miscellaneous insurance
5. Provide students with knowledge of the legal aspects, guidelines, and regulatory provisions related to the settlement of insurance claims.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Explain the general principles and concepts of insurance, insurance practices and procedures.	Understand
CO 2	Classify the different types of insurance and explain their significance in the financial sector.	Apply
CO 3	Compare and contrast the various life insurance products and describe the role of the Life Insurance Corporation of India	Analyse
CO 4	Estimate the benefits of health insurance products and policies, including individual and group insurance, Medi claim, and personal accident insurance	Evaluate
CO 5	Illustrate the different types of general insurance, including marine, fire, motor, and miscellaneous insurance, and discuss the principles of insurance marketing and customer service	Apply
CO 6	Design a comprehensive insurance plan that incorporates knowledge of insurance types, principles, and regulatory frameworks.	Create

Course Contents

MODULE - I	INTRODUCTION	9
Introduction to Insurance – Meaning definition – Nature and functions – Types of Insurance – Role and importance of insurance - Principles of insurance classification of Insurance.		
MODULE - II	LIFE INSURANCE	9
Life Insurance–Meaning–Kinds of policies and plans–Types of Life Insurance products–Annuity contracts and their uses– Role of L.I.C. of India.		
MODULE - III	HEALTH INSURANCE	9
Health Insurance –Individual and group insurance products– Medi claim policies– its benefits– Cattle Insurance – Personal accident insurance.		
MODULE - IV	GENERAL INSURANCE	9

Passed in Board of Studies

Chairman – Board of Studies

CHAIRMAN - BOARD OF STUDIES

Approved in Academic Council

General insurance – Marine, Fire, Motor and Miscellaneous Insurance–Insurance marketing– Network and customer service.		
MODULE - V	CLAIMS AND SETTLEMENT	9
Claims and settlement – Legal aspects – Guidelines for settlement of claims – IRDA – Regulatory provisions under IRDA Act 1999 – Regulations 2000 – IRDA Regulations 2002– Protection of policy holders’ interest. Case Study.		
Total: 45 Periods		

REFERENCES

1. Madhu Tyagi C.L. Tyagi Insurance Law and Practice, Atlantic Publishers and Distributors (P) Ltd; 3rd Revised & Enlarged Ed. edition (1 January 2022).
2. P. Periasami, Principles and Practice of Insurance, Himalaya Publishing House (1 May 2018).
3. M.N. Mishra & S B Mishra, INSURANCE: PRINCIPLES AND PRACTICE, S Chand Publishing,2016.
4. Dr. A. Murthy, Principles and Practice of Insurance, Margham Publications,2020.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)										
COs	POs								PSOs	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO 1	2	2	3		3			2	1	
CO 2	2	3	2	2	3	3	2	3		1
CO 3	3	2	2	1					2	1
CO 4	3	3	3	3	2	2	2	3		
CO 5	3	1	3	3			3		3	3
CO 6	3	3	2	1		3		3		
	3 - High			2 – Medium				1 - Low		

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember/ Understand	Online Quiz / Seminar	5	15
Create	Assignment / Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom’s Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	28	10		4
Understand	22	8	10	20
Apply		16	8	20
Analyse		16	16	20
Evaluate			16	20
Create				16

Passed in Board of Studies


 Chairman – Board of Studies
CHAIRMAN - BOARD OF STUDIES

Approved in Academic Council

23PBAF006	GOODS AND SERVICES TAX	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives**The course is intended to**

1. Provide students with a comprehensive understanding of indirect taxes and the rationale behind the introduction of the Goods and Services Tax (GST).
2. Familiarize students with the structure and key features of GST, including CGST, SGST, and IGST, as well as exemptions and composition schemes.
3. Equip students with knowledge of the GST registration process, including types of registrations, compulsory registration, and cancellation procedures.
4. Enable students to understand the concept and application of Input Tax Credit (ITC), including the adjustment of debit and credit notes.
5. Develop students' ability to navigate the processes of return filing, payments, refunds, and assessment under the GST framework.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Explain the problems associated with indirect taxes and the necessity for the introduction of GST	Understand
CO 2	Describe the structure of GST, including CGST, SGST, IGST, and various schemes and exemptions	Understand
CO 3	Outline the GST registration process, including different types of registrations, compulsory registration, and cancellation	Apply
CO 4	Investigate the concept of Input Tax Credit and effectively manage the adjustment of debit and credit notes	Analyse
CO 5	Determine the process of return filing, e-payment, and refund under GST.	Evaluate
CO 6	Create a comprehensive GST compliance strategy that integrates all aspects of the syllabus, from registration to refund and assessment	Create

Course Contents

MODULE - I	INTRODUCTION TO GOODS AND SERVICES TAX	9
Indirect Taxes – Problems of Indirect taxes – Need for introduction of GST – Commodities kept out the preview of GST – Other indirect Taxes		
MODULE - II	STRUCTURE OF GST	9
GST Structure – CGST –SGST- IGST – Futures – Exemptions – Schemes – Composition Schemes – Ordinary Scheme – GST Structured Rates. Case Study.		
MODULE - III	GST REGISTRATION PROCESS	9
Registration process in GST – Types – Compulsory Registration – Cancellation.		
MODULE - IV	INPUT TAX CREDIT	9
Input Tax Credit – Adjustment of Debit Notes and Credit Notes – Problems in Input Tax Credit		
MODULE - V	RETURNS, PAYMENTS, REFUND PROCESS AND ASSESSMENT	9
Process of Return Filing-Types of Returns - E-Ledger, E-Payment Process in GST- Assessment Methods – Refund under GST – Refund under Special Occasions - Authorities of GST		
		Total: 45 Periods

71

Passed in Board of Studies

Approved in Academic Council

Chairman – Board of Studies

CHAIRMAN - BOARD OF STUDIES

REFERENCES

1. Balachandran V., Indirect Taxes, Sultan Chand & Sons, New Delhi,2018.
2. Satrangi G, Goods & Services Tax Precept and Practice, Centax Publications, New Delhi,2018.
3. V.S.Datey, Goods and Services Tax, Taxmann Publication, New Delhi,2017.
4. Anandaday Mishra, GST Law and Procedure, Taxmann Publication, New Delhi,2017.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	POs								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	2	2	3		1			2	1		
CO 2	3	3	3	2	3	3	2	3		3	
CO 3	3	2	3	1	3				2	2	
CO 4	2	3	3	3	2	2	2	3			
CO 5	2	1	2	3		2	3		3	3	
CO 6	3	3	2	1		3		3			
	3 - High			2 – Medium				1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember/ Understand	Online Quiz / Seminar	5	15
Create	Assignment / Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	28	10		4
Understand	22	18	8	4
Apply		22	8	20
Analyse			18	20
Evaluate			16	20
Create				32

23PBAF007	FINANCIAL DERIVATIVES	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives**The course is intended to**

1. Learn the basic types of derivatives, their pay off functions and the economic roles they play in managing risks.
2. Gain skills on the distinctive features of the existing financial derivatives.
3. Learn to compare the pay-offs of the derivatives and optimize investment decisions in derivatives.
4. Gain a sound knowledge of the structure and operations of derivative markets.
5. Know about various risks associated with derivatives.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Explain the standard derivative contracts, their properties and functionality.	Understand
CO 2	Knowledge and understanding of applications related to financial derivatives and risk management.	Understand
CO 3	Use scientific methods for valuation of options and other derivatives, in continuous and discrete time.	Apply
CO 4	Examine the risk measures that are commonly used in risk management.	Analyse
CO 5	Critically survey different assumptions and principles behind derivatives pricing and risk management.	Evaluate
CO 6	Design and develop comprehensive risk management strategies utilizing financial derivatives.	Create

Course Contents

MODULE - I	INTRODUCTION	9
Financial derivatives – Types of derivatives –Forwards, Futures, Swaps, options. Application of derivatives in risk management		
MODULE - II	FORWARDS & FUTURES MARKET	9
Forwards & Futures market- Hedging strategies - Different categories of forwards & futures Pricing and valuation-risk management using forwards and futures.		
MODULE - III	SWAPS	9
Characteristics of swaps- categories of swaps- Application- Valuation- Usage of swaps in risk management. Case Study.		
MODULE - IV	OPTIONS	9
Types of options & their characteristics – Application of options- Valuation-The Black scholes model –Merton model- Binomial trees- Risk management using options.		
MODULE - V	OTHER DERIVATIVES	9
Understand the standard derivative contracts, their properties and functionality.		
		Total: 45 Periods

REFERENCES

1. Hull, John C, Options, Options, futures and other derivatives, Prentice Hall of India, 10th edition, 2016.

Passed in Board of Studies


Chairman – Board of Studies
CHAIRMAN - BOARD OF STUDIES

Approved in Academic Council

2. Ranganatham and Madhumathi, Derivatives and Risk Management, Pearson, 2017
3. Kevin, S, Commodity and Financial Derivatives, PHI, 2016.
4. Rajiv Srivastav, Derivatives and Risk Management, Oxford University Press, 2015

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	POs								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	3	3	2		2			2	1		
CO 2	3	3	2	3	3	2	2	3		1	
CO 3	2	3	2	1					2	1	
CO 4	3	2	2	1	2	2	2	3			
CO 5	3	2	2	1			3		3	3	
CO 6	2	3	3	1		3		3			
	3 - High			2 – Medium				1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment / Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	28	10		4
Understand	22	18	10	4
Apply		22	8	20
Analyse			16	20
Evaluate			16	20
Create				32

23PBAF008	COMPENSATION AND REWARD MANAGEMENT	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives

The course is intended to

1. Learn the fundamental concepts and principles of compensation and reward management.
2. Gain insights about various compensation strategies and their impact on organizational performance.
3. Identify the legal and ethical issues in compensation and rewards.
4. Explore different incentive plans and performance-based reward systems.
5. Gain skills for designing and implementing effective compensation programs.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Comprehend the role and importance of compensation and rewards in organizations.	Understand
CO 2	Formulate compensation strategies aligned with business goals and objectives.	Create
CO 3	Investigate and implement different types of compensation plans.	Analyse
CO 4	Explain the regulatory and ethical aspects of compensation management.	Understand
CO 5	Design performance-based reward systems to enhance employee motivation and productivity.	Create
CO 6	Formulate innovative compensation and reward strategies that align with organizational goals and enhance employee motivation and performance.	Create

Course Contents

MODULE - I	INTRODUCTION TO COMPENSATION	9
Overview of Compensation and Reward Management, Objectives and Importance of Compensation, Components of Compensation System, Theories of Compensation, Strategic Compensation Planning. Case Study.		
MODULE - II	JOB EVALUATION AND PAY STRUCTURES	9
Job Analysis and Job Evaluation Methods, Developing Pay Structures, Internal Equity and External Competitiveness, Market Pricing and Salary Surveys, Pay Grades and Pay Ranges.		
MODULE - III	PERFORMANCE-BASED PAY AND INCENTIVE SYSTEMS	9
Performance Management Systems, Linking Pay to Performance, Individual and Team-Based Incentives, Short-term and Long-term Incentives, Designing Effective Incentive Plans.		
MODULE - IV	BENEFITS AND NON-MONETARY REWARDS	9
Employee Benefits and Services, Retirement Plans and Health Benefits, Work-Life Balance and Flexible Benefits, Recognition Programs and Non-Monetary Rewards, Trends in Employee Benefits. Case Study.		
MODULE - V	LEGAL AND ETHICAL ISSUES IN COMPENSATION	9
Legal Framework for Compensation and Benefits, Labor Laws and Compensation Policies in India, Ethical Issues in Compensation Management, Global Compensation Practices, Managing Compensation in Multinational Corporations.		
		Total: 45 Hours

REFERENCES

1. Dr. Kanchan Bhatia, "Compensation Management", Himalaya Publishing House, 2022.
2. Dipak Kumar Bhattacharyya, "Compensation Management: Rewarding Performance", Oxford University Press, 2019.
3. Richard I. Henderson (Adapted by Indian authors for Indian context), "Compensation Management in a Knowledge-Based World", Pearson Education India, 2018.
4. V.S.P. Rao, P. Subba Rao, "Human Resource Management: Text and Cases", Himalaya Publishing House, 2018.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	POs								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	3	3	2		2			2	1		
CO 2	3	3	2	3	3	2	2	3		1	
CO 3	2	3	2	1					2	1	
CO 4	3	2	2	1	2	2	2	3			
CO 5	3	2	2	1			3		3	3	
CO 6	2	3	3	1		3		3			
	3 - High			2 – Medium				1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment / Case study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	20			
Understand	30			
Apply				
Analyse				
Evaluate				
Create				



Chairman – Board of Studies

Passed in Board of Studies

Approved in Academic Council

CHAIRMAN - BOARD OF STUDIES

23PBAF009	CROSS CULTURAL - HR MANAGEMENT	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives**The course is intended to**

1. Learn the fundamental concepts of culture and its dimensions.
2. Study different models for comparing cultures, including Hofstede and GLOBE.
3. Study conflict resolution and dispute management in a cross-cultural context.
4. Gain insights about the process and skills needed for cross-cultural negotiation and decision-making.
5. Learn how to diagnose the current state of an organization's culture.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Explain the fundamental concepts and dimensions of culture.	Understand
CO 2	Compare cultural and behavioral differences in various countries.	Analyse
CO 3	Assess the processes of cross-cultural negotiation and decision-making.	Evaluate
CO 4	Frame comprehensive global strategies considering cross-cultural factors.	Create
CO 5	Measure the ongoing improvements in organizational culture.	Analyse
CO 6	Design effective strategies for implementing cultural change.	Create

Course Contents

MODULE - I	INTRODUCTION TO CROSS CULTURAL MANAGEMENT	9
Understanding Culture, Culture Dimensions, Significance and Impact of Cross Culture on Organisations, Role of Culture in Strategic Decision- Making. Influence of National Culture on Organisational Culture. Shift in Culture: Significance of Shift in Culture, Influence of Economic Factors and Foreign Intervention on Shifts in Local Cultures. Case Study		
MODULE - II	COMPARING CULTURE	9
Cultural and Behavioral Differences in Different Countries, Various Models for Comparing Cultural-Hofstede, Edward T Hall Study, GLOBE, Kluchohm & Stoodbeck, Cultural Adaptation through Sensitivity Training, Political, Legal, Economic, Ecological and Technological Facing Business and their Management. Case Study.		
MODULE - III	CROSS CULTURAL HUMAN RESOURCES MANAGEMENT	9
Staffing and Training for Global Operations. Global Staffing Choices – Expatriates or Local Managers, Dynamics of Cross-Cultural leadership, Managing and Motivating Multi Culture Teams. Cross –Cultural Negotiation & Decision Making: Culture and Dispute, Resolution of Conflicts and Disputes in Cross Culture Context. Case Study.		
MODULE - IV	GLOBAL CROSS CULTURE	9
Cross Culture – Negotiation & Decision Making - Process of Negotiation and Needed Skills & Knowledge Base – Over view with two illustrations from multi-cultural contexts [India – Europe/ India – US settings, for instance]; International and Global Business Operations- Strategy Formulation & Implementation. Case Study.		
MODULE - V	CORPORATE CULTURE	9



Corporate Culture - The Nature of Organizational Cultures Diagnosing the As-Is Condition; Designing the Strategy for a Culture Change Building; Successful Implementation of Culture Change Phase; Measurement of ongoing Improvement. Case Study.
Total: 45 Hours

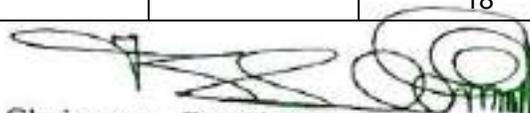
REFERENCES

1. Dipak Kumar Bhattacharyya, Cross-Cultural Management: Text and Cases, PHI Learning Pvt. Ltd, 2020.
2. Shobhana Madhavan, Cross-Cultural Management: Concepts and Cases, Oxford University Press, 2021.
3. N.K. Singh, Arun Kumar Singh, and Anita Singh, Cross-Cultural Management: Practice and Research, Mittal Publications, 2018.
4. Arvind K. Birdie, Cross-Cultural Management: Global Perspectives, Routledge, 2019.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	POs								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	3	3	2		2			2	1		
CO 2	2	3	2	3	3	2	2	3		1	
CO 3	2	3	2	1					2	1	
CO 4	1	2	2	1	2	2	2	3			
CO 5	3	2	2	1			3		3	3	
CO 6	2	3	3	1		3		3			
	3 - High			2 – Medium				1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment / Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	20			4
Understand	30	8	4	20
Apply		10	4	20
Analyze		16	20	20
Evaluate		16	4	20
Create			18	16



23PBAF010	GLOBAL HR PRACTICES	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives**The course is intended to**

1. Learn the operational objectives and means of globalization in HR perspective.
2. Gain skills to face HR challenges and opportunities in a global setting.
3. Provide insights on manpower planning, staffing, and separations in a global setup.
4. Develop skills on the change management model in global organizations.
5. Learn the role of technology in enhancing HRM quality.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Assess the influence of globalization on HR practices.	Evaluate
CO 2	Compare HR practices and issues between domestic and multinational corporations.	Analyse
CO 3	Develop comprehensive plans for manpower planning, staffing, and separations in a global context.	Create
CO 4	Investigate the role of leadership in managing change within diverse organizations.	Evaluate
CO 5	Develop strategies for maintaining commitment, quality, and stress-free work life in HR.	Create
CO 6	Frame a holistic quality improvement plan for HRM that incorporates technology.	Create

Course Contents

MODULE – I	GLOBAL CONTEXT OF HRM	9
Introduction - Growth of International Business and Globalization - Operational Objectives and Means of Globalization in HR Perspective - Use of Balanced Score Card - Choosing an International Competitive Strategy - Forms of Operations.		
MODULE - II	HR CHALLENGES	9
HR Challenges & Opportunities - National Differences Facing Operations – Domestic & MNC Perspectives - Linkages among Countries - Governance of Operations - Individual and Company Concerns – Multi cultural orientation to employees – Research and documentation Orientation in Global organizations - Ethical and Socially Responsible Behaviour - Careers in International Business. Case Study.		
MODULE - III	HR POLICIES	9
HR Policies and Operations in a Global Setting - Distinctive Features of HR Functions - Planning, Organizing, Directing & Control - Operations - Manpower Planning to Separations in a Global Set-up - Staffing - Skill & Knowledge Development - Incentives & Compensation Package – Motivational Systems – Reporting Relationships – Performance Appraisal Systems – Employee Empowerment – Value systems – Shared Corporate Culture and Grievance Handling – Reactive & Proactive Mechanisms.		
MODULE - IV	CHANGE MANAGEMENT	9
Change Management Model - Appreciating Change - Industry Analysis - Business Models - Mobilizing Support - Executing Change - Building Change Capability - Leadership and Change – Diversity as Enhancer of Learning and Effectiveness Within Groups and Organizations – HR to Develop Global Organisational Learning Systems.		

MODULE - V	QUALITY OF HRM	9
Quality Performance in Knowledge Based Organizations - Technology – Behavioral & Technical - Universal Quality Standards & HRM – Eastern Management Thought for Global Management - Commitment, Quality, and Stress Free Work Life.		
Total: 45 Hours		

REFERENCES

1. K. Aswathappa , Global Human Resource Management, Tata McGraw Hill Education, 2023.
2. P. L. Rao, International Human Resource Management: A Study of Multinational Companies, Sage Publications India Pvt Ltd, 2018.
3. Raj Kumar, Strategic Human Resource Management, Excel Books India, 2020.
4. Biswajeet Pattanayak, Human Resource Management, PHI Learning Pvt Ltd, 2021.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)										
COs	POs								PSOs	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO 1	3	3	2		2			2	1	
CO 2	3	3	2	3	3	2	2	3		1
CO 3	3	3	2	1					2	1
CO 4	3	2	2	1	2	2	2	3		
CO 5	2	2	2	1			3		3	3
CO 6	2	3	3	1		3		3		
	3 - High			2 – Medium				1 - Low		

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment / Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember				
Understand	8	4	4	8
Apply	8	4	4	8
Analyse	16	4	4	8
Evaluate	18	18	18	36
Create		20	20	40



23PBAF011	HUMAN RESOURCE AUDIT	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives**The course is intended to**

1. Learn the foundational concepts and objectives of Human Resource Development Audit.
2. Study the process of collecting, analyzing, and interpreting HR Audit data.
3. Gain knowledge on the post-audit steps, including preventive and corrective actions.
4. Learn about pre-employment requirements and hiring processes.
5. Gain insights on the prevalence and importance of HR Audit in various industries.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Identify and describe the important components of HRD Audit.	Analyse
CO 2	Develop a detailed HR Audit plan, including data collection and analysis methods.	Create
CO 3	Discuss performance management and compensation systems in HR Audit.	Apply
CO 4	Identify and address issues in human capital measurement and reporting.	Evaluate
CO 5	Develop and implement an internal HR Audit questionnaire.	Create
CO 6	Formulate a detailed HR Audit plan incorporating recent advancements and comprehensive coverage of HR practices.	Create

Course Contents

MODULE – I	INTRODUCTION	9
Introduction, Objectives, Concepts, Components, Need, Benefits, Important Components of Human Resource Development Audit, Need for Human Resource Audit, Identifying the Human Resource Audit Goal, Defining the Audit Team, Approaches to Human Resource Audit, Benefits of Human Resource Audit.		
MODULE - II	METHODOLOGY AND INSTRUMENTS OF HR AUDIT	9
Introduction, Conducting a Human Resource Audit, Preliminary Steps, Goals of the Audit, Areas of the Audit, Issues in HR Audit, Strategies Alignment of HR Audit. HR Audit Process: Audit of Human Resource Function, Planning Questions, Collecting Data, Analyzing the Audit Data, Interpretation: Assessing the Ability for Change. Case Study.		
MODULE - III	HR AUDIT AND WORKFORCE ISSUES	9
Workforce Communication and Employee Relations, Performance Management, Compensation System, Teambuilding System, Challenges in HR Audit: Assessing the Ability for Change, Post Audit Steps, Preventive and Corrective Actions, Role in Business Improvement, Methodology and Limitations, Human Resource Audit Report: HR Audit Report – purpose, Report Design – Preparation of report, Use of HR Audit report for business improvement		
MODULE - IV	HR AUDIT FOR LEGAL COMPLIANCE AND SAFE BUSINESS PRACTICES	9
Scope of Human Resource Audit, Pre-employment Requirements, Hiring Process, New-hire Orientation Process, Workplace Policies and Practices, Human Resource Auditing as a Tool of Human Resource Valuation: Rationale of Human Resource Valuation and Auditing, Valuation of Human Resource, Issues in Human Capital Measurement and Reporting		

MODULE - V	RECENT ADVANCEMENTS IN HUMAN RESOURCE AUDIT HR AUDIT QUESTIONNAIRE	9
The Indian Experience and case studies: Introduction Prevalence of HR Audit, HR Audit Case- Manufacturing Industry, HR Audit Case Service Industry, Areas to be Concentrated, A Comprehensive Coverage of the Entire Human, Resource Practices, A Sample Internal Human Resource Audit Questionnaire.		
Total: 45 Hours		

REFERENCES

1. K. Aswathappa, "Human Resource Management: Text and Cases, McGraw-Hill Education (India), 2017.
2. N.S. Pahwa, "Human Resource Audit: Reassuring HR Deliverables", Atlantic Publishers & Distributors Pvt Ltd, 2022.
3. C.B. Gupta, "Human Resource Management", Sultan Chand & Sons, 2018.
4. T.V. Rao, "Human Resource Audit: Theory and Practice", SAGE Publications, 2019.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	POs								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	3	2	3		2			2	1		
CO 2	3	3	2	3	3	2	2	3		1	
CO 3	3	1	3	1					2	1	
CO 4	3	3	3	3	2	2	2	3			
CO 5	2	2	2	3			3		3	3	
CO 6	2	3	3	1		3		3			
	3 - High			2 – Medium				1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment / Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	6			
Understand	4	4	4	8
Apply	20	4	4	8
Analyse	20	4	4	8
Evaluate		18	18	36
Create		20	20	40

23PBAF012	LEARNING AND DEVELOPMENT	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives**The course is intended to**

1. Provide students with a comprehensive understanding of the fundamental concepts, scope, and objectives of training and development.
2. Learn the various learning theories such as Bloom's taxonomy, Kolb's experiential learning, and Honey and Mumford learning styles.
3. Equip students with the knowledge and skills to design and implement effective learning and development methods.
4. Introduce students to the evaluation of training programs using models such as Kirkpatrick's model.
5. Teach the use of new technologies, professional ethics, and sustainability in building learning organizations.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	identify the training needs of an organization by conducting a thorough needs analysis and linking it to the significance of learning and development.	Analyse
CO 2	Implement the learning theories such as Bloom's taxonomy, Kolb's experiential learning, and Honey and Mumford learning styles to design effective training programs.	Apply
CO 3	Design various learning and development methods.	Create
CO 4	Investigate the effectiveness of training programs using different models and techniques.	Evaluate
CO 5	Address contemporary issues related to training and development.	Create
CO 6	Create a comprehensive training and development strategy for an organization.	Create

Course Contents

MODULE – I	TRAINING & DEVELOPMENT	9
Training & Development: Scope, objectives, beneficiaries, forces influencing working and learning, snapshot of training practices, problems & future trends in training.		
MODULE - II	LEARNING THEORY	9
Needs Analysis and Training Design – with a view to link to the L&D significance. Introduction to adult Learning-Bloom's taxonomy -Kolb's experiential learning, Honey and Mumford learning styles. Practical application of ISD theory and practices. Case Study		
MODULE - III	LEARNING AND DEVELOPMENT METHODS	9
Learning and development Methods: Action learning, E-learning, Mentoring. Coaching etc. Designing the various Learning and development Methods. learning process, instructional emphasis for learning outcomes, designing effective training programs, feedback, making feedback effective.		
MODULE - IV	EVALUATION OF TRAINING	9

Evaluation of Training-Kirkpatrick Model- Emerging technologies in learning interventions. Factors influencing transfer of learning, reasons for evaluating training, evaluation process, determining outcomes, evaluation techniques, models of training evaluation, training audit.		
MODULE - V	CONTEMPORARY ISSUES	9
Training issues resulting from external environment & internal need of the company, dual career paths, career plateau, coping with career breaks, balancing work and life, increased use of new technology for training. Professional ethics and sustainability in building learning organizations		
Total: 45 Hours		

REFERENCES

1. T.V. Rao, "Learning and Development: A People-Oriented Approach", Sage Publications India Pvt Ltd, 2022.
2. Nirmalya Behera and Ajit Kumar Dash, "Handbook of Training and Development", Excel Books, 2021.
3. P. Subba Rao and T.V. Rao, "Training and Development: The Indian Context", Oxford University Press, 2023.
4. P. Subba Rao, "Training for Development", Oxford University Press, 2019.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	POs								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	3	3	2		2			2	1		
CO 2	2	3	2	3	3	2	2	3		1	
CO 3	2	3	2	1					2	1	
CO 4	1	2	2	1	2	2	2	3			
CO 5	3	2	2	1			3		3	3	
CO 6	2	3	3	1		3		3			
	3 - High			2 – Medium				1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment / Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	6			
Understand	4	4	4	8
Apply	20	4	4	8
Analyse	20	4	4	8
Evaluate		18	18	36
Create		20	20	40

23PBAF013	PERFORMANCE MANAGEMENT AND APPRAISAL	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives**The course is intended to**

1. Provide a comprehensive understanding of the core concepts and principles of performance management.
2. Develop students' skills in performance planning and goal setting, aligning individual performance with organizational goals.
3. Equip the students with the knowledge and skills necessary to conduct periodic performance reviews.
4. Explore the various methods and challenges associated with annual performance reviews.
5. Teach an effective performance appraisal system tailored to the needs of different organizations.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Explain the key concepts of performance management.	Understand
CO 2	Set performance goals and criteria, align individual and organizational objectives, and establish mutual expectations.	Create
CO 3	Conduct periodic performance reviews, identify critical success factors, and effectively utilize e-performance management systems	Evaluate
CO 4	Implement various annual appraisal methods, recognize and mitigate biases, and engage in meaningful performance discussions and feedback.	Apply
CO 5	Design a comprehensive employee performance appraisal system, considering the unique needs of organizations such as NGOs and educational institutions.	Create
CO 6	Create an integrated performance management framework that encompasses planning, goal setting, ongoing reviews, annual appraisals, and development plans.	Create

Course Contents

MODULE – I	FUNDAMENTAL CONTEXT	9
Performance Management: Meaning, goals, who is involved and approaches – Performance management Vs appraisal – Significance of building a performance culture in organisation - Performance Management Cycle: Plan, review, develop and reward - Principles of Performance management.		
MODULE - II	PERFORMANCE GOAL SETTING	9
Basic concept – Performance planning and Goal-setting in the context of organisational goals - The cascading effect to individuals - Defining performance: Measures and criteria - Setting Mutual Expectations and Performance criteria. Case Study.		
MODULE - III	PERFORMANCE REVIEWS AND DEVELOPMENT	9
Periodic reviews and discussions – Critical success factors – Monitoring – E performance management systems and EPSS - Ongoing mentoring and support – Setting a platform for Succeeding – Challenges. Case Study.		
MODULE - IV	ANNUAL REVIEW AND DEVELOPMENT	9

Annual appraisal methods- Debate on annual reviews –Avoiding biases - Measuring team performance - Performance discussion and feedback – Personal development plan – Potential Appraisal for growth – Future directions in performance management.

MODULE - V	PERFORMANCE APPRAISAL	9
Need and Importance of Performance Appraisal, Performance Appraisal, Process, Methods of Performance Appraisal. Design an employee performance appraisal system for an organisation/ NGO/ Educational Institution.		
		Total: 45 Hours

REFERENCES

1. T.V. Rao, Performance Management: Concepts, Skills, and Exercises, Sage Publications India Pvt Ltd, 2023.
2. Debasis Chatterjee, Performance Appraisal: A Strategic Approach Prentice-Hall of India Pvt.Ltd., 2022.
3. K. Aswathappa, Performance Management Systems and Strategies, Himalaya Publishing House, 2021.
4. Arun Hariharan, Performance Management: Integrating Strategy Execution, Methodologies, Risk, and Analytics, McGraw Hill Education, 2019.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	POs								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	3	3	2		2			2	1		
CO 2	3	3	2	3	3	2	2	3		1	
CO 3	1	3	2	1					2	1	
CO 4	3	2	2	1	2	2	2	3			
CO 5	3	2	2	1			3		3	3	
CO 6	2	3	3	1		3		3			
	3 - High			2 – Medium				1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment / Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	28			
Understand	22	4	4	8
Apply		4	4	8
Analyse		4	4	8
Evaluate		18	18	36
Create		20	20	40

23PBAF014	TALENT ACQUISITION	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives**The course is intended to**

1. Introduce students to the fundamentals of talent management, including talent acquisition and strategic recruitment.
2. Provide an understanding of human resource planning and job analysis techniques essential for effective staffing.
3. Teach the various methods and tools used in recruitment, including the use of social media and assessment data collection.
4. Provide knowledge on the internal and external selection processes, including the development and implementation of selection plans.
5. Learn the decision-making processes involved in final candidate selection, employment contracting, and new employee orientation.

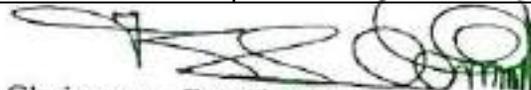
Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Explain the key concepts and significance of talent management, recruitment, and selection in business strategy.	Understand
CO 2	Investigate the external influences on human resource planning and develop competency-based job analyses.	Evaluate
CO 3	Implement the various recruitment methods, including internal and external sources, and utilize social media effectively in talent acquisition.	Apply
CO 4	Identify the reliability and validity of selection measures and implement structured selection interviews.	Analyse
CO 5	Design comprehensive staffing plans and assessment methods, making informed decisions.	Create
CO 6	Formulate a complete staffing system management plan that incorporates all aspects of talent management.	Create

Course Contents

MODULE – I	INTRODUCTION	9
Introduction Talent management. Talent acquisition. Business case and strategy. Significance of Recruitment and Selection, Staffing Models and Strategy Employment Relationship – Employer Employee, Independent Contractors, Temporary Employees. Competency – Concept, Mapping. Identification, Assessment		
MODULE - II	HUMAN RESOURCE PLANNING	9
Planning – External Influences, Human Resource Planning, Staffing Planning, Job Analysis in Human Resource Selection – Job Analysis Methods, Techniques, Competency Based Job Analysis, Job, Rewards, Job Analysis for Teams.		
MODULE - III	RECRUITMENT	9
Recruitment – External and Internal, social media, Foundations of Measurement for Human Resource Selection – Reliability and Validity of Selection Measures, Collection of Assessment Data, Weighted Application Blanks and Biographical Data.		
MODULE - IV	SELECTION	9
Internal Selection – Preliminary Issues; Initial, Substantive, and Discretionary Assessment Methods, External Selection – Development of Selection Plan; Initial, Substantive,		



Discretionary, and Contingent, Assessment Methods; Reference and Background Checks, Selection Interview – Types, Validity, Using, Multiple Questions for each KSA .		
MODULE - V	ASSESSMENT METHODS	9
Decision Making and Final Match – Choice of Assessment Method, Determining Assessment Scores, Methods of Final Choice, Decision Makers, Employment Contract, Job Offer and Process, New Employee, Orientation and Socialization Staffing System Management.		
Total: 45 Hours		

REFERENCES

1. Atul Vohra, "Winning the Talent War through Leadership", SAGE Publications India Pvt Ltd, 2019.
2. Uday Salunkhe, "Recruiting & Retaining Millennials", SAGE Response, 2021.
3. Ram Charan, Dominic Barton, and Dennis Carey, "Talent Wins: The New Playbook for Putting People First", Harvard Business Review Press, 2021.
4. Mayank Kumar, "The What, Why and How of Talent Acquisition", Notion Press, 2019.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	POs								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	3	3	2		2			2	1		
CO 2	3	3	2	3	3	2	2	3		1	
CO 3	2	3	2	1					2	1	
CO 4	3	2	2	1	2	2	2	3			
CO 5	3	2	2	1			3		3	3	
CO 6	2	3	3	1		3		3			
	3 - High			2 – Medium				1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment / Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	28	4		
Understand	22	4	4	8
Apply		4	4	8
Analyse		18	4	8
Evaluate		20	18	36
Create			20	40



Chairman – Board of Studies

Passed in Board of Studies

Approved in Academic Council

CHAIRMAN - BOARD OF STUDIES

23PBAF015	DIGITAL MARKETING	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives

The course is intended to

1. Introduce students to the key concepts, terminologies, and the framework of digital marketing.
2. Provide comprehensive knowledge on Search Engine Optimization (SEO) and Search Engine Marketing (SEM) strategies.
3. Equip students with the skills to develop and execute effective social media marketing strategies.
4. Learn the various content marketing strategies and types.
5. Train students in using web analytics tools, understanding key metrics and KPIs.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Explain the key concepts and terminologies of digital marketing and compare it with traditional marketing.	Understand
CO 2	Implement keyword research, apply on-page and off-page SEO techniques.	Apply
CO 3	Manage SEM campaigns, including creating PPC ads using Google AdWords, optimizing ad performance, and analyzing campaign metrics.	Apply
CO 4	Implement social media marketing strategies, including content creation and curation	Apply
CO 5	Develop and distribute various types of content, plan and execute email marketing campaigns	Create
CO 6	Design comprehensive digital marketing strategies that integrate all aspects of marketing.	Create

Course Contents

MODULE - I	INTRODUCTION TO DIGITAL MARKETING	9
Evolution of Digital Marketing, Modern vs. Traditional Marketing, Growth of 'E' concepts. Digital marketing channels: types and business models. Digital marketing applications and principles.		
MODULE - II	SEARCH ENGINE OPTIMIZATION (SEO) AND SEARCH ENGINE MARKETING (SEM)	9
SEO Fundamentals, On-Page and Off-Page SEO, Keyword Research and Analysis, Link Building Strategies, SEM Strategies, Google AdWords and PPC Campaigns.		
MODULE - III	SOCIAL MEDIA MARKETING	9
Overview of Social Media Platforms, Social Media Strategy and Planning, Content Creation and Curation, Social Media Advertising, Analytics and Metrics, Influencer Marketing.		
MODULE - IV	CONTENT MARKETING AND EMAIL MARKETING	9
Content Marketing Strategies, Types of Content (Blogs, Videos, Infographics, etc.), Content Distribution and Promotion, Email Marketing Campaigns, Email Automation and Personalization, Analytics and Reporting. Case Study.		
MODULE - V	ANALYTICS, TOOLS, AND TRENDS	9
Web Analytics Tools (Google Analytics, etc.), Metrics and KPIs, Reporting and Dashboards, Current Trends in Digital Marketing, Ethical Issues in Digital Marketing.		
		Total: 45 Periods

REFERENCES

1. Dave Chaffey, Fiona Ellis-Chadwick, Digital Marketing: Strategy, Implementation, and Practice, Pearson Education, 2020.
2. Adam Clarke, SEO 2023: Learn Search Engine Optimization with Smart Internet Marketing Strategies, CreateSpace Independent Publishing Platform, 2023.
3. Dave Evans, Jake McKee, Social Media Marketing: The Next Generation of Business Engagement, Wiley, 2021.
4. Chad S. White, Email Marketing Rules: A Step-by-Step Guide to the Best Practices that Power Email Marketing Success, Apress, 2022.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	POs								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	3	3	2	2	2	2	2	2	2	3	
CO 2	2	2		2	2	3		2	2	3	
CO 3	1	1	2	1	1	1	2	2	1	2	
CO 4	2		3	3		3			2	2	
CO 5	3	2	1	1	1	1	3	3	3	3	
CO 6	3	3	2	3				3			
	3 - High			2 – Medium				1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment / Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	20	10	4	4
Understand	30	20	4	20
Apply		20	4	20
Analyse			4	20
Evaluate			16	20
Create			18	16

23PBAF016	ADVERTISING AND SALES PROMOTION	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives

The course is intended to

1. Provide students with a comprehensive understanding of advertising principles and practices.
2. Learn the skills in media planning and the selection of appropriate advertising media.
3. Enhance creativity in developing effective advertising messages and campaigns.
4. Introduce students to various sales promotion techniques and their implementation.
5. Learn the concept of Integrated Marketing Communications and its application in modern marketing.

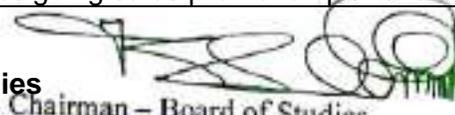
Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Explain the principles and practices of advertising.	Understand
CO 2	Implement media planning concepts through practical exercises and projects.	Apply
CO 3	Conduct a full-fledged advertising campaign, demonstrating creativity and strategic planning.	Apply
CO 4	Present a sales promotion plan for various products, incorporating theoretical knowledge and practical insights.	Apply
CO 5	Identify and discuss future trends in advertising and sales promotion within the IMC context.	Evaluate
CO 6	Design and implement effective advertising and sales promotion strategies that enhance brand visibility and drive consumer engagement, resulting in increased sales and market share for businesses.	Create

Course Contents

MODULE - I	INTRODUCTION TO ADVERTISING	9
Definition, nature, and scope of advertising, Evolution and history of advertising, Role of advertising in the marketing mix, Types of advertising, Ethics and social responsibility in advertising. Case studies on ethical advertising practices. Analysis of different types of advertising through real-world examples.		
MODULE - II	ADVERTISING MEDIA AND PLANNING	9
Advertising media: Print, electronic, digital, outdoor. Media planning and selection, Media scheduling strategies and budgeting. Measuring advertising effectiveness. Media plan creation for a hypothetical product.		
MODULE - III	CREATIVE ADVERTISING STRATEGIES	9
Creativity in advertising: Concept, process, and importance. Developing advertising messages. The role of copywriting and visual elements. Branding and positioning through advertising. Campaign development and execution. Developing a full-fledged advertising campaign.		
MODULE - IV	SALES PROMOTION TECHNIQUES	9
Definition and scope of sales promotion, Types of sales promotions: Consumer, trade, and business promotions, Planning and implementing sales promotions, Sales promotion tools and techniques, Legal and ethical aspects of sales promotion. Case studies on successful sales promotion campaigns. Designing sales promotion plans for various products.		



MODULE - V	INTEGRATED MARKETING COMMUNICATIONS (IMC)	9
Concept and components of IMC, Role of advertising and sales promotion in IMC. Coordination of advertising with other promotional tools. Evaluating the effectiveness of IMC programs. Future trends in advertising and sales promotion. Case studies on the integration of various marketing communications.		
Total: 45 Periods		

REFERENCES

1. S. H. H. Kazmi, Satish K. Batra, Advertising and Sales Promotion, Excel Books, 2022.
2. Ruchi Gupta, Advertising Principles and Practice, S.Chand, 2019.
3. U.C.Mathur, Advertising Management, New Age International Publishers, 2018.
4. Manendra Mohan, Advertising: Principles and Practice, Tata McGraw-Hill Education, 2018.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)										
COs	POs								PSOs	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO 1	3	3	2	3	3	2	3	3	1	3
CO 2	3	3		3	3	3	3	3	3	2
CO 3	3		3	2	3	2	3	3	3	
CO 4	3	3	3		2	2	2		2	
CO 5	3	3	3	2	3	2	2	2		
CO 6	2	3	3	3			2	3		
	3 - High			2 – Medium				1 - Low		

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment / Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	20	10	4	4
Understand	30	20	4	20
Apply		20	8	20
Analyze			18	20
Evaluate			16	20
Create				16

23PBAF017	BRAND MANAGEMENT	L	T	P	C
		3	0	0	3
Nature of Course		Professional Elective			
Pre requisites		Nil			

Course Objectives

The course is intended to

1. Provide students with a comprehensive understanding of the definition, importance and historical evolution of brands.
2. Highlight the role of brands in marketing strategy and to give an overview of the brand management process.
3. Delve into the components of brand equity, methods of measuring it, and strategies for building and maintaining strong brand equity.
4. Teach students the concept of brand positioning, strategies for effective positioning and differentiation, developing a unique selling proposition (USP), and repositioning strategies.
5. Explore integrated marketing communication (IMC) and branding, the role of social media, digital branding strategies, managing brand communication across channels.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Define and explain the importance and evolution of brands, and identify key branding concepts.	Understand
CO 2	Articulate the role of brands in marketing strategy and describe the brand management process using examples.	Understand
CO 3	Recognize the components of brand equity, methods to measure it, and develop strategies for building and maintaining brand equity.	Understand
CO 4	Formulate and implement effective brand positioning and differentiation strategies, develop unique selling propositions.	Create
CO 5	Proficient in integrated marketing communication (IMC), leveraging social media and digital platforms for brand communication.	Create
CO 6	Manage brands sustainably, revitalize and renew brands, handle brand crises, and address ethical issues in brand management.	Apply

Course Contents

MODULE - I	INTRODUCTION	9
Basics Understanding of Brands – Definitions - Branding Concepts – Functions of Brand - Significance of Brands – Different Types of Brands – Co branding – Store brands.		
MODULE – II	BRAND STRATEGIES	9
Strategic Brand Management process – Building a strong brand – Brand positioning – Establishing Brand values – Brand vision – Brand Elements – Branding for Global Markets – Competing with foreign brands.		
MODULE – III	BRAND COMMUNICATIONS	9
Brand image Building – Brand Loyalty programmes – Brand Promotion Methods – Role of Brand ambassadors, celebrities – On line Brand Promotions.		
MODULE – IV	BRAND EXTENSION	9
Brand Adoption Practices – Different type of brand extension – Factors influencing Decision for extension – Re-branding and re-launching.		
MODULE - V	BRAND PERFORMANCE	9

Measuring Brand Performance – Brand Equity Management - Global Branding strategies - Brand Audit – Brand Equity Measurement – Brand Leverage -Role of Brand Managers– Branding challenges & opportunities.

Total: 45 Periods

REFERENCES

1. Richard Elliot, Larry Percy, Strategic Brand Management Indian Revised Edition, Oxford University Press, 2021.
2. Harsh V. Verma, Brand Management: Text and Cases, Excel Books India, 2020.
3. David A. Aaker, Managing Brand Equity, Free Press, 2018.
4. Subroto Sengupta, Brand Positioning: Strategies for Competitive Advantage, Tata McGraw-Hill, 2017.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	POs								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	3	1	3	3	3	2	3		1		
CO 2	3	3	2	2	3	2	3	3	3		
CO 3		2		2	3	2	2	3		3	
CO 4	2	3	2	2	3	1	2		2		
CO 5	3		2	3	3	1		2	2	3	
CO 6	2	1	3	1	3	1	1	1			
	3 - High			2 – Medium				1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment / Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	24	22		
Understand	26	28		20
Apply			8	20
Analyze			8	20
Evaluate			16	20
Create			18	20

23PBAF018	AI IN MARKETING	L	T	P	C
		3	0	0	3
Nature of Course		Professional Elective			
Pre requisites		Nil			

Course Objectives

The course is intended to

1. Learn the various AI technologies and their applications in marketing.
2. Gain a foundational understanding of Machine Learning (ML) concepts.
3. Gain insights about the role of Natural Language Processing (NLP) in sentiment analysis.
4. Provide knowledge on the use of AI in social media marketing.
5. Study AI regulations and compliance requirements.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Explain the basic principles of AI in Marketing.	Understand
CO 2	Differentiate between supervised, unsupervised, and reinforcement learning.	Apply
CO 3	Manage and utilize marketing data for AI applications.	Apply
CO 4	Conduct programmatic advertising and real-time bidding using AI.	Create
CO 5	Forecast future trends in AI marketing.	Evaluate
CO 6	Critically evaluate the long-term impact of AI on the marketing industry.	Evaluate

Course Contents

MODULE - I	INTRODUCTION TO AI IN MARKETING	9
Basics of Artificial Intelligence (AI), Historical development and future trends in AI, Introduction to AI in the context of marketing, Role of AI in marketing strategy and consumer behavior, Overview of AI technologies (Machine Learning, NLP, Computer Vision)		
MODULE - II	MACHINE LEARNING IN MARKETING	9
Introduction to Machine Learning (ML) concepts, Supervised, unsupervised, and reinforcement learning, Predictive analytics and customer segmentation, Personalization and recommendation systems, Case studies of ML applications in marketing		
MODULE - III	AI-DRIVEN CUSTOMER INSIGHTS	9
Data collection and data management in marketing, Natural Language Processing (NLP) for sentiment analysis, AI-driven customer insights and predictive modelling, Behavioral analysis and customer journey mapping, Case studies of AI in customer insights.		
MODULE - IV	AI IN DIGITAL MARKETING	9
AI in social media marketing, Programmatic advertising and real-time bidding, Chatbots and virtual assistants, AI-driven content creation and curation, Case studies of AI in digital marketing.		
MODULE - V	ETHICAL AND FUTURE CONSIDERATIONS IN AI MARKETING	9
Ethical considerations in AI marketing, Data privacy and security issues, AI regulations and compliance, The future of AI in marketing, Strategic planning for AI implementation in marketing. Case Analysis.		
		Total: 45 Periods

REFERENCES

1. Ashok Sharma, Artificial Intelligence in Marketing, Sage Publications India Pvt Ltd, 2022.
2. S. L. Taneja, Marketing Analytics: Data-Driven Techniques with Machine Learning, Pearson Education India, 2022.

Passed in Board of Studies



Chairman – Board of Studies
CHAIRMAN - BOARD OF STUDIES

Approved in Academic Council

3. P. Kumar, AI in Customer Insights: A Practical Guide, Sage Publications India Pvt Ltd, 2022.
4. S. K. Gupta, AI in Digital Marketing, Tata McGraw Hill Education, 2023.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	POs								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	3	3	3	3	2	1	3	3	3	3	
CO 2	2	2	3	2	2	2	2	2	1		
CO 3	3	2	3	2	2	2		3		3	
CO 4	3	3	3	1		1	2	3	1		
CO 5	3	3	2	3	3	3		2		3	
CO 6	2	1	1		1	2	2	1	1		
	3 - High			2 – Medium				1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment / Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	28	12		
Understand	22	18		20
Apply		20	8	20
Analyze			8	20
Evaluate			18	20
Create			16	20

23PBAF019	MARKETING RESEARCH	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives

The course is intended to

1. Provide students with a comprehensive understanding of the definition, importance, and scope of marketing research and its relevance in the Indian context.
2. Learn the various stages of the marketing research process.
3. Equip students with the skills to analyze and interpret marketing data using descriptive and inferential statistical techniques.
4. Introduce students to advanced marketing research techniques such as multivariate analysis, structural equation modeling, and the use of big data.
5. Demonstrate the practical applications of marketing research in areas such as new product development, brand positioning, customer satisfaction, and market segmentation.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Define marketing research, explain its importance, and discuss its scope, particularly in the Indian context.	Apply
CO 2	Outline and explain the marketing research process, including different types of research designs and data collection methods.	Apply
CO 3	Perform data preparation, conduct descriptive and inferential statistical analyses.	Analyse
CO 4	Implement advanced marketing research techniques such as factor analysis, cluster analysis, conjoint analysis, and structural equation modeling.	Apply
CO 5	Conduct marketing research in real-world scenarios, including new product development, brand research, customer satisfaction, and market segmentation.	Evaluate
CO 6	Design, execute, and present comprehensive marketing research projects that integrate various techniques and methodologies	Create

Course Contents

MODULE - I	INTRODUCTION TO MARKETING RESEARCH	9
Definition, Importance, and Scope of Marketing Research, The Marketing Research Process Types of Research: Exploratory, Descriptive, and Causal Ethical Issues in Marketing Research Marketing Research in the Indian Context.		
MODULE - II	RESEARCH DESIGN AND DATA COLLECTION	9
Research Design: Definition and Types, Secondary Data: Sources and Applications Primary Data Collection Methods: Surveys, Interviews, and Observations, Questionnaire Design and Pretesting Sampling Methods and Sample Size Determination.		
MODULE - III	DATA ANALYSIS AND INTERPRETATION	9
Data Preparation and Preliminary Analysis, Descriptive Statistics: Mean, Median, Mode, and Standard Deviation, Inferential Statistics: Hypothesis Testing, Chi-square Test, T-test, and ANOVA, Correlation and Regression Analysis, Use of Software Tools (e.g., SPSS, Excel) in Data Analysis. Case Analysis.		
MODULE - IV	ADVANCED MARKETING RESEARCH TECHNIQUES	9

Multivariate Analysis: Factor Analysis, Cluster Analysis, and Conjoint Analysis, Structural Equation Modeling (SEM), Marketing Research in Digital Age: Online Surveys and Social Media Analytics, Big Data and Marketing Research, Case Studies on Advanced Research Techniques.

MODULE - V APPLICATIONS OF MARKETING RESEARCH 9

New Product Development and Test Marketing, Brand Research and Positioning, Customer Satisfaction and Loyalty Research, Advertising Research, Market Segmentation and Targeting, Case Studies on Application of Marketing Research in Indian Companies.

Total: 45 Periods

REFERENCES

1. Parasuraman, Dhruv Grewal, and R. Krishnan, "Marketing Research" Cengage Learning India, 2018.
2. M.V. Kulkarni, "Marketing Research: Concepts and Cases" Everest Publishing House, 2017.
3. G.C. Beri, "Marketing Research" McGraw-Hill Education, 2020.
4. Naresh K. Malhotra, "Marketing Research: An Applied Orientation" Pearson, 2019.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)										
COs	POs								PSOs	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO 1	3	2	2	1	2	3	2		2	
CO 2	3	3	1	3	2	2	2	2	3	1
CO 3	2	3	2	2	3	2	3	2	3	
CO 4	3	3	3	2	3	3	3	2	1	
CO 5	3	2	3	3	2	3	3	3		1
CO 6	1	3	1	3	3	1	2		3	3
	3 - High			2 – Medium				1 - Low		

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment / Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	20	20	20	20
Understand	15	10	10	39
Apply	15	10	10	26
Analyze		10	10	15
Evaluate				
Create				


 Chairman – Board of Studies

23PBAF020	GLOBAL MARKETING	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives**The course is intended to**

1. Gain a comprehensive understanding of the definition, scope, and evolution of global marketing, differentiating it from domestic marketing.
2. Develop the ability to analyze economic, political, legal, cultural, and technological environments using the PESTEL framework to assess their impact on global marketing.
3. Learn to formulate effective global marketing strategies, including market entry strategies, competitive advantage, standardization vs. adaptation.
4. Study the complexities of distribution channels, logistics, supply chain management, and the role of e-commerce in global marketing.
5. Teach the ethical considerations, corporate social responsibility, cross-cultural communication, and the impact of cultural diversity.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Explain the key concepts, definitions, and scope of global marketing, and distinguish it from domestic marketing.	Understand
CO 2	Investigate global marketing environments using the PESTEL framework to identify opportunities and threats in international markets.	Analyse
CO 3	Develop and apply global marketing strategies, including market entry, competitive advantage, standardization vs. adaptation.	Create
CO 4	Demonstrate knowledge of global distribution channels, logistics, supply chain management, and the role of e-commerce.	Apply
CO 5	Identify the ethical issues and corporate social responsibility in global marketing.	Evaluate
CO 6	Create a comprehensive global marketing plan that addresses environmental analysis, strategic formulation, channel management, and ethical considerations	Create

Course Contents

MODULE - I	INTRODUCTION TO GLOBAL MARKETING	9
Definition and scope of global marketing, The evolution of global marketing, Differences between domestic and international marketing, Drivers of globalization, Global marketing research.		
MODULE – II	GLOBAL MARKET ENVIRONMENT	9
Economic, political, and legal environments, Cultural environment, Technological environment, Environmental analysis: PESTEL framework, Global market segmentation, targeting, and positioning. Case Study.		
MODULE - III	GLOBAL MARKETING STRATEGY	9
Market entry strategies: Exporting, joint ventures, direct investment, Competitive advantage in the global market, Standardization vs. adaptation, Product decisions in a global context, Pricing strategies for international markets.		

MODULE - IV	GLOBAL MARKETING CHANNELS AND LOGISTICS	9
Distribution channels in global markets, Logistics and supply chain management, E-commerce in global marketing, Retailing in international markets, Global marketing communications.		
MODULE - V	ETHICAL AND CULTURAL ISSUES IN GLOBAL MARKETING	9
Ethical considerations in global marketing, Corporate social responsibility in international business, Cross-cultural communication, Cultural diversity and its impact on marketing strategies, Case studies on ethical dilemmas in global marketing.		
Total: 45 Periods		

REFERENCES

1. Patrick E. Murphy, Gene R. Laczniak, "Ethics in Marketing", Routledge, 2020.
2. Jean-Claude Usunier, Julie Anne Lee, "International and Cross-Cultural Business Research" Sage Publications, 2019.
3. Kent D. Miller "Global Marketing Ethics and Culture", Pearson, 2018.
4. Rakesh Mohan Joshi, "International Marketing", Oxford University Press, 2014.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	POs								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	3	3	2	3	3	2	3	3	1	3	
CO 2	3	3		3	3	3	3	3	3	2	
CO 3	3		3	2	3	2	3	3	3		
CO 4	3	3	3		2	2	2		2		
CO 5	3	3	3	2	3	2	2	2			
CO 6	2	3	3	3			2	3			
	3 - High			2 – Medium				1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment / Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	28		4	
Understand	22	4	4	20
Apply		4	4	20
Analyze		4	20	20
Evaluate		20	18	20

Create		18		20
--------	--	----	--	----

23PBAF021	AGRICULTURAL AND RURAL MARKETING	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives

The course is intended to

1. Learn the fundamental concepts and scope of agricultural and rural marketing and the differences between urban and rural marketing.
2. Asses the importance of agricultural marketing in India and identify the key challenges faced in rural marketing.
3. Investigate rural consumer behavior, including characteristics, influencing factors, and the rural buying process, and to develop effective segmentation strategies for rural markets.
4. Gain insights on the agricultural marketing environment, focusing on the role of intermediaries, market yards, regulated markets, and warehousing and storage facilities.
5. Learn the government policies and rural development programs, including digital initiatives.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Explain the concepts and scope of agricultural and rural marketing, and differentiate it from urban marketing.	Understand
CO 2	Investigate the significance of agricultural marketing in India and identify the challenges associated with rural marketing.	Evaluate
CO 3	Identify the characteristics and behavior of rural consumers, and develop segmentation strategies for targeting rural markets effectively.	Analyse
CO 4	Describe the agricultural marketing environment, including the role of intermediaries, market yards, regulated markets, and the importance of warehousing and storage facilities.	Understand
CO 5	Design and implement marketing strategies for rural markets, including product, pricing, distribution, and promotion strategies	Create
CO 6	Create a comprehensive marketing plan that addresses the entire rural marketing ecosystem, ensuring sustainable development and leveraging digital initiatives	Create

Course Contents

MODULE - I	INTRODUCTION TO AGRICULTURAL AND RURAL MARKETING	9
Concept and scope of agricultural and rural marketing, Differences between urban and rural marketing, Importance of agricultural marketing in India, Challenges in rural marketing.		
MODULE - II	RURAL CONSUMER BEHAVIOR	9
Characteristics of rural consumers, Factors influencing rural consumer behavior, Rural buying process, Segmenting the rural market.		
MODULE - III	AGRICULTURAL MARKETING ENVIRONMENT	9
Agricultural produce markets, Role of intermediaries in agricultural marketing, Market yard and regulated markets, Warehousing and storage facilities. Case Study.		
MODULE - IV	MARKETING STRATEGIES FOR RURAL MARKETS	9
Product strategies for rural markets, Pricing strategies for rural consumers, Distribution channels in rural areas, Promotion strategies for rural markets		

MODULE - V	GOVERNMENT POLICIES AND RURAL DEVELOPMENT PROGRAMS	9
Role of government in agricultural marketing, Agricultural policies and reforms, Rural development programs, Impact of digital initiatives on rural marketing.		
Total: 45 Periods		

REFERENCES

1. Sharma, Raj Kumar, "Agricultural and Rural Development in India" Regal Publications, 2014.
2. Katar Singh, "Rural Development: Principles, Policies, and Management" Sage Publications, 2016.
3. Ramana, T.V., and Velayudhan, Sanal Kumar "Marketing Management in Rural Areas", Wheeler Publishing, 2011.
4. Kohls, Richard L., and Uhl, Joseph N., "Marketing of Agricultural Products" Pearson, 2015.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)										
COs	POs								PSOs	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO 1	3	3	2	3	3	2	3	3	1	3
CO 2	2	3		3	3	3	3	3	3	2
CO 3	3	1	3	2	3	2	3	3	3	
CO 4	2	3	3		2	2	2		2	
CO 5	3	3	3	2	3	2	2	2		
CO 6	2	3	3	3			2	3		
	3 - High			2 – Medium				1 - Low		

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment / Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	28	4		10
Understand	22	4	4	10
Apply		4	4	20
Analyze		20	4	20
Evaluate		18	20	20
Create			18	20

23PBAF022	INTEGRATED MATERIALS MANAGEMENT	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives

The course is intended to

1. Grasp the holistic approach towards managing materials throughout the supply chain.
2. Grasp techniques for determining the optimal quantity of inventory to order.
3. Learn methods and criteria for selecting suppliers and vendors.
4. Learn how to optimize the physical layout of stores and warehouses to maximize operational efficiency.
5. Gain insights into the intricacies of managing various types of inventories and the implications they have on overall business operations.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Investigate and optimize the flow of materials from procurement to distribution, minimizing costs and maximizing efficiency.	Analyse
CO 2	Describe how to categorize inventory items based on their value or criticality.	Understand
CO 3	Interpret supplier capabilities, reliability, and compatibility with organizational goals and requirements.	Analyse
CO 4	Develop skills in cost control, financial management, and budgeting within a supply chain context.	Create
CO 5	Develop strategies to minimize waste generation and promote environmentally responsible business operations.	Create
CO 6	Design and implement comprehensive materials management strategies that integrate procurement, inventory control, and distribution processes to optimize resource utilization	Create

Course Contents

MODULE - I	INTRODUCTION AND BASIC CONCEPTS	9
Significance of Integrated Materials Management - Materials codification and computerization – Process of Materials Planning and Control		
MODULE - II	INVENTORY PLANNING AND CONTROL MODELS	9
Theory and Practice – ABC and VED classifications EOQ – Reorder point – Lead Time Analysis – Safety Stocks – Q system – P system– S system. Materials Requirement Planning (MRP) - Inventory Audit and Inventory Information Systems.		
MODULE - III	PURCHASING FUNDAMENTALS	9
Make or Buy – Source Selection – Vendor Rating – Value Analysis. Purchase Negotiations – Purchase Timing – Purchase Contracts – Purchase Insurance Purchasing Capital Goods, Seasonal Goods, and Imported Goods - Deferred Payment Schemes – Lending Institutions – Leasing Trends. Governmental buying –Evaluation of Purchase performance.		
MODULE - IV	WARE HOUSING AND STORES	9
Location and Layout– Different typical models - Stores Procedures and Records for Receipt, Inspection, Issue, Reorder checking – Kardex Stores Accounting.		
MODULE - V	PRACTICAL ISSUES	9

Dead stocks, Surplus stocks and scraps – Evaluation of Stores Performance - Materials Handling and Transportation Management issues.

Total: 45 Hours

REFERENCES

1. Gopalakrishnan P, Sundaresan M. Materials Management: An Integrated Approach, PHI Learning, 2021.
2. K. Chitale , R. C. Gupta, Materials Management A Supply Chain Perspective: Text And Cases 3rd Edition, 2019.
3. Jeet Patidar, Purchasing and Material's Management, S Chand, 2016.
4. K.K. Ahuja, Material Management, CBS Publishers and Distributors Pvt Ltd, 2018.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	POs								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	3	3	2	2	2	2	2	2	2	3	
CO 2	2	2		2	2	3		2	2	3	
CO 3	1	1	2	1	1	1	2	2	1	2	
CO 4	2		3	3		3			2	2	
CO 5	3	2	1	1	1	1	3	3	3	3	
CO 6	3	3	2	3				3			
	3 - High			2 – Medium				1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment / Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	8	8		
Understand	8	8	4	8
Apply	18	18	4	8
Analyse	16	16	10	20
Evaluate			16	32
Create			16	32

23PBAF023	LOGISTICS MANAGEMENT	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives

The course is intended to

1. Grasp the fundamental meaning and scope of logistics within the context of business operations.
2. Learn how materials flow from suppliers to manufacturers to customers.
3. Study the factors influencing facility location decisions, such as proximity to customers, suppliers, labor markets, and transportation networks.
4. Gain insights on the flow of goods, and resources in a supply chain or logistics network.
5. Learn to make strategic decisions in logistics management considering factors like cost-effectiveness, sustainability, customer service, and competitive advantage.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Identify opportunities for streamlining and optimizing logistical operations.	Analyse
CO 2	Minimize costs associated with inventory holding, transportation, and warehousing.	Analyse
CO 3	Investigate the different location options using quantitative methods.	Evaluate
CO 4	Recognize the unique logistics challenges and opportunities in different countries and regions.	Understand
CO 5	Assess the risks associated with logistics operations and learning strategies to mitigate them is crucial.	Evaluate
CO 6	Formulate strategies align with emerging technologies such as automation, IoT, and data analytics into logistics processes.	Create

Course Contents

MODULE - I	LOGISTICS MANAGEMENT	9
Definition of logistics and the concepts of logistics. Logistics Activities: Functions of the logistics system – transportation, warehousing, order processing, information handling and procurement – Logistical Operations Integration, Customer service – Supply Chain Relationships – Global Logistics. Case Study.		
MODULE - II	MATERIALS MANAGEMENT	9
Materials management functions and control - inventory management in logistics system - MRP I & II systems - multi-echelons – Warehousing - Material handling – Packaging.		
MODULE - III	DISTRIBUTION MANAGEMENT	9
Facility location - Classical location problems - Strategic planning models for location analysis - location models - multi objective analysis of location models - Integrated Models of Location and Routing - Role of transportation in a supply chain - direct shipment, cross-docking; push vs. pull systems; transportation decisions - market channel structure.		
MODULE - IV	LOGISTICS CUSTOMER SERVICE	7
Modelling logistics systems - Simulation of logistic systems - cost effective distribution strategies - Value of information in logistics - E-logistics - risk pooling effect International and		

global issues in logistics - Integrated functional activities in logistics - Role of government in international logistics and Principal characteristics of logistics in various countries and regions		
MODULE - V	LOGISTICS POSITIONING	11
Planning and Design Techniques - Logistics Organization - Logistics in different industries: Third party and fourth party logistics - Airline Schedule Planning - Railway Networks - Postal services - the maritime industries - health care industry and other service industries.		
Total: 45 Hours		

REFERENCES

1. Dr. Shaila Bootwala, Raisa Shaikh, Mohammad Fazil Shareef, Supply Chain and Logistics Management, Nirali Prakashan, Pune, 2023.
2. Vinod V. Sople, Logistics Management: Supply Chain Imperative, Pearson Education India, 2022.
3. Prof. L. C. Jhamb, Materials & Logistics Management, Everest Publishing House, India, 2020.
4. S. K. Bhattacharya, Logistics Management, S. Chand & Company, India, 2022.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	POs								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	3	3	2	3	3	2	3	3	1	3	
CO 2	3	3		3	3	3	3	3	3	2	
CO 3	3		3	2	3	2	3	3	3		
CO 4	3	3	3		2	2	2		2		
CO 5	3	3	3	2	3	2	2	2			
CO 6	2	3	3	3			2	3			
	3 - High			2 – Medium				1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment / Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations (FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	8	4		
Understand	8	8	4	20
Apply	16	4	8	20
Analyze	18	16	4	20
Evaluate		18	16	20
Create			18	20

23PBAF024	SUPPLY CHAIN MANAGEMENT	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives

The course is intended to

Identify and implement strategies to reduce costs and improve profitability.

1. Gain the fundamental principles of push and pull strategies.
2. Learn the concept, purpose, and different forms of strategic alliances.
3. Gain a comprehensive understanding of what outsourcing entails, including its various forms and applications.
4. Learn how to manage strategically outsourcing and procurement processes, leveraging technology to enhance operational efficiency and drive business success.
5. Equip students with the knowledge to ensure products and services meet predefined standards and customer expectations.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Describe effective supply chain strategies that align with business goals.	Understand
CO 2	Assess the impact of these strategies on supply chain and distribution efficiency.	Analyse
CO 3	Implement strategic frameworks to real-world business scenarios.	Apply
CO 4	Critically analyze and evaluate outsourcing decisions and their impact on business performance.	Analyse
CO 5	Implement quality control measures and improve customer satisfaction and loyalty.	Apply
CO 6	Design, construct, and devise new and innovative supply chain strategies and solutions	Create

Course Contents

MODULE - I	INTRODUCTION	9
Supply Chain Management – Global Optimisation – importance – key issues – Inventory management – economic lot size model. Supply contracts.		
MODULE - II	SUPPLY CHAIN INTEGRATES	9
Push, Pull strategies – Demand driven strategies – Impact on grocery industry – retail industry – distribution strategies. Case Study.		
MODULE - III	STRATEGIC ALLIANCES	9
Frame work for strategic alliances – 3PL – merits and demerits – retailer – supplier partnership – advantages and disadvantages of RSP – distributor Integration.		
MODULE - IV	PROCUREMENT AND OUTSOURCING	9
Outsourcing – benefits and risks – framework for make/buy decision – e-procurement – frame work of e-procurement.		
MODULE - V	DIMENSION OF CUSTOMER VALUE	9
Conformance of requirement – product selection – price and brand – value added services – strategic pricing – smart pricing – customer value measures.		
		Total: 45 Hours

REFERENCES

1. Coyle, John J. Supply Chain Management: A Logistics Perspective, Cengage Learning, 2016.
2. Hugos, Michael H., Essentials of Supply Chain Management, Wiley, 2018.
3. Chopra, Sunil, Supply Chain Management – Strategy, Planning, and Operation, Pearson, 2018.
4. Wisner, Joel D., Principles of Supply Chain Management: A Balanced Approach, Cengage Learning, 2018.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	POs								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	3	1	3	3	3	2	3		1		
CO 2	3	3	2	2	3	2	3	3	3		
CO 3		2		2	3	2	2	3		3	
CO 4	2	3	2	2	3	1	2		2		
CO 5	3		2	3	3	1		2	2	3	
CO 6	2	1	3	1	3	1	1	1			
	3 - High			2 – Medium				1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment / Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations (FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	22	8	8	
Understand	28	8	8	20
Apply		18	18	20
Analyse		16	16	20
Evaluate				20
Create				20

23PBAF025	LEAN MANAGEMENT	L	T	P	C
		3	0	0	3
Nature of Course		Professional Elective			
Pre requisites		Nil			

Course Objectives

The course is intended to

1. Gain knowledge about the seven types of waste and their impact on efficiency.
2. Study how Lean tools can enhance customer satisfaction by delivering value.
3. Provide skills to Identify and remove non-value-adding activities in processes.
4. Guide to Identify and mitigate risks associated with projects.
5. Learn the principles and importance of standardized work in ensuring consistency, quality, and efficiency in processes.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Describe how Lean Manufacturing can enhance an organization's competitiveness in the global market.	Understand
CO 2	Utilize various tools to optimize business processes.	Apply
CO 3	Streamline the processes lead to reduced cycle times and higher productivity.	Apply
CO 4	Implement Lean principles to enhance efficiency and value delivery.	Apply
CO 5	Frame solutions for case studies to understand the implementation and benefits of standardized work.	Create
CO 6	Develop innovative lean management strategies and implement a comprehensive lean transformation plan for a real-world organization	Create

Course Contents

MODULE - I	INTRODUCTION TO LEAN MANAGEMENT AND LEAN ELEMENTS	9
Introduction to seven waste and their narration; Evolution of lean; Global competition, Lean Manufacturing, Value flow and Muda, Muri and Mura, Need for LM, Meeting the stake holders requirement, Elements of LM.		
MODULE - II	LEAN TOOLS AND TECHNIQUES	9
Various tool of LM, Fundamental blocks of Lean, Impact of Seiri Seiton Seiso Seiketsu and Shitsuke, Need for TPM, Pillars of TPM, Implementation of TPM, Overall Equipment Effectiveness (OEE) and its computation.		
MODULE - III	LEAN SYSTEM	9
Lean systems: Features manufacturing and services, Work flow, Small lot sizes, Pull Method, Kanban, A3 problem solving, Just In Time.		
MODULE - IV	PROJECT SELECTION FOR LEAN	9
Resource and project selection, Selecting projects, Process mapping, Current and future value stream mapping, project suitable for lean initiatives.		
MODULE - V	LEAN MANAGEMENT AND IMPLEMENTATION	9
Standardized work, Continuous improvement. Lean projects: Training, selecting the members, preparing project plan, implementation, review. Productivity Improvement: Process, machinery Operator and equipment.		

REFERENCES

1. Maximilian Tundermann, Lean Management for Beginners, Tim Ong,2019.
2. Shraddha N Zanjat , Vishwajit K Barbudhe, Lean Management, LAP Lambert Academic Publishing,2024.
3. Rajesh K. Jain, Himanshu M. Trivedi, Lean Imperatives : Lessons from Indian Organizations, ASQ India,2016.
4. Rich Charron, H. James Harrington, Frank Voehl, Hal Wiggin, The Lean Management Systems Handbook, Productivity Press,2017.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	POs								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	3	3	2		2			2	1		
CO 2	3	3	2	3	3	2	2	3		1	
CO 3	2	3	2	1					2	1	
CO 4	3	2	2	1	2	2	2	3			
CO 5	3	2	2	1			3		3	3	
CO 6	3	3	3	1		3		3			
	3 - High			2 – Medium				1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment / Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	28	10		
Understand	22	12	4	8
Apply		28	8	16
Analyse			4	8
Evaluate			16	32
Create			18	36

23PBAF026	QUALITY TOOLKIT FOR MANAGERS	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives

The course is intended to

1. Understand the fundamental concept of quality in a business context.
2. Learn the guidelines for performance improvements beyond the basic requirements of ISO 9001.
3. Learn the seven traditional tools of quality and their applications in solving quality-related problems.
4. Gain insight into the role of Six Sigma in quality improvement and business strategy.
5. Understand and foster a culture of continuous improvement within an organization.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Explore the role of quality in achieving customer satisfaction and business excellence.	Apply
CO 2	Describe the elements required for documenting a quality management system.	Understand
CO 3	Conduct benchmarking studies and implement best practices to enhance performance.	Apply
CO 4	Explain what Six Sigma is and its importance in business.	Understand
CO 5	Development of a quality-centric mindset among employees.	Apply
CO 6	Create, design, develop, formulate, construct, and compose various elements of quality management systems, demonstrating a high level of mastery and innovation.	Create

Course Contents

MODULE - I	QUALITY PHILOSOPHIES	9
Defining Quality, Introduction to TQM, Benefits of TQM, Obstacles in Implementing TQM, Quality Gurus - Crosby, Deming, Masaaki Imai, Feigenbaum, Ishikawa, Juran, Oakland, Shigeo Shingo, and Taguchi. Concepts of Quality circle, Japanese 5S principles and 8D methodology.		
MODULE - II	QUALITY AWARDS & CUSTOMER SATISFACTION	9
IS/ISO 9004:2000 – Quality System –Elements, Documentation guidelines for performance improvements. Quality Audits - QS 9000 – ISO 14000 – Concepts. Customer Focus – customer perception - customer retention. Dimensions of product and service quality. Cost of quality.		
MODULE - III	QUALITY TOOLS AND TECHNIQUES	9
Quality Tools - The seven traditional tools of quality, New management tools. Bench marking, Poka-yoke, Failure Mode Effect Analysis (FMEA) – reliability, failure rate, FMEA stages, design, process and documentation. Quality Function Deployment (QFD) – Benefits, house of quality. Taguchi - quality loss function, parameter and tolerance design, signal to noise ratio		
MODULE - IV	SIX SIGMA IMPLEMENTATION	9
Introduction to Six Sigma, Process Capability Indices, Six Sigma in Manufacturing, DMAIC and DMADV, Technology Development using Design for Six Sigma, Product Design using Design for Six Sigma, Six Sigma in Service Industries		

MODULE - V	RECENT TRENDS	9
TQM -culture, framework, benefits, awareness and obstacles. Employee involvement – Motivation, empowerment, Team and Teamwork, Recognition and Reward, Performance appraisal. Supplier - Selection, Partnering, Supplier Rating.		
		Total: 45 Hours

REFERENCES

1. Dale H.Besterfield, Carol Besterfield-Michna, Glen H. Besterfield, Mary Besterfield -Sacre, Hemant Urdhwareshe, Rashmi Urdhwareshe, Total Quality Management (TQM), Pearson Education, 2020.
2. Shridhara Bhat K, Total Quality Management – Text and Cases, Himalaya Publishing House, 2019.
3. Douglas C. Montgomery, Introduction to Statistical Quality Control, Wiley Student Edition, Wiley India Pvt Limited, 2018.
4. Panneerselvam.R, Sivasankaran. P, Quality Management, PHI Learning, 2014.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	POs								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	3	3	2		2			2	1		
CO 2	2	3	2	3	3	2	2	3		1	
CO 3	2	3	2	1					2	1	
CO 4	1	2	2	1	2	2	2	3			
CO 5	3	2	2	1			3		3	3	
CO 6	2	3	3	1		3		3			
	3 - High			2 – Medium				1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment / Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	14	14	14	10
Understand	18	18	18	18
Apply	18	18	18	18
Analyse				18
Evaluate				18
Create				18

23PBAF027	MANAGEMENT OF MANUFACTURING SYSTEMS	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives

The course is intended to

1. Learn how to map manufacturing processes to visualize workflows and identify bottlenecks.
2. Learn the methodologies for designing efficient layouts in manufacturing systems.
3. Gain a deep understanding of the principles and methodologies behind flow shop scheduling.
4. Provide skills to the students on Just-in-Time conceptual ideas and familiar about the same.
5. Gain a thorough understanding of TOC principles and how they can be applied to optimize manufacturing processes.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Proficient in creating process maps that can optimize workflows and improve efficiency.	Apply
CO 2	Implement cellular manufacturing systems that improve production efficiency and reduce waste.	Apply
CO 3	Use Johnson's algorithm to optimize the sequence of jobs in two-machine and three-machine flow shop problems.	Apply
CO 4	Describe the principles and benefits of reducing waste and improving efficiency.	Understand
CO 5	Applying TOC and FMS principles to optimize operational efficiency and effectiveness.	Apply
CO 6	Design and implement efficient manufacturing systems that optimize resource utilization, minimize waste, and improve overall productivity.	Create

Course Contents

MODULE - I	MANUFACTURING SYSTEMS	9
Manufacturing systems – Types and Process mapping – Manufacturing Process Planning – Definition, Scope and Elements – Functions of Manufacturing managers – Manufacturing concept planning – Requirements of good manufacturing and assembly lines –Layout planning and analysis.		
MODULE - II	CELLULAR MANUFACTURING SYSTEMS	9
Cellular manufacturing systems (Group Technology) – layout design procedures - manual and computerized methods (systematic layout design, CRAFT, ALDEP, CORELAP techniques) – Cellular manufacturing formation –Cell formation –Methods and production flow analysis.		
MODULE - III	FLOW SHOP SCHEDULING	9
Flow shop Scheduling – Johnson's Algorithm- M job 2 machines – M job 3 machines – Job shop Scheduling – types of schedules – schedule generation		
MODULE - IV	JUST-IN-TIME SYSTEMS	9
Just-in-time systems – Overview, Principles and Benefits – Seven Wastes – Elements of JIT – Design and Improvement aspects of JIT – Kanban systems –Definition and Principles – Types		

of Kanban Single card and Two card Kanban – Push and Pull Concepts of Kanban – Constant Work-in-Process (CONWIP) –Concept and comparison with Kanban system	
MODULE - V	SYNCHRONOUS MANUFACTURING
Synchronous manufacturing (Theory of Constraints) – Definition, Operation planning and control based on theory of constraints – Measures of Performance – Constraints in manufacturing system – Drum-Buffer-Rope (DBR) Methodology – Flexible manufacturing systems (FMS) –Meaning, Components and types – Conceptual model of FMS – Applications of FMS	
Total: 45 Hours	

REFERENCES

1. R.Panneerselvam, Production & operations management, Prentice Hall India private limited, 2018.
2. Mahadevan B., Operations Management Theory and Practice, Pearson Publication, 2019.
3. Aswathappa, K., Shridhara Bhat, K., Production and Operations Management , Himalaya Publishing House, 2014.
4. T.C. Cheng, S. Podolsky, Just-in-Time Manufacturing: An introduction, Chapman and Hall Publications, 2016.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	POs								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	3	3	2		2			2	1		
CO 2	3	3	2	3	3	2	2	3		1	
CO 3	3	3	2	1					2	1	
CO 4	3	2	2	1	2	2	2	3			
CO 5	2	2	2	1			3		3	3	
CO 6	2	3	3	1		3		3			
	3 - High			2 – Medium				1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment / Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	14	14	10	4
Understand	20	20	20	20

Apply	16	16	20	20
Analyse				20
Evaluate				20
Create				16
23PBAF028	SOURCING MANAGEMENT			L T P C
				3 0 0 3
Nature of Course	Professional Elective			
Pre requisites	Nil			

Course Objectives

The course is intended to

1. Identify the drivers and barriers of global sourcing.
2. Learn various negotiation strategies and how to apply them in different contexts.
3. Identify potential suppliers and evaluate their capabilities.
4. Equip the students to make strategic and data-driven sourcing decisions.
5. Learn how to develop and utilize supplier scorecards to evaluate supplier performance.

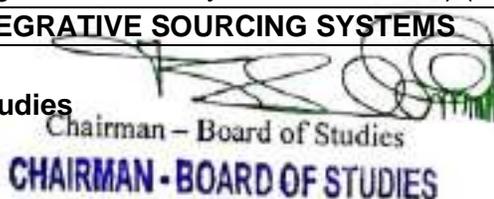
Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Articulate the importance of global sourcing in modern business environments.	Understand
CO 2	Develop and implement effective negotiation strategies.	Create
CO 3	Develop long-term sourcing strategies that align with organizational goals.	Create
CO 4	Implement TCO in real-world scenarios to make informed sourcing decisions that minimize long-term costs.	Apply
CO 5	Identify the key performance indicators (KPIs) and metrics used in supplier evaluations.	Analyse
CO 6	Develop an innovative and effective sourcing strategy that aligns with organizational goals.	Create

Course Contents

MODULE - I	INTRODUCTION TO GLOBAL SOURCING	9
Introduction to Global Sourcing – Objectives, Process and Trends in Global Sourcing – Supply Management – Strategic Sourcing Plan, Strategy and Model– Environmental and Opportunity Analysis – Global Operational Sourcing Strategy.		
MODULE - II	NEGOTIATION	9
Negotiation – Nature, Strategy and Planning– Performance Measurement and Evaluation (Concepts and Metal craft Case) – Risk Management in Sourcing (Concepts) – Nature and Principles of Risk Management.		
MODULE - III	SUPPLIER RESEARCH AND MARKET ANALYSIS	9
Supplier Research and Market Analysis– Vendor Rating – Objectives, Criteria and Methods of Vendor rating(numerical) – Supplier Evaluation and Selection (Concepts) – Solicitation of Bids and Proposals – Planning and Methods.		
MODULE - IV	ANALYTICAL TOOLS IN SOURCING	9
Analytical Tools in Sourcing (Total Cost of Ownership (Wire Harness case) – Pricing Analyses (Plastic Shield case) (numerical) – Analytical Tools in Sourcing (Foreign Exchange Currency Management, Learning Curve, Quantity Discount Models) (numerical).		
MODULE - V	INTEGRATIVE SOURCING SYSTEMS	9



Integrative Pacific Systems Case (Supplier Scorecard, Sourcing Risk, Supplier Financial Analysis) – Electronic Sourcing – Sustainability and Sourcing (Green Sourcing; Walmart–China Case)

Total: 45 Hours

REFERENCES

1. Olivier Bruel, Strategic Sourcing Management: Structural and Operational Decision–making, Koganpage Publications, 2021.
2. SathitParniangtong, Supply Management: Strategic Sourcing, Springer Publications, 2018.
3. Fred Sollish, John Semanik, Strategic Global Sourcing Best Practices, John Wiley and Sons Inc., Publications, 2017.
4. Robert W. Turner, Supply Management and Procurement: From the Basics to Best–in–class, J.Ross Publishing, 2011.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	POs								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	3	3	2		2			2	1		
CO 2	3	3	2	3	3	2	2	3		1	
CO 3	3	3	2	1					2	1	
CO 4	3	2	2	1	2	2	2	3			
CO 5	2	2	2	1			3		3	3	
CO 6	2	3	3	1		3		3			
	3 - High			2 – Medium				1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment / Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	28	2	10	4
Understand	22	4	6	20
Apply		4	18	20
Analyse		8	16	20
Evaluate		16		20
Create		16		16

23PBAF029	INDUSTRY 4.0	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives

The course is intended to

1. Introduce students to the core concepts, goals, and design principles of Industry 4.0.
2. Explore the historical evolution, foundational concepts, societal influences, and future prospects of AI.
3. Provide an in-depth understanding of Big Data, including its evolution, characteristics, processing frameworks, and applications in the context of Industry 4.0.
4. Study the architecture, technologies, application development, and security concerns related to IoT, highlighting its role in various industries.
5. Examine the practical applications and tools of Industry 4.0 technologies in various sectors.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Demonstrate knowledge of the various technologies underpinning Industry 4.0, including Big Data, AI, IoT, cybersecurity, and more.	Understand
CO 2	Assess the role of AI in modern society, identifying its potential benefits, challenges, and ethical considerations across various application domains.	Analyse
CO 3	Utilize Big Data processing frameworks and tools to analyze data, highlighting the role of Big Data in enhancing decision-making processes in Industry 4.0.	Apply
CO 4	Develop IoT applications, understanding the architectural components, technologies, and security measures required to implement effective IoT systems.	Create
CO 5	Critically assess the impact of Industry 4.0 applications across various sectors.	Evaluate
CO 6	Synthesize knowledge from all modules to create innovative solutions and applications using Industry 4.0 technologies.	Create

Course Contents

MODULE - I	INDUSTRY 4.0	9
Need – Reason for Adopting Industry 4.0 - Definition – Goals and Design Principles - Technologies of Industry 4.0 – Big Data – Artificial Intelligence (AI) – Industrial Internet of Things - Cyber Security – Cloud – Augmented Reality and Virtual reality.		
MODULE - II	ARTIFICIAL INTELLIGENCE	9
Artificial Intelligence: Artificial Intelligence (AI) – What & Why? - History of AI - Foundations of AI -The AI - Environment - Societal Influences of AI - Application Domains and Tools - Associated Technologies of AI - Future Prospects of AI - Challenges of AI. Case Study.		
MODULE - III	BIG DATA	11
Big Data : Evolution - Data Evolution - Data : Terminologies - Big Data Definitions - Essential of Big Data in Industry 4.0 - Big Data Merits and Advantages - Big Data Components : Big Data Characteristics - Big Data Processing Frameworks - Big Data Applications - Big Data Tools.		
MODULE - IV	INTERNET OF THINGS	7
Internet of Things (IoT) : Introduction to IoT - Architecture of IoT - Technologies for IoT - Developing IoT Applications - Applications of IoT - Security in IoT.		
MODULE - V	APPLICATIONS AND TOOLS OF INDUSTRY 4.0	9

Applications of IoT – Manufacturing – Healthcare – Education – Aerospace and Defence – Agriculture – Transportation and Logistics – Impact of Industry 4.0 on Society: Impact on Business, Government, People. Tools for Artificial Intelligence, Big Data and Data Analytics, IoT, Robotics.

Total: 45 Periods

REFERENCES

1. Alasdair Gilchrist, Industry 4.0: The Industrial Internet of Things, Apress, 2017.
2. Alp Ustundag, Emre Cevikcan, Industry 4.0: Managing the Digital Transformation, Springer, 2018.
3. Sudip Misra , Chandana Roy, Anandarup Mukherjee, Introduction to Industrial Internet of Things and Industry 4.0, CRC Press; First Edition 2020.
4. Melanie Mitchell, Artificial Intelligence: A Guide for Thinking Humans, Penguin Random House India, 2019.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	POs								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	3	2	1	2	1	1			2		
CO 2	2	2	1	1	3		1		2		
CO 3	1	2	2	3	2	1	1			1	
CO 4	1	2	1	2	1			2	2		
CO 5	2	2	2	2	1						
CO 6	2	1	2	3	1			2		2	
	3 - High			2 – Medium				1 – Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment / Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	22	8		
Understand	28	8	4	20
Apply		18	4	20
Analyse		16	4	20
Evaluate			20	20
Create			18	20

23PBAF030	ARTIFICIAL INTELLIGENCE FOR BUSINESS	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives

The course is intended to

1. Introduce students to the history, fundamental concepts, and development of Artificial Intelligence (AI) and its role in modern business applications.
2. Familiarize students with various AI techniques, including heuristic search strategies, optimization methods, and machine learning approaches.
3. Provide a comprehensive understanding of Natural Language Processing (NLP) and its applications in sentiment analysis.
4. Explore the integration of robotics in business operations, focusing on human-robot interaction, mobile robots, and cognitive collaboration.
5. Assess the applications of AI in various industries and business functions, including healthcare, retail, finance, and supply chain management, while considering future trends in AI.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Demonstrate a foundational understanding of the history, key concepts, and evolution of Artificial Intelligence in business.	Understand
CO 2	Implement heuristic search strategies, gradient descent, and other optimization techniques to solve business problems.	Apply
CO 3	Implement Natural Language Processing techniques, including sentiment analysis and chatbots.	Apply
CO 4	Utilize robotics technologies in business scenarios, focusing on sensing, manipulation, and cognitive collaboration.	Apply
CO 5	Critically assess the application of AI in specific industries such as retail, healthcare, and finance, and across various business functions like HR, marketing, and supply chain.	Evaluate
CO 6	Formulate comprehensive AI-driven solutions that integrate various AI technologies, such as machine learning	Create

Course Contents

MODULE - I	INTRODUCTION TO ARTIFICIAL INTELLIGENCE	9
Introduction to artificial intelligence – History of AI – Search and Planning – Problem spaces and search – Knowledge and rationality- Heuristic search strategies - Search and optimization (gradient descent) – Adversarial search – Planning and scheduling – Knowledge Representation and Reasoning.		
MODULE - II	MACHINE LEARNING IN BUSINESS	9
Supervised Learning methods- Predictive Analytics- Classification Problems- Forecasting – Unsupervised Methods – Dimensionality reduction- K-means Clustering –Hierarchical Clustering Data Reduction Techniques. Case Studies.		
MODULE - III	NATURAL LANGUAGE PROCESSING IN BUSINESS	9
Introduction to natural language understanding – Sentiment analysis – Application of deep learning to NLP – Natural Language Interaction – Speech recognition – Hidden Markov Models – Chat bots – Natural language generation - Speech synthesis.		
MODULE - IV	ROBOTICS IN BUSINESS	9
Introduction to robotics – Sensing – Manipulation- Human-robot interaction –Mobile Robots – Learning and robotics: Reinforcement learning – Cognitive Collaboration.		

MODULE - V	APPLICATIONS OF AI IN BUSINESS	9
Applications of AI in various industries: retail - health care –E-Commerce – financial services, - insurance –entertainment, etc –Applications of AI in different functions: Human Resources – Sales – Operations – Marketing – Supply Chain – Future of AI.		
		Total: 45 Periods

REFERENCES

1. Hemachandran K, Raul V. Rodriguez ,Artificial Intelligence for Business, B/W Illustrations, 2023.
2. Doug Rose, Artificial Intelligence for Business, 2nd Edition, Pearson FT Press, 2020.
3. Felix Weber, Artificial Intelligence for Business Analytics: Algorithms, Platforms and Application Scenarios, 2nd Edition, Springer, 2023.
4. Tobias Zwingmann, AI-Powered Business Intelligence, 1st Edition, O'Reilly Media, Inc.2023.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	Pos								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	3	2	1	2	1	1			2		
CO 2	2	2	1	1	3		1		2		
CO 3	1	2	2	3	2	1	1			1	
CO 4	1	2	1	2	1			2	2		
CO 5	2	2	2	2	1						
CO 6	2	1	2	3	1			2		2	
	3 - High			2 – Medium				1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment / Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	28	20		
Understand	22	20	4	20
Apply		10	4	20
Analyze			6	20
Evaluate			18	20
Create			18	20

23PBAF031	E-BUSINESS	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives

The course is intended to

1. Introduce students to the fundamental concepts of the World Wide Web, including intelligent web designing, key software tools, and the essential protocols.
2. Provide a comprehensive understanding of the principles of e-commerce, focusing on knowledge management, data warehousing, and the application.
3. Learn the role of intelligent agents, economic principles such as equilibrium price, and the integration of supply chain management and ERP tools.
4. Study the various online payment systems, security protocols and legal issues.
5. Learn the impact and growth of e-commerce industries.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Demonstrate an understanding of the key technologies and protocols that enable the World Wide Web and e-commerce platforms.	Understand
CO 2	Implement knowledge management and data warehousing concepts in different sectors	Apply
CO 3	Investigate various e-commerce business models, including the use of intelligent agents, e-marketing strategies, and economic principles	Evaluate
CO 4	Assess the security measures and protocols necessary for online transactions.	Analyse
CO 5	Identify consumer protection issues related to privacy, information rights, and warranties.	Analyse
CO 6	Develop a comprehensive e-commerce solution, integrating knowledge from web technologies, e-commerce principles, business models, security measures, and industry-specific insights	Create

Course Contents

MODULE - I	INTRODUCTION	9
Introduction to World Wide Web – Intelligent Web Designing – Software Tools – IP, TCP, HTTP, HTML, Cryptography – Consumer Interface Technologies – OALP and Data Mining.		
MODULE - II	PRINCIPLES OF E-COMMERCE	9
Potential – Knowledge Management – Data Warehousing – Application of ECommerce in Different Sector – Service, Industry, Domestic – Multidisciplinary Approach to E-Commerce, Customer Relation Management.		
MODULE - III	BUSINESS MODEL	9
E-Marketing – Intelligent Agents – Economics in E-Commerce – Equilibrium Price – Supply Chain Management – ERP Tools and Modules – Opportunities and Challenges – Mobile Commerce.		
MODULE - IV	ONLINE PAYMENT AND SECURITY	9
Online Payment – E-Security – Security Protocols – Hacking – Internet Governance – Firewall Legal Issues: Software Intellectual Property Law – Contract Law for E-Business – Cyber Law Issues – Interpol.		
MODULE - V	E-COMMERCE INDUSTRIES	9

Passed in Board of Studies


 Chairman – Board of Studies
CHAIRMAN - BOARD OF STUDIES

Approved in Academic Council

Online Retail Sector – Online Financial Services – Online Travel Services – Online Career Services – Online Publishing – Online Entertainment Consumer Protection: Privacy and Information Rights – Warranties and New Products.

Total: 45 Periods

REFERENCES

1. Turban, E., Lee, J., King, D., Liang, T.P. and Turban, D., Electronic Commerce, Pearson, 2022.
2. Chaffey, D., E-Business and E-Commerce Management, Pearson, 2019.
3. Turban, E., King, D. and Lee, J., Electronic Commerce: A Managerial and Social Networks Perspective, Prentice Hall, 2021.
4. Schneider, G.P., Electronic Commerce, Cengage Learning, 2022.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	POs								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	3	3	2	2	2	2	2	2	2	3	
CO 2	2	2		2	2	3		2	2	3	
CO 3	1	1	2	1	1	1	2	2	1	2	
CO 4	2		3	3		3			2	2	
CO 5	3	2	1	1	1	1	3	3	3	3	
CO 6	3	3	2	3				3			
	3 - High			2 – Medium				1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment / Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	10	8	4	
Understand	20	10	4	20
Apply	20	16	4	20
Analyse		16	20	20
Evaluate			18	20
Create				20

23PBAF032	INTRODUCTION TO INFORMATION TECHNOLOGY	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives

The course is intended to

1. Provide students with a comprehensive understanding of Management Information Systems.
2. Learn the various types of information systems.
3. Equip students with knowledge of system analysis and development methodologies.
4. Explore the application of MIS in both manufacturing and service sectors.
5. Introduce students to emerging exponential technologies.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Articulate the fundamental concepts and components of Management Information Systems.	Understand
CO 2	Differentiate between various types of information systems.	Analyse
CO 3	Implement system analysis techniques using tools like DFDs, context diagrams, and structured diagrams.	Apply
CO 4	Critically assess the integration and application of MIS in various sectors.	Evaluate
CO 5	Deal emerging technologies such as AI, IoT, AR, VR, and MR, and their practical applications in different domains.	Apply
CO 6	Propose innovative MIS solutions incorporating emerging technologies to address complex business challenges.	Create

Course Contents

MODULE - I	INTRODUCTION TO MIS	9
Concepts, Roles, Impacts, MIS & its users, Components of an IS, Management as Control systems, MIS support to Organization Effectiveness, MIS: Strategic Business Planning, concept of corporate planning. Security Challenges in E- Enterprises, Impacts of Information Technology on society.		
MODULE - II	KINDS OF INFORMATION SYSTEMS	9
Transaction Processing System (TPS) - Office Automation System (OAS) - Management Information System (MIS) - Decision Support System (DSS) and Group Decision Support System (GDSS) - Expert System (ES) - Executive Support System (EIS or ESS), Ethical Issues in Information systems.		
MODULE - III	SYSTEM ANALYSIS AND DEVELOPMENT	9
Need for System Analysis - Stages in System Analysis - Structured SAD and tools like DFD, Context Diagram Decision Table and Structured Diagram. System Development Models: Water Flow, Prototype, Spiral, RAD – Roles and responsibilities of System Analyst, Database Administrator and Database Designer.		
MODULE - IV	APPLICATION OF MIS IN MANUFACTURING AND SERVICE SECTOR	9
Introduction- Personnel Management, Financial Management, Production Management, Raw Materials Management, Marketing Management. Introduction to Service Sector, Creating a distinctive service, MIS Applications in Airlines, Hotel, Hospital, Banking, Insurance.		
MODULE - V	EMERGING EXPONENTIAL TECHNOLOGIES IN BUSINESS DECISION MAKING	9

Introduction to Emerging Technologies and its types. Introduction to AI and its Applications in Agriculture, Health, Business, Education. Introduction to IOT and its Applications at Smart home; Smart grid; Smart city; Wearable devices; Smart farming. Introduction to AR, VR and MR, Application of AR systems (education, medical, entertainment).

Total: 45 Periods

REFERENCES

1. TURBAN, Introduction to Information Technology, Pearson Education, 2021.
2. Dr. P. Rizwan Ahmed, Introduction to Information Technology, Margham Publication, 2022.
3. Dr. T. Ramaprabha, Introduction to Information Technology: A Beginner'S Guide, Notion Press,2022.
4. V. Rajaraman, Introduction to Information Technology, PHI Learning, 2018.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	Pos								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	3	2	1	2	1	1			2		
CO 2	2	2	1	1	3		1		2		
CO 3	3	2	2	3	2	1	1			1	
CO 4	3	2	3	2	3			2	2		
CO 5	3	2	2	2	1						
CO 6	2	1	2	3	3			2		2	
	3 - High			2 – Medium				1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment / Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	22	10	4	
Understand	28	8	4	20
Apply		16	8	20
Analyse		16	18	20
Evaluate			16	20
Create				20

23PBAF033	INFORMATION SECURITY AND CYBER LAW	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives

The course is intended to

1. Provide students with a comprehensive understanding of fundamental concepts related to information protection, security, risk management, and cryptography.
2. Explore the processes and key principles involved in conventional computer security, including security policies, data protection, and access control.
3. Identify various types of cyber-attacks and understand their methodologies, impacts, and preventive measures.
4. Develop practical skills in handling cyber-attacks using tools and techniques such as firewalls, intrusion detection systems, and security protocols.
5. Provide an understanding of the legal, ethical, and institutional aspects of IT security, including digital signatures, digital certificates, and national IT security infrastructure.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Define key terms and concepts related to information security, such as confidentiality, integrity, availability, authentication, and non-repudiation.	Understand
CO 2	Differentiate between symmetric and asymmetric cryptography.	Analyse
CO 3	Conduct risk analysis by identifying potential threats and vulnerabilities in computer systems.	Evaluate
CO 4	Assess various types of cyber-attacks, such as denial-of-service, phishing, and malware attacks	Apply
CO 5	Develop proficiency in implementing security measures to mitigate cyber-attacks, including the use of firewalls, intrusion detection systems, and secure authentication methods.	Create
CO 6	Address the specific needs and threats in the context of IT security infrastructure in India.	Create

Course Contents

MODULE - I	INTRODUCTION	9
Protection, Security, risk, threat, vulnerability, exploit, attack, confidentiality, integrity, availability, non-repudiation, authentication, authorization, codes, plain text, encryption, decryption, cipher text, key, ciphers, Symmetric and asymmetric cryptography, Public key , private key ,Crypt analysis,, Cyber forensics. Substitution cipher (Caesar), Transposition cipher (Rail-Fence).		
MODULE - II	RISK ANALYSIS	9
Risk analysis, process, key principles of conventional computer security, security policies, data protection, access control, internal vs external threat, security assurance, passwords, access control, computer forensics and incident response.		
MODULE - III	CYBER ATTACKS	9
Denial-of-service attacks, Man-in-the middle attack, Phishing, spoofing and spam attacks, Drive-by attack, Password attack, SQL injection attack, Cross-site scripting attack, Eavesdropping attack, Birthday attack, Malware attacks, Social Engineering attacks.		
MODULE - IV	HANDLING CYBER ATTACKS	9

Firewalls, logging and intrusion detection systems, e-mail security, security issues in operating systems, ethics of hacking and cracking.		
MODULE - V	OTHER SECURITIES	9
Digital Signature and Electronic Signature, Digital Certificate, Penalty and compensation, Punishment for various attacks. Brief introduction of IT security infrastructure in India. National agencies handling IT security.		
Total: 45 Periods		

REFERENCES

1. S.R MYNENI, Information Technology Law, Asia Law House, 4th Edition, 2024.
2. Gaurav Gupta , Sarika Gupta, Information Security & Cyber Laws, Khanna Book Publishing, 1st Edition, 2018.
3. Pankaj Sharma, Information Security and Cyber Laws, S. K. Kataria & Sons,2020.
4. Surya Prakash Tripathi, Introduction to Information Security and Cyber Laws, Dreamtech Press, 2024.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	Pos								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	3	3	3	3	3		3		1		
CO 2	1	3	2	3			3	2			
CO 3	3	2	1	1	2	3		2	1		
CO 4	2	2	1	2			3				
CO 5	1	2	2		2	2		3		3	
CO 6	1	3	3	2			3				
	3 - High			2 – Medium				1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment / Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	20	4	4	4
Understand	30	4	4	20
Apply		10	4	20
Analyse		16	4	20
Evaluate		16	18	20
Create			16	16

23PBAF034	DATA ANALYTICS AND BUSINESS INTELLIGENCE	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives

The course is intended to

1. Introduce students to the foundational concepts and principles of data analytics.
2. Educate students on the different types of data analytics—descriptive, predictive and prescriptive.
3. Teach students the importance of data cleaning and preprocessing techniques.
4. Develop students' abilities to organize research findings into comprehensive reports.
5. Provide students with foundational skills in SQL for querying databases and understanding business intelligence concepts.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Demonstrate a clear understanding of the data analytics lifecycle, including identifying the steps involved and the role of data analysts in each phase.	Understand
CO 2	Distinguish between descriptive, predictive, and prescriptive analytics and apply appropriate techniques.	Analyse
CO 3	Implement data cleaning techniques, including data transformation and normalization, and address issues.	Apply
CO 4	Structure and present market research reports effectively, utilizing data visualization tools to communicate findings to various stakeholders.	Apply
CO 5	Demonstrate proficiency in writing SQL queries for data extraction and manipulation	Apply
CO 6	Integrate all the learned concepts to design, execute, and present a complete data analytics project	Create

Course Contents

MODULE - I	INTRODUCTION TO DATA ANALYTICS	9
Data Analytics Process and Lifecycle: Introduction to Data Analytics, Understanding the Data Analytics Lifecycle, Steps in the Data Analytics Process, Role of Data Analysts.		
MODULE - II	TYPES OF DATA ANALYTICS: DESCRIPTIVE, PREDICTIVE, PRESCRIPTIVE	9
Descriptive Analytics: Exploring Historical Data, Predictive Analytics: Forecasting Future Trends, Prescriptive Analytics: Data-Driven Decision-Making, Real-World Applications of Data Analytics.		
MODULE - III	DATA CLEANING AND PREPROCESSING	9
Importance of Data Cleaning, Data Cleaning Techniques, Data Transformation and Normalization, Handling Missing Data and Data Quality.		
MODULE - IV	MARKET RESEARCH REPORTING AND PRESENTATION	9
Research Report Structure: Organizing research findings into a clear and comprehensive report. Data Visualization: Creating visual representations of data using charts and graphs. Research Presentation Skills: Communicating research findings effectively to stakeholders.		
MODULE - V	INTRODUCTION TO SQL AND BUSINESS INTELLIGENCE	9

Learning SQL query structure with examples, Data management and query system OLTP and OLAP and Their data models, Data warehousing, ETL and data integration Dashboard creation using Tableau, Concepts of Business intelligence (BI), the relevance of BI in application to analytics industry and different domains.

Total: 45 Periods

REFERENCES

1. Vincent Charles, Pratibha Garg, Neha Gupta, Mohini Agarwal, Data Analytics and Business Intelligence Computational Frameworks, Practices, and Applications, B/W Illustrations, 2023.
2. Ramesh Sharda (Author), Dursun Delen (Au, Efraim Turban, Business Intelligence and Analytics, 10th Edition, 2018.
3. S. Christian Albright/Wayne L. Winston, Business Analytics: Data Analysis and Decision Making with MindTap, Cengage Learning India Pvt. Ltd, 2022.
4. Jeffrey D Camm, Essentials of Business Analytics, Cengage India Private Limited; 1st edition, 2019.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	Pos								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	3	2	3	3	3	1	3	3	1	2	
CO 2	3	2	2	2	3	2	3	2	2		
CO 3	2	2	2	1	2			1		2	
CO 4	3	2	1	2	1	2	3	2	2		
CO 5	3	1	2	3				2		2	
CO 6	2	1	3	3		2	3	1	1		
	3 - High			2 – Medium				1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment / Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations (FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	22	4	10	4
Understand	28	6	20	20
Apply		20	20	20
Analyse		20		20
Evaluate				20
Create				16

23PBAF035	BLOCKCHAIN TECHNOLOGY	L	T	P	C
		3	0	0	3
Nature of Course		Professional Elective			
Pre requisites		Nil			

Course Objectives

The course is intended to

1. Provide students with a comprehensive understanding of the fundamental concepts, history, and types of blockchain technology.
2. Explore the principles and methods of decentralization using blockchain, including the roles and functions of decentralized organizations.
3. Learn the various architectural aspects of blockchain technology, including different versions, variants, and real-world use cases.
4. Investigate the specific aspects of Bitcoin, including its digital keys, transactions, mining, network, and the concept of double spending.
5. Examine various blockchain platforms, such as Ethereum and Hyperledger.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Explain the growth and development of blockchain technology, including its distributed systems and historical context.	Understand
CO 2	Implement different methods and routes to decentralization using blockchain technology, understanding the structure and function of decentralized organizations.	Apply
CO 3	Differentiate between various blockchain architectures, versions, and use cases	Analyse
CO 4	Critically assess the technical aspects of Bitcoin, including digital keys, transactions, and mining,	Evaluate
CO 5	Critically assess different blockchain platforms such as Ethereum, Hyperledger, and others	Evaluate
CO 6	Develop a new blockchain or distributed application, leveraging various blockchain platforms and technologies,	Create

Course Contents

MODULE - I	INTRODUCTION	9
Discover Blockchain Technology: Blockchain, Growth of blockchain technology, Distributed systems, History of blockchain and Bitcoin, Types of blockchain.		
MODULE - II	DECENTRALIZATION	9
Decentralization using block chain, Methods of decentralization, Routes to decentralization, Decentralized organizations.		
MODULE - III	BLOCKCHAIN ARCHITECTURE	9
Blockchain: Architecture, Versions, Variants, Use cases, Life use cases of blockchain, Blockchain vs shared Database, Introduction to cryptocurrencies, Types, Applications.		
MODULE - IV	BITCOINS	9
Introducing Bitcoin, Bitcoin digital keys and addresses, Transactions, Blockchain mining. Alternative Coins. Limitations of Bitcoin. Bitcoin Network and payments, Bitcoin network, Wallets, Bitcoin payments, Innovation in Bitcoin, Bitcoin Clients and APIs. Concept of Double Spending, Hashing, Proof of work.		
MODULE - V	BLOCKCHAIN PLATFORMS	9

Ethereum, Hyperledger, IOTA, EOS, Multichain, Bigchain, etc. Advantages and Disadvantages, Ethereum vs Bitcoin, design a new blockchain, Potential for disruption, Design a distributed application, Blockchain applications.

Total: 45 Periods

REFERENCES

1. Antony Lewis, The Basics of Bitcoins and Blockchains, Two Rivers Distribution, 2019.
2. Tapscott Tapscott, Don, Blockchain Revolution: How the Technology Behind Bitcoin and Other Cryptocurrencies is Changing the World, Penguin UK, 2018.
3. Muharem Kianieff, Blockchain Technology and the Law: Opportunities and Risks, Informa Law from Routledge; 1st edition, 2019.
4. Tiana Laurence, Blockchain for Dummies, Wiley, 2019.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	Pos								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	3	1	3	3	3	1	3	3	1		
CO 2	3	3	3	2	2	2	2			2	
CO 3	2	2	3	1			1	3	2		
CO 4	3	3	2	1	3	2			3		
CO 5	1	2	2	3	2	3	1	3		2	
CO 6	3	3				3	1	1	2		
	3 - High			2 – Medium				1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment / Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations (FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	20	10	4	4
Understand	30	8	4	20
Apply		16	10	20
Analyse		16	16	20
Evaluate			16	20
Create				16

23PBAF036	BUSINESS ANALYTICS & DATA SCIENCE	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives

The course is intended to

1. Know the Role of Business Analyst and Data Science in business.
2. Learn the basic concept of data management and data mining techniques.
3. Gain insights about the basic concept of machine learning.
4. Identify the application of business analysis.
5. Know the basic concept of Data Science Project Life Cycle.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Describe the basics of business analysis and Data Science.	Understand
CO 2	Implement the data management and handling and Data Science Project Life Cycle in Business.	Apply
CO 3	Articulate the data mining concept and its techniques.	Apply
CO 4	Implement machine learning concept.	Analyse
CO 5	Implement the application of business analysis in different domain.	Apply
CO 6	Develop innovative data-driven solutions by integrating advanced business analytics techniques and data science methodologies.	Create

Course Contents

MODULE - I	INTRODUCTION	9
Business Analytics - Historical Overview of data analysis, Data Scientist vs. Data Engineer vs. Business Analyst, Career in Business Analytics, Data Science, Why Data Science, Applications for data science, Data Scientists Roles and Responsibility.		
MODULE - II	DATA	9
Data Collection, Data Management, Big Data Management, Organization/sources of data, Importance of data quality, Dealing with missing or incomplete data, Data Visualization, Data Classification Data Science Project Life Cycle: Business Requirement, Data Acquisition, Data Preparation, Hypothesis and Modeling, Evaluation and Interpretation, Deployment, Operations, Optimization.		
MODULE - III	DATA MINING	9
Introduction to Data Mining, The origins of Data Mining, Data Mining Tasks, OLAP and Multidimensional data analysis, Basic concept of Association Analysis and Cluster Analysis.		
MODULE - IV	MACHINE LEARNING	9
Introduction to Machine Learning: History and Evolution, AI Evolution, Statistics Vs Data Mining Vs, Data Analytics Vs, Data Science, Supervised Learning, Unsupervised Learning, Reinforcement Learning, Frameworks for building Machine Learning Systems.		
MODULE - V	APPLICATION OF BUSINESS ANALYSIS	9
Application of Business Analysis: Retail Analytics, Marketing Analytics, Financial Analytics, Healthcare Analytics, Supply Chain Analytics.		
		Total: 45 Hours

REFERENCES

1. Bhimasankaram Pochiraju, Sridhar Seshadri, Essentials of Business Analytics: An Introduction to the Methodology and its Applications, Springer, 2019.
2. Andreas C. Müller, Sarah Guido, Introduction to Machine Learning with Python, O'Reilly Media, Inc.2016.
3. H.K. Dangi, Gurveen Kaur, Business Analytics, TAXMANN, 2024.
4. U. Dinesh Kumar, Business Analytics :The Science of Data-Driven Decision Making, Wiley India Pvt Ltd, 2021.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	POs								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	3	1	3	3	3	2	3		1		
CO 2	3	3	2	2	3	2	3	3	3		
CO 3		2		2	3	2	2	3		3	
CO 4	2	3	2	2	3	1	2		2		
CO 5	3		2	3	3	1		2	2	3	
CO 6	2	1	3	1	3	1	1	1			
	3 - High			2 – Medium				1 – Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment / Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	22	20	8	
Understand	28	20	10	20
Apply		10	16	20
Analyse			16	20
Evaluate				20
Create				20



Chairman – Board of Studies

CHAIRMAN - BOARD OF STUDIES

23PBAF037	FINANCIAL ANALYTICS	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives

The course is intended to

1. Learn techniques for predicting future financial performance and outcomes.
2. Grasp the fundamental principles of risk and return in the context of bond and stock investments.
3. Learn how to determine the expected return on an asset based on its risk relative to the market.
4. Equip with the analytical and strategic skills necessary to excel in financial markets and investment management roles.
5. Learn the basic principles and concepts of credit risk.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Describe the fundamental principles of financial forecasting and modeling.	Understand
CO 2	Explain how risk and return are interconnected in different market conditions.	Understand
CO 3	Implement portfolio models to create optimized portfolios that maximize returns for a given risk level.	Apply
CO 4	Investigate stock prices using technical indicators and chart patterns.	Analyse
CO 5	Explore the significance of credit risk in financial institutions.	Understand
CO 6	Formulate innovative financial models and analytics tools to address complex financial challenges to enhance decision-making.	Create

Course Contents

MODULE - I	CORPORATE FINANCE ANALYSIS	9
Basic corporate financial predictive modeling- Project analysis- cash flow analysis- cost of capital using sensitivity analysis, Indifference point and Financial Break even modeling, Capital Budget model-Payback, NPV, IRR, and MIRR. Bankruptcy Modeling- Beaver t test, Ohison logistic regression and Alt man Z score.		
MODULE - II	FINANCIAL MARKET ANALYSIS	9
Estimation and prediction of risk and return (bond investment and stock investment) – adjusting for stock splits, adjusting for mergers, plotting multiple series, data importing from web portal and data cleansing. Time series-examining nature of data, EWMOA, Value at risk, ARMA, ARCH and GARCH.		
MODULE - III	PORTFOLIO ANALYSIS	9
Portfolio Analysis – capital asset pricing model, Sharpe ratio, Markowitz’s mean variance optimization model and cluster analysis for categorisation of portfolio. Option pricing models- binomial model for options, Black Scholes model and Option implied volatility.		
MODULE - IV	TECHNICAL ANALYSIS	9
Prediction using chart and fundamentals – RSI, ROC, MACD, moving average and candle charts, simulating trading strategies. Prediction of share prices using machine learning-ANN and SVM.		

MODULE - V	CREDIT RISK ANALYSIS	9
Credit Risk analysis- Data processing, Decision trees, logistic regression and evaluating credit risk model.		
Total: 45 Hours		

REFERENCES

1. R. K. Arora , Purna Lal, Financial Risk Analytics: Measurement, Management and Examples in R, Wiley India Pvt Ltd. Noida, 2022.
2. Pitabas Mohanty, Financial Analytics, Wiley India Pvt Ltd, 2023.
3. Dr. Anuradha B, Financial Analytics and Control, Notion Press, 2021.
4. G.C. Rao, Financial Management and Business Data Analytics, Commercial Law Publishers (India) Pvt. Ltd. New Delhi,2024.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)										
COs	Pos								PSOs	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO 1	3	3	2	3	3	2	3	3	1	3
CO 2	3	3		3	3	3	3	3	3	2
CO 3	3		3	2	3	2	3	3	3	
CO 4	3	3	3		2	2	2		2	
CO 5	3	3	3	2	3	2	2	2		
CO 6	2	3	3	3			2	3		
	3 - High			2 – Medium				1 – Low		

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment / Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	28	20	8	
Understand	22	20	10	20
Apply		10	16	20
Analyze			16	20
Evaluate				20
Create				20

23PBAF038	HUMAN RESOURCE ANALYTICS	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives

The course is intended to

1. Equip students with the ability to analyse HR data to make informed decisions.
2. Gain a thorough understanding of key recruitment metrics and their significance in the hiring process.
3. Learn how to effectively measure and interpret these metrics to assess the impact and efficiency of training programs.
4. Gain insights into the factors that drive employee satisfaction, retention, and productivity.
5. Gain a comprehensive understanding of how to analyze and manage human resources effectively.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Explain how HR initiatives can support and drive business objectives.	Understand
CO 2	Assess the recruitment performance and identify areas for improvement.	Analyse
CO 3	Describe of key training metrics, including the percentage of employees trained, both internally and externally	Understand
CO 4	Investigate the employee engagement through surveys and other metrics, leading to actionable insights.	Analyse
CO 5	Interpret managerial efficiency and determine optimal team sizes for effective management and supervision.	Analyse
CO 6	Develop advanced HR analytics models and tools that leverage data to address complex human resource challenges, enhance decision-making processes	Create

Course Contents

MODULE - I	INTRODUCTION TO HR ANALYTICS	7
HR analytics - People Analytics: Definition- context - stages of maturity - Human Capital in the Value Chain: impact on business. HR Analytics vs HR Metrics – HR metrics and KPIs.		
MODULE - II	RECRUITMENT	8
Recruitment Metrics: Fill-up ratio - Time to hire - Cost per hire - Early turnover - Employee referral hires - Agency hires - Lateral hires - Fulfillment ratio- Quality of hire- Recruitment to HR cost - Recruitment analysis. Case Studies.		
MODULE - III	TRAINING AND DEVELOPMENT	8
Training & Development Metrics: Percentage of employee trained- Internally and externally trained -Training hours and cost per employee - ROI -Optimising the ROI of HR Programs - Training and Development analysis.		
MODULE - IV	EMPLOYEE ENGAGEMENT AND CAREER PROGRESSION	11
Employee Engagement Metrics: Talent Retention - Retention index - Voluntary and involuntary turnover- Turnover by department, grades, performance, and service tenure - Internal hired index - Engagement Survey Analysis. Career Progression Metrics: Promotion index - Rotation index - Career path index - Level wise succession readiness index.		

MODULE - V	WORKFORCE DIVERSITY AND DEVELOPMENT	11
Workforce Diversity and Development Metrics : Employees per manager - Workforce age profiling - Workforce service profiling - Churnover index - Workforce diversity index - Gender mix - Differently abled index- Revenue per employee - Operating cost per employee - PBT per employee - HR cost per employee- HR budget variance - Compensation to HR cost.		
		Total: 45 Hours

REFERENCES

1. Edwards M. R., & Edwards K, Predictive HR Analytics: Mastering the HR Metric. London: Kogan Page.2016.
2. Dipak Kumar Bhattacharyya, HR Analytics, Understanding Theories and Applications, SAGE Publications India ,2017.
3. Phillips, J., & Phillips, P.P, Making Human Capital Analytics Work: Measuring the ROI of Human Capital Processes and OUTCOME. McGraw-Hill,2020.
4. Pease, G., & Beresford, B, Developing Human Capital: Using Analytics to Plan and Optimize Your Learning and Development Investments. Wiley ,2019.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	POs								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	3	3	2	3	3	2	3	3	1	3	
CO 2	3	3		3	3	3	3	3	3	2	
CO 3	3		3	2	3	2	3	3	3		
CO 4	3	3	3		2	2	2		2		
CO 5	3	3	3	2	3	2	2	2			
CO 6	2	3	3	3			2	3			
	3 - High			2 – Medium				1 – Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment / Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	22	10	10	8
Understand	28	8	8	20
Apply		16	16	20
Analyse		16	16	20
Evaluate				16
Create				16

23PBAF039	MARKETING ANALYTICS	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives

The course is intended to

1. Learn how to allocate resources effectively across various marketing channels and activities.
2. Gain historical context to analyse current trends and anticipate future developments in the social media landscape.
3. Gain insights into social media analytics and how they can inform decision-making.
4. Learn to collect, analyse, and interpret web data to optimize online performance.
5. Equip students with a comprehensive understanding of digital marketing strategies and user-centric approaches crucial for businesses in today's digital landscape.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Describe how data-driven insights can inform strategic marketing decisions.	Understand
CO 2	Explain the origins, development, and key milestones of social media platforms.	Understand
CO 3	Assess the impact of social media on businesses and society.	Analyse
CO 4	Use web analytics tools effectively, interpret data to make informed decisions.	Apply
CO 5	Demonstrate how search engines work and how to optimize website content to improve visibility and ranking.	Understand
CO 6	Formulate comprehensive marketing analytics strategy that integrates various analytical tools and techniques to identify market trends, customer behaviors, and business opportunities.	Create

Course Contents

MODULE - I	MARKETING ANALYTICS	9
Introduction to Marketing Analytics-Marketing Budget and Marketing Performance Measure, Marketing Metrics and its application- Financial Implications of various Marketing Strategies- Geographical Mapping, Data Exploration, Market Basket Analysis.		
MODULE - II	COMMUNITY BUILDING AND MANAGEMENT	9
History and Evolution of Social Media-Understanding Science of Social Media -Goals for using Social Media- Social Media Audience and Influencers- Promoting Social Media Pages- Linking Social Media Accounts-The Viral Impact of Social Media- Digital PR-Encourage Positive Chatter in Social Media - Social Media as business.		
MODULE - III	SOCIAL MEDIA POLICIES AND MEASUREMENTS	9
Social Media Policies-Etiquette, Privacy- ethical problems posed by emerging social media technologies - The road ahead in social media- The Basics of Tracking Social Media - social media analytics- Insights Gained From Social Media- Customized Campaign Performance Reports - Observations of social media use.		
MODULE - IV	WEB ANALYTICS	9
Web Analytics - Present and Future, Data Collection - Importance and Options, Overview of Qualitative Analysis, Business Analysis, KPI and Planning, Critical Components of a Successful		



Web Analytics Strategy, Web Analytics Fundamentals, Concepts, Proposals & Reports, Web Data Analysis.		
MODULE - V	SEARCH ANALYTICS	9
Search engine optimization (SEO), non-linear media consumption, user engagement, user generated content, web traffic analysis, navigation, usability, eye tracking, online security, online ethics, content management system, data visualization, RSS feeds, Mobile platforms, User centered design, Understanding search behaviors.		
		Total: 45 Hours

REFERENCES

1. K. M. Shrivastava, Social Media in Business and Governance, Sterling Publishers Private Limited, 2023.
2. Christian Fuchs, Social Media a critical introduction, SAGE Publications Ltd, 2019.
3. Bittu Kumar, Social Networking, V & S Publishers, 2018.
4. Takeshi Moriguchi, Web Analytics Consultant Official Textbook, 7th Edition, 2016.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	Pos								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	3	1	3	3	3	2	3		1		
CO 2	3	3	2	2	3	2	3	3	3		
CO 3		2		2	3	2	2	3		3	
CO 4	2	3	2	2	3	1	2		2		
CO 5	3		2	3	3	1		2	2	3	
CO 6	2	1	3	1	3	1	1	1			
	3 - High			2 – Medium				1 – Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment / Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	22	8	20	4
Understand	28	10	20	20
Apply		16	10	20
Analyse		16		20
Evaluate				20
Create				16

23PBAF040	OPERATION AND SUPPLY CHAIN ANALYTICS	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives

The course is intended to

1. Gain a foundational understanding of descriptive, predictive, and prescriptive analytics techniques and their applications in business decision-making.
2. Learn critical problem-solving skills by understanding and applying these mathematical methods to real-world business scenarios.
3. Learn techniques to determine the optimal lot size for inventory replenishment considering variable demand and costs.
4. Learn about algorithms for finding the minimum spanning tree in a weighted graph.
5. Learn how to structure complex decision problems into a hierarchy of goals, criteria, and alternatives.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Assess data effectively and derive actionable insights to support strategic and operational decisions.	Analyse
CO 2	Describe how to formulate and solve cost optimization problems, which are crucial for enhancing business efficiency.	Understand
CO 3	Implement dynamic lot sizing methods to minimize inventory holding costs while ensuring sufficient inventory availability.	Apply
CO 4	Optimize network infrastructure, reduce costs, and improve resource allocation in business networks.	Apply
CO 5	Proficiency in using AHP software tools for practical decision-making scenarios in SCM.	Apply
CO 6	Design comprehensive supply chain models that incorporate advanced analytics to optimize operations.	Create

Course Contents

MODULE - I	INTRODUCTION	9
Introduction to analytics – descriptive, predictive and prescriptive analytics, Data Driven Supply Chains – Basics, transforming supply chains, Barriers to implementation, Road Map.		
MODULE - II	WAREHOUSING DECISIONS	9
Mathematical Programming Models - P-Median Methods - Guided LP Approach - Balmer – Wolfe Method, Greedy Drop Heuristics, Dynamic Location Models, Space Determination and Layout Methods.		
MODULE - III	INVENTORY MANAGEMENT	9
Inventory aggregation Models, Dynamic Lot sizing Methods, Multi-Echelon Inventory models, Aggregate Inventory system and LIMIT, Risk Analysis in Supply Chain - Measuring transit risks, supply risks, delivering risks, Risk pooling strategies.		
MODULE - IV	TRANSPORTATION NETWORK MODELS	9
Notion of Graphs, Minimal Spanning Tree, Shortest Path Algorithms, Maximal Flow Problems, Multistage Transshipment and Transportation Problems, Set covering and Set Partitioning Problems, Traveling Salesman Algorithms, Advanced Vehicle Routing Problem Heuristics, Scheduling Algorithms-Deficit function Approach and Linking Algorithms.		

MODULE - V	MCDM MODELS	9
Analytic Hierarchy Process(AHP), Data Envelopment Analysis (DEA), Fuzzy Logic and Techniques, the analytical network process (ANP), TOPSIS-Application in SCM.		
Total: 45 Hours		

REFERENCES

1. Nada R. Sanders, Big data driven supply chain management: A framework for implementing analytics and turning information into intelligence, Pearson Education, 2019.
2. Michael Watson, Sara Lewis, Peter Cacioppi, Jay Jayaraman, Supply Chain Network Design: Applying Optimization and Analytics to the Global Supply Chain, Pearson Education, 2018.
3. Muthu Mathirajan, Chandrasekharan Rajendran, Sowmyanarayanan Sadagopan, Arunachalam Ravindran, Parasuram Balasubramanian, Analytics in Operations/Supply Chain Management, I.K. International Publishing House Pvt.Ltd., 2016.
4. Gerhard J. Plenert, Supply Chain Optimization through Segmentation and Analytics, CRC Press, Taylor & Francis Group, 2014.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)										
COs	Pos								PSOs	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO 1	2	2	3		1			2	1	
CO 2	3	3	3	2	3	3	2	3		3
CO 3	3	2	3	1	3				2	2
CO 4	2	3	3	3	2	2	2	3		
CO 5	2	1	2	3		2	3		3	3
CO 6	3	3	2	1		3		3		
	3 - High			2 – Medium				1 - Low		

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment / Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	8	10	10	
Understand	10	20	20	20
Apply	16	20	20	20
Analyse	16			20
Evaluate				20
Create				20



23PBAF041	HEALTHCARE DATA ANALYTICS	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives

The course is intended to

1. Learn the various types of healthcare data and sources.
2. Gain insights about principles and techniques used in analysing medical images.
3. Learn the theoretical foundations and practical applications of these technologies in healthcare.
4. Gain proficiency in handling and analysing large healthcare datasets.
5. Learn about various data sources and the methods for collecting pervasive health data.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Describe the role of data analytics in healthcare.	Understand
CO 2	Implement advanced imaging methods to diagnose and monitor diseases.	Apply
CO 3	Explain ethical considerations and challenges in using social media data for healthcare analytics.	Understand
CO 4	Investigate how to extract actionable insights that can improve patient care and operational efficiency.	Apply
CO 5	Describe the integration of data analytics in promoting ubiquitous health monitoring.	Understand
CO 6	Design and implement innovative data-driven solutions to complex healthcare challenges by integrating advanced analytical techniques and tools.	Create

Course Contents

MODULE - I	INTRODUCTION	9
Introduction to Healthcare Data Analytics- Electronic Health Records– Components of EHR- Coding Systems- Benefits of EHR- Barrier to Adopting EHR Challenges- Phenotyping Algorithms.		
MODULE - II	HEALTHCARE ANALYSIS	9
Analysis: Biomedical Image Analysis- Mining of Sensor Data in Healthcare- Biomedical Signal Analysis- Genomic Data Analysis for Personalized Medicine.		
MODULE - III	HEALTHCARE ANALYTICS	9
Analytics: Natural Language Processing and Data Mining for Clinical Text- Mining the Biomedical - Social Media Analytics for Healthcare.		
MODULE - IV	ADVANCED DATA ANALYTICS IN HEALTHCARE	9
Advanced Data Analytics for Healthcare– Review of Clinical Prediction Models- Temporal Data Mining for Healthcare Data- Visual Analytics for Healthcare Predictive Models for Integrating Clinical and Genomic Data- Information Retrieval for Healthcare- Privacy-Preserving Data Publishing Methods in Healthcare.		
MODULE - V	APPLICATIONS AND PRACTICAL SYSTEMS FOR HEALTHCARE	9
Applications and Practical Systems for Healthcare– Data Analytics for Pervasive Health- Fraud Detection in Healthcare- Data Analytics for Pharmaceutical Discoveries- Clinical Decision		

Support Systems- Computer-Assisted Medical Image Analysis Systems- Mobile Imaging and Analytics for Biomedical Data.

Total: 45 Hours

REFERENCES

1. Chandan K. Reddy and Charu C Aggarwal, "Healthcare data analytics", Taylor & Francis, 2019
2. Hui Yang and Eva K. Lee, "Healthcare Analytics: From Data to Knowledge to Healthcare Improvement, Wiley, 2018.
3. Jason Burke, Health Analytics: Gaining the Insights to Transform Health Care, Wiley, 2020.
4. Katherine Marconi, Harold Lehmann, Big Data and Health Analytics, Auerbach Publications; 1st edition (December 20, 2019).

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	Pos								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	3	2		1	3	3	3	3		2	
CO 2	2	2	3	3		3	2	2	1		
CO 3	3		3		3		3	3	3	2	
CO 4	3	3	3	2	3	3		1	3		
CO 5	3	3		3	2		3	3			
CO 6	1		3	3		2				3	
	3 - High			2 – Medium				1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment / Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	28	20	10	4
Understand	22	20	20	20
Apply		10	20	20
Analyse				20
Evaluate				20
Create				16



23PBAF042	SOCIAL MEDIA & WEB ANALYTICS	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives

The course is intended to

1. Gain a comprehensive understanding of the fundamentals of web technologies.
2. Recognize the role of social networks in influencing consumer behavior, spreading information, and shaping organizational structures.
3. Learn and synthesize large-scale social network data to derive meaningful insights.
4. Learn the fundamentals of text mining and how it applies to social networks.
5. Gain skills on comprehensive social network analysis, including data manipulation, and visualization.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Identify the limitations of the current web and propose solutions.	Analyse
CO 2	Describe how networks can be represented graphically with nodes and edges.	Understand
CO 3	Implement graph theory and other advanced models to analyze social interactions.	Apply
CO 4	Utilise analytical abilities to process and interpret large volumes of unstructured data from social networks.	Analyse
CO 5	Perform quantitative analysis of social networks, identifying key metrics such as centrality, density, and clustering.	Evaluate
CO 6	Construct and deploy a sophisticated social media analytics framework that integrates data from various platforms.	Create

Course Contents

MODULE - I	INTRODUCTION	9
Introduction to Web - Limitations of current Web – Development of Semantic Web – Emergence of the Social Web – Network analysis - Development of Social Network Analysis - Key concepts and measures in network analysis - Discussion networks - Blogs and online communities - Web-based networks.		
MODULE - II	MODELLING AND VISUALIZATION	9
Visualizing Online Social Networks - A Taxonomy of visualizations - Graph Representation - Centrality- Clustering - Node-Edge Diagrams - visualizing Social Networks with Matrix-Based Representations- Node-Link Diagrams - Hybrid Representations - Modelling and aggregating social network data.		
MODULE - III	MINING COMMUNITIES	9
Aggregating and reasoning with social network data- Advanced Representations - Extracting evolution of Web Community from a Series of Web Archive - Detecting Communities in Social Networks - Evaluating Communities – Core Methods for Community Detection & Mining - Applications of Community Mining Algorithms - Node Classification in Social Networks		
MODULE - IV	TEXT AND OPINION MINING	9

Text Mining in Social Networks -Opinion extraction – Sentiment classification and clustering - Temporal sentiment analysis - Irony detection in opinion mining - Wish analysis - Product review mining – Review Classification – Tracking sentiments towards topics over time.

MODULE - V	TOOLS FOR SOCIAL NETWORK ANALYSIS	9
UCINET – PAJEK – ETDRAW – StOCNET – Splus – R – NodeXL – SIENA and RSIENA – Real world Social Networks (Facebook- Twitter)		
Total: 45 Hours		

REFERENCES

1. GuandongXu, Yanchun Zhang and Lin Li, “Web Mining and Social Networking – Techniques and applications”, 1st edition, Springer, 2021.
2. Giles, Mark Smith, John Yen, “Advances in Social Network Mining and Analysis”, Springer, 2020.
3. Charu C. Aggarwal, “Social Network Data Analytics”, Springer; 2021.
4. Peter Mika, “Social Networks and the Semantic Web”, 1st edition, Springer, 2017.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)										
COs	Pos								PSOs	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO 1	3	1		2	3	1	3	2	1	1
CO 2	2		3	3	2		3	2		1
CO 3	2	2		3		3	3	1	1	1
CO 4	1	3	3	1	3				2	
CO 5	3					3	3	2		1
CO 6		2	3	3	2		3	3		
	3 - High			2 – Medium				1 - Low		

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment / Case study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	8	20		
Understand	10	20	10	20
Apply	16	10	8	20
Analyse	16		16	20
Evaluate			16	20
Create				20



23PBAS001	PRINCIPLES OF AGRI-BUSINESS MANAGEMENT	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives**The course is intended to**

1. Provide students with a comprehensive understanding of the definition, scope, and importance of agri-business.
2. Learn the economic, political, social, and technological factors influencing agri-business.
3. Introduce students to marketing concepts, market research techniques, consumer behavior analysis, and the development of marketing mix strategies.
4. Educate students on financial management principles, sources of finance, financial analysis, risk management, and investment decision-making specific to agri-business.
5. Impart knowledge on operations planning, supply chain management, quality control, inventory management, and the application of technology in agri-business operations through case studies.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Explain the key concepts, scope, and importance of agri-business, as well as its evolution in the Indian context.	Understand
CO 2	Examine the economic, political, social, and technological factors that influence the agri-business environment.	Analyse
CO 3	Implement marketing concepts and strategies, conduct market research, and analyze consumer behavior.	Apply
CO 4	Utilize financial management principles make informed investment and risk management decisions.	Apply
CO 5	Utilize technology to increase operational efficiency in agri – business.	Apply
CO 6	Develop a strategic plan for an agri-business venture, incorporating innovative solutions and best practices in the industry.	Create

Course Contents

MODULE - I	INTRODUCTION TO AGRI-BUSINESS	9
Definition, scope, and importance of agri-business; Evolution of agri-business in India; Role of agri-business in Indian economy.		
MODULE - II	AGRI-BUSINESS ENVIRONMENT	9
Economic, political, social, and technological environment; Impact of government policies; Global agri-business environment.		
MODULE - III	AGRI-BUSINESS MARKETING	9
Marketing concepts; Market research; Consumer behavior; Marketing mix; Agri-business marketing strategies.		
MODULE - IV	AGRI-BUSINESS FINANCE	9
Financial management principles; Sources of finance; Financial analysis; Risk management; Investment decisions.		
MODULE - V	AGRI-BUSINESS OPERATIONS MANAGEMENT	9
Operations planning; Supply chain management; Quality control; Inventory management; Technology in operations. Case studies.		
		Total: 45 Periods

145

Passed in Board of Studies



Chairman – Board of Studies
CHAIRMAN - BOARD OF STUDIES

Approved in Academic Council

REFERENCES

1. Acharya, S. S., & Agarwal, N. L. Agricultural Marketing in India. Oxford & IBH Publishing Co. Pvt. Ltd, 2020.
2. Bhattacharyya, D. K., Human Resource Management. Excel Books, 2021.
3. Chandra, P. Projects: Planning, Analysis, Selection, Financing, Implementation, and Review. Tata McGraw-Hill Publishing Company Ltd, 2018.
4. Gupta, C. B. Business Environment: Text and Cases. Sultan Chand & Sons, 2018.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	POs								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	3	2	1	2	1	1	2	3	2		
CO 2	2	2	1	1	3	3	1	3	2		
CO 3	1	2	2	3	2	1	1			1	
CO 4	1	2	1	2	1	3	3	2	2		
CO 5	2	2	2	2	1		2				
CO 6	2	1	2	3	1	2		2		2	
	3 - High			2 – Medium				1 – Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment / Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	22	8	10	4
Understand	28	10	20	20
Apply		16	20	20
Analyse		16		20
Evaluate				20
Create				16

23PBAS002	AGRI-BUSINESS ECONOMICS	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives**The course is intended to**

1. Provide students with a comprehensive understanding of the nature, scope, and significance of agricultural and rural economics in economic development.
2. Explore the diversification of rural economic activities, including livestock, fishery, poultry, forestry, horticulture, and floriculture, and their impact on rural development.
3. Develop skills to examine the principles of agricultural production, including resource use, efficiency, production functions, and cost structures.
4. Learn to analyse the role of agricultural markets, state policies, market structures, and the need for state interventions in ensuring market efficiency and food security.
5. Identify the role of institutions like NABARD in rural credit reorganization.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Describe the role of agriculture in economic development and the interdependence between agriculture and industry.	Understand
CO 2	Examine the diversification of rural economic activities, including livestock, fishery, poultry, forestry, horticulture, and floriculture, and their impact on rural industrialization.	Analyse
CO 3	Implement production function analysis, factor combination, and resource substitution principles to understand agricultural production and productivity.	Apply
CO 4	Assess the agricultural market structures, imperfections, marketing functions, costs, and the role of state interventions in agricultural pricing and food security.	Analyse
CO 5	Critically evaluate the sources, characteristics, and challenges of rural credit systems.	Evaluate
CO 6	Develop innovative solutions and strategic plans for enhancing agricultural productivity and rural industrialization.	Create

Course Contents

MODULE - I	BASICS OF AGRI-ECONOMICS	9
Agriculture and Economic Development- Nature and scope of agricultural and rural economics; Traditional agriculture and its modernization; Role of agriculture in economic development; Interdependence between agriculture and industry		
MODULE - II	RURAL ECONOMIC ACTIVITIES	9
Diversification of Rural Economic activities- Livestock economics- Livestock resources and their productivity; White revolution; Fishery and poultry development; Forestry, horticulture and floriculture; Issues and problems in rural industrialization and development of agro-based industries.		
MODULE - III	AGRICULTURAL PRODUCTION AND PRODUCTIVITY	9
Agricultural production- Resource use and efficiency; production function analysis in agriculture, factor combination and resource substitution; Cost and supply curves; Size of firm and laws of returns.		
MODULE - IV	AGRICULTURAL PRICES	9

Marketing and state policy; Agricultural markets and market efficiency Marketing functions and costs; Market structure and imperfections; regulated markets; marketed and marketable surplus; Crop insurance; Terms of trade between agricultural and non-agricultural 7 prices; Need for state interventions; Objectives of agricultural policy- Instruments and evaluation; Food security in India and Public Distribution System. Case Study.

MODULE - V **RURAL SAVINGS AND CAPITAL FORMATION** **9**

Characteristics and sources of rural credit institutional and non-institutional; Reorganisation of rural credit- cooperatives, commercial banks, regional rural banks, Role of NABARD.

Total: 45 Periods

REFERENCES

1. Reddy, S. S., Ram, P. R., Sastry, T. V. N., & Devi, I. B. Agricultural Economics. Oxford & IBH Publishing Co. Pvt. Ltd.2016
2. Datt, R., & Sundharam, K. P. M. Indian Economy. S. Chand Publishing.2018.
3. Misra, S. K., & Puri, V. K. Indian Economy: Its Development Experience. Himalaya Publishing House.2019.
4. Dhingra, I. C. Indian Economy. Sultan Chand & Sons.2018.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	Pos								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	2	2	2	1	1	1	3	1	1	2	
CO 2	3	2		3		3					
CO 3	3		3	3	2	2	1	1	1		
CO 4	2	3		3	1		2				
CO 5	1		1	1	2	2		1		2	
CO 6		1		3	3		3		3		
	3 - High			2 – Medium				1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment / Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom’s Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	20	8	4	8
Understand	30	10	4	8
Apply		16	6	12
Analyze		16	18	36
Evaluate			18	36
Create				

23PBAS003	AGRI-BUSINESS MARKETING MANAGEMENT	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives**The course is intended to**

1. Introduce the meaning, scope, and significance of agricultural marketing in economic development.
2. Explore the components and dynamics of agricultural market structures and the formulation of effective marketing strategies.
3. Study the product management process, including new product development, product life cycle, and demand estimation for new products in agribusiness.
4. Learn the determinants of price, objectives of pricing policies, and various pricing methods relevant to agribusiness.
5. Learn to create advertising, sales promotion, grading, standardization, and the management of distribution channels.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Explain the meaning and scope of agricultural marketing and its impact on economic development.	Understand
CO 2	Examine the components and dynamics of market structures and formulate appropriate marketing strategies for agribusiness.	Analyse
CO 3	Manage the product life cycle, understand new product development processes, and estimate demand.	Apply
CO 4	Identify the determinants of pricing, set objectives for pricing policies, and apply various pricing methods in agribusiness contexts.	Analyse
CO 5	Execute advertising and sales promotion activities, and manage the logistics of distribution.	Apply
CO 6	Critically assess the marketing mix elements—product, price, promotion, and distribution.	Evaluate

Course Contents

MODULE - I	INTRODUCTION	9
Meaning and scope, agricultural marketing and economic development; Agricultural market structure – meaning, components and dynamics of market structure; marketing strategy – meaning & significance, formulation of marketing strategy; agribusiness marketing environment, design of marketing mix, market segmentation and targeting, determinants of consumer's behaviour.		
MODULE - II	PRODUCT MANAGEMENT	9
Product management - product management process and decisions, new product development – significance and classification of new product, stages and estimation of demand of new product; product life cycle.		
MODULE - III	PRICING	9
Pricing policies and practice for agribusiness - determinants of price, objectives of pricing policies and pricing methods.		
MODULE - IV	AGRI-BUSINESS ADVERTISING AND PROMOTION	9

Promotional management - advertising planning and execution; sales promotion; grading and standardization. Case Study.		
MODULE - V	DISTRIBUTION MANAGEMENT	9
Distribution management - storage and warehousing and transportation management for agricultural products; marketing agencies/intermediaries – roles and functions; distribution channels involved in agribusiness.		
Total: 45 Periods		

REFERENCES

1. Kotler, P., Keller, K. L., Koshy, A., & Jha, M. Marketing Management. Pearson Education India.2017.
2. Ramaswamy, V. S., & Namakumari, S. Marketing Management: Indian Context. McGraw-Hill Education.2018.
3. Batra, R., & Kazmi, S. H. H. Advertising and Sales Promotion. Excel Books.2019.
4. Bhargava, S. C. Agri-Business Management: Problems and Prospects. Himalaya Publishing House.2019.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	POs								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	3	2	1	1	1	2	1	3	1	2	
CO 2	3	2	2	3	3	3	2	2	3		
CO 3	2	3	3	3	2	3	1	3	2	1	
CO 4	2	3	3		3	3	1	1	1		
CO 5	3	1	3	2	1	3	2	3			
CO 6	1	2	3	3	3	3	2	3			
	3 - High			2 – Medium				1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember / Understand	Online Quiz / Seminar	5	15
Evaluate	Assignment / Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	20	8	8	
Understand	30	10	10	
Apply		16	16	
Analyse		16	16	
Evaluate				
Create				

23PBAS004	SUPPLY CHAIN MANAGEMENT IN AGRI-BUSINESS	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives**The course is intended to**

1. Provide a comprehensive understanding of the fundamental concepts and evolution of Supply Chain Management.
2. Learn the various aspects of demand management in SCM, including demand types, demand planning, forecasting techniques, and basic principles of manufacturing management.
3. Gain skills on procurement management processes within agricultural supply chains.
4. Grasp knowledge on the critical role of logistics management in SCM.
5. Explore the application of information technology in SCM, including advanced planning.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Explain the fundamental concepts and models of Supply Chain Management	Understand
CO 2	Identify and apply various demand management techniques, including forecasting and planning	Apply
CO 3	Describe about procurement management, including different purchasing cycles, contract farming, and inventory management techniques.	Understand
CO 4	Critically analyze logistics and distribution strategies, including transportation management and the role of third-party logistics	Analyse
CO 5	Examine the role of information technology in SCM, including the use of advanced planning and scheduling tools.	Evaluate
CO 6	Demonstrate a high level of critical thinking and creativity in addressing real-world supply chain challenges.	Create

Course Contents

MODULE - I	FUNDAMENTALS OF SUPPLY CHAIN MANAGEMENT	9
Supply Chain: Changing Business Environment; SCM: Present Need; Conceptual Model of Supply Chain Management; Evolution of SCM; SCM Approach; Traditional Agri. Supply Chain Management Approach; Modern Supply Chain Management Approach; Elements in SCM.		
MODULE - II	DEMAND MANAGEMENT	9
Demand Management in Supply Chain: Types of Demand, Demand Planning and Forecasting; Operations Management in Supply Chain, Basic Principles of Manufacturing Management.		
MODULE - III	PROCUREMENT MANAGEMENT	9
Procurement Management in Agri. Supply chain: Purchasing Cycle, Types of Purchases, Contract/Corporate Farming, Classification of Purchases Goods or Services, Traditional Inventory Management, Material Requirements Planning, Just in Time (JIT), Vendor Managed Inventory. Case Study.		
MODULE - IV	LOGISTICS MANAGEMENT	9
Logistics Management: History and Evolution of Logistics; Elements of Logistics; Management; Distribution Management, Distribution Strategies; Pool Distribution; 28 Transportation Management; Fleet Management; Service Innovation; Warehousing; Packaging for Logistics, Third-Party Logistics (TPL/3PL); GPS Technology		
MODULE - V	ROLE OF INFORMATION TECHNOLOGY	9

Passed in Board of Studies


 Chairman – Board of Studies
CHAIRMAN - BOARD OF STUDIES

Approved in Academic Council

Concept of Information Technology: IT Application in SCM; Advanced Planning and Scheduling; SCM in Electronic Business; Role of Knowledge in SCM; Performance Measurement and Controls in Agri. Supply Chain Management- Benchmarking: introduction, concept and forms of Benchmarking.

Total: 45 Periods

REFERENCES

1. Chopra, S., & Meindl, P. Supply Chain Management: Strategy, Planning, and Operation. Pearson Education. 2016.
2. Sople, V. V. Logistics Management: The Supply Chain Imperative. Pearson Education India. 2016.
3. Christopher, M. Logistics & Supply Chain Management. Pearson Education India.2016.
4. Ballou, R. H. Business Logistics/Supply Chain Management. Pearson Education India. 2017.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	Pos								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	3	2	2	1	1	1	3	2	1		
CO 2	2	3	2	3	2	2		2		2	
CO 3	2	3	1	1	2	3	1	1	2		
CO 4	3	2	2	3	1		2	2			
CO 5	1	3	3	1	2	1	2	1	1	1	
CO 6	2	3	2	3		3		2			
	3 - High			2 – Medium				1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment / Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	22	10	4	4
Understand	28	20	6	20
Apply		20	6	20
Analyse			18	20
Evaluate			16	20
Create				16

23PBAS005	FEED BUSINESS MANAGEMENT	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives**The course is intended to**

1. Provide a comprehensive understanding of the current status of feed resources, including the gap between demand and availability of nutrients.
2. Impart knowledge on essential nutrients in animal feed, common feed ingredients, and their sources.
3. Introduce the principles and practices of feed manufacturing, including mill operations, machinery, equipment, and the role of automation and digitalization.
4. Explore market analysis, segmentation, distribution channels, logistics management, and pricing strategies.
5. Examine the legal and regulatory frameworks, ethical considerations, and environmental sustainability issues in the feed business.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Describe the present status of feed resources and the feed industry.	Understand
CO 2	Demonstrate an understanding of the essential nutrients required in animal feed, identify common feed ingredients and their source.	Understand
CO 3	Use of machinery and equipment in feed production, and the implementation of safety and hygiene practices	Apply
CO 4	Assess market trends, segment the market, and develop effective distribution and logistics management strategies.	Analyse
CO 5	Describe the regulatory and ethical frameworks governing the feed industry.	Understand
CO 6	Synthesize their knowledge and skills from all modules to create comprehensive and strategic feed business plans	Create

Course Contents

MODULE - I	INTRODUCTION TO FEED INDUSTRY	9
Present status of feed resources; gap between demand and availability of nutrients; status of feed industry in India and world, constraints in the development of Indian feed industry		
MODULE - II	FEED INGREDIENTS AND NUTRITION	9
Essential nutrients in animal feed, Common feed ingredients and their sources, Nutritional requirements for different livestock species, Feed quality control and assurance, Sustainable sourcing of feed ingredients.		
MODULE - III	FEED MANUFACTURING AND TECHNOLOGY	9
Feed mill operations and management, Machinery and equipment used in feed production, Automation and digitalization in feed manufacturing, Safety and hygiene practices in feed mills, Cost management and efficiency in feed production.		
MODULE - IV	MARKETING AND DISTRIBUTION OF ANIMAL FEED	9
Market analysis and segmentation in the feed industry, Distribution channels and logistics management, Pricing strategies for animal feed products, Branding and promotion in the feed sector, Customer relationship management (CRM) in feed businesses.		
MODULE - V	REGULATORY COMPLIANCE AND ETHICS IN FEED BUSINESS	9

Legal and regulatory frameworks governing feed businesses, Ethical considerations in feed production and marketing, Environmental sustainability and feed industry practices, Crisis management and risk mitigation in feed operations, Corporate social responsibility (CSR) in feed businesses.

Total: 45 Periods

REFERENCES

1. Arvind K. Singh, "Handbook of Livestock Management", Oxford University Press, 2020
2. Carl M. Parsons, "Feed Ingredients and Nutrition", Academic Press, 2018.
3. Sergio C. Nakagawa "Handbook of Animal Feed Processing and Utilization", CRC Press, 2019
4. Simon Bennett, "Ethics in Agriculture – An African Perspective" Routledge, 2018.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	Pos								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	3	2	3	2	1	3	3	3	2		
CO 2	3	1	3	1	2	3	3	2	1		
CO 3	2	1	2	1	2	2	2	3		2	
CO 4	3	3	1	2	3	1	1	3	1		
CO 5	3	3	2	2	3	2	2	2		2	
CO 6	1	3	2	3	3	1	2	2	1		
	3 - High			2 – Medium				1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment / Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	20	10	8	4
Understand	30	20	10	20
Apply		20	16	20
Analyse			16	20
Evaluate				20
Create				16

23PBAS006	AGRI RETAIL MANAGEMENT	L	T	P	C
		3	0	0	3
Nature of Course		Professional Elective			
Pre requisites		Nil			

Course Objectives**The course is intended to**

1. Introduce students to the fundamental concepts of agricultural retail management and its significance in the Indian context.
2. Provide insights into the supply chain management processes specific to agri retail, including logistics, inventory management, and distribution networks.
3. Equip students with the knowledge of marketing principles and strategies applicable to agri retail.
4. Develop an understanding of financial management practices in agri retail, including budgeting, cost control, investment appraisal, and risk management.
5. Familiarize students with the regulatory environment, legal frameworks, and ethical considerations relevant to agri retail management in India.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Implement fundamental concepts of agri retail management to real-world scenarios, understanding its importance in the Indian agricultural sector.	Apply
CO 2	Examine the components of agri supply chains, including logistics and inventory management	Analyse
CO 3	Implement marketing strategies for agri products, including branding, pricing, and digital marketing, based on consumer behavior insights.	Apply
CO 4	Demonstrate proficiency in financial analysis, budgeting, and investment appraisal techniques, with a focus on managing financial risks in agri retail.	Understand
CO 5	Utilise legal regulations and ethical principles in agri retail management, including intellectual property rights and contractual agreements.	Apply
CO 6	Address current challenges and future opportunities in the sector.	Create

Course Contents

MODULE - I	INTRODUCTION TO AGRI RETAIL MANAGEMENT	9
Introduction to agricultural retailing, Importance of agri retail management in the Indian context, Evolution and trends in agri retailing, Regulatory environment and policies affecting agri retail, Challenges and opportunities in agri retail management.		
MODULE - II	SUPPLY CHAIN MANAGEMENT IN AGRI RETAIL	9
Overview of agri supply chains, Role of logistics in agri retail management, Inventory management in agri retail, Distribution channels and networks, Technology applications in agri supply chain management.		
MODULE - III	MARKETING STRATEGIES FOR AGRI RETAIL	9
Marketing concepts and principles in agri retail, Consumer behavior in agri retail markets, Branding and promotion strategies for agri products, Pricing strategies and market positioning, Digital marketing in agri retail.		
MODULE - IV	FINANCIAL MANAGEMENT IN AGRI RETAIL	9

Financial analysis and planning in agri retail, Budgeting and cost control measures, Investment appraisal techniques for agri retail projects, Risk management in agri retail finance, Financial reporting and performance evaluation.	
MODULE - V	LEGAL AND ETHICAL ISSUES IN AGRI RETAIL
Legal framework governing agri retail in India, Contractual agreements in agri retail transactions, Intellectual property rights in agri products, Ethical considerations in agri retail management, Case studies and practical applications.	
Total: 45 Periods	

REFERENCES

1. Dr.P. R. Chandrasekharan, "Agri Retailing: A Changing Landscape", Springer,2019.
2. Dr.Amit Kumar "Supply Chain Management in Agriculture", Oxford University Press,2021.
3. Dr. R. S. Chauhan, "Marketing Strategies for Agri Retail", Pearson Education India, 2022.
4. Prof. S. K. Sing, "Financial Management in Agri Retail", McGraw-Hill Education,2023.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	Pos								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	3	2	2	1	1	1	3	2	1		
CO 2	2	3	2	3	2	2		2		2	
CO 3	2	3	1	1	2	3	1	1	2		
CO 4	3	2	2	3	1		2	2			
CO 5	1	3	3	1	2	1	2	1	1	1	
CO 6	2	3	2	3		3		2			
	3 - High			2 – Medium				1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment / Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom’s Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	10	8	10	4
Understand	20	10	20	20
Apply	20	16	20	20
Analyse		16		20
Evaluate				20
Create				16

23PBAS007	ORGANIC AGRI PRODUCTION TECHNOLOGY AND MANAGEMENT	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives**The course is intended to**

1. Provide a comprehensive understanding of the definition, scope, and historical evolution of organic agriculture.
2. Capture organic and conventional farming systems, highlighting the key differences in practices, outcomes, and sustainability.
3. Learn soil health and fertility management, organic crop production technologies, pest and disease management, weed management strategies, and organic livestock management.
4. Develop skills in planning and designing organic farms, managing resources such as water, energy, and labor, and understanding financial and risk management in organic farming.
5. Learn market dynamics, consumer behavior, and marketing strategies specific to organic products, including supply chain management and economic profitability.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Describe the key principles and practices of organic agriculture, including the standards and certification processes involved.	Understand
CO 2	Compare the environmental, economic, and social aspects of organic and conventional farming systems.	Analyse
CO 3	Demonstrate knowledge of organic farming technologies, including soil health management, pest and disease control, and organic livestock practices.	Understand
CO 4	Plan and design an organic farm, manage resources efficiently, and implement effective financial and risk management strategies.	Create
CO 5	Asses the market, consumer behavior, and the economics of organic farming, enabling them to develop effective marketing strategies for organic products.	Evaluate
CO 6	Design innovative organic farming systems or business models that address contemporary challenges in organic agriculture	Create

Course Contents

MODULE - I	INTRODUCTION TO ORGANIC AGRICULTURE	9
Definition and scope of organic agriculture, History and evolution of organic farming, Principles of organic agriculture (Health, Ecology, Fairness, Care), Certification and standards for organic farming, Comparison between organic and conventional farming.		
MODULE - II	ORGANIC FARMING SYSTEMS AND TECHNOLOGIES	9
Soil health and fertility management, Organic crop production technologies, Pest and disease management in organic farming, Weed management strategies, Organic livestock management.		
MODULE - III	ORGANIC FARM MANAGEMENT	9
Planning and design of organic farms, Resource management (water, energy, labor), Financial management and budgeting in organic farms, Risk management and contingency planning, Record keeping and documentation for organic certification		
MODULE - IV	MARKETING AND ECONOMICS OF ORGANIC FARMING	9

Market analysis and consumer behavior in organic products, Marketing strategies for organic products, Supply chain management in organic agriculture, Economic analysis and profitability of organic farming, Policy support and incentives for organic farming.

MODULE - V	ENVIRONMENTAL AND SOCIAL ASPECTS OF ORGANIC AGRICULTURE	9
-------------------	----------------------------------------------------------------	----------

Environmental benefits of organic farming, social impacts of organic agricultural practices
Community-supported agriculture (CSA) and organic farming, Organic farming and food security, Future trends and innovations in organic agriculture.

Total: 45 Periods

REFERENCES

1. S.P. Palaniappan and K. Annadurai "Organic Farming: Theory & Practice", Scientific Publishers, 2020.
2. S. Maheshwari, "Organic Farming: Concepts and Experiences", New India Publishing Agency, 2019.
3. Ramesh Chander Kuhad, V. Subramanian, and V. Gowthaman, "Handbook of Organic Farming and Integrated Nutrient Management" IK International Publishing House, 2022.
4. S. Suresh and K.N. Selvakumar "Economics of Organic Farming", Astral International, 2017.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	Pos								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	2	2	2	1	1	1	3	1	1	2	
CO 2	3	2	2	3	1	3					
CO 3	3	3	3	3	2	2	1	1	1		
CO 4	2	3		3	1		2				
CO 5	1		1	1	2	2		1		2	
CO 6		1		3	3		3		3		
	3 - High			2 – Medium				1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment / Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	20	8	4	4
Understand	30	10	4	20
Apply		16	4	20
Analyse		16	4	20
Evaluate			18	20
Create			16	16


Chairman – Board of Studies
CHAIRMAN - BOARD OF STUDIES

23PBAS008	POULTRY AND HATCHERY MANAGEMENT	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives**The course is intended to**

1. Provide students with a thorough understanding of the history and development of the poultry industry, along with the types, breeds, and physiological aspects of poultry.
2. Equip students with the principles of poultry breeding, selection methods, genetic improvement, and reproductive physiology including artificial insemination.
3. Impart knowledge on hatchery management, including design, equipment, incubation principles, and practices, along with hygiene and biosecurity measures.
4. Develop expertise in the nutritional requirements of poultry, feed formulation, feeding equipment, and the impact of nutrition on poultry health and productivity.
5. Educate students on common poultry diseases, control measures, vaccination programs, biosecurity, economic aspects of poultry farming, and effective marketing strategies and business planning.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Describe the history and development of the poultry industry and identify various types and breeds of poultry.	Understand
CO 2	Implement principles of poultry breeding, utilize selection methods, and implement genetic improvement programs to enhance poultry production.	Apply
CO 3	Manage hatchery operations by designing hatcheries, applying incubation principles, maintaining hygiene, and ensuring biosecurity to produce high-quality chicks.	Apply
CO 4	Formulate feed based on nutrient requirements for different stages of poultry, manage feeding processes, and use feeding technology to optimize poultry health and productivity.	Create
CO 5	Identify common poultry diseases, design effective vaccination programs, implement biosecurity measures, and develop business plans and marketing strategies for successful poultry farming.	Analyse
CO 6	Design and manage a comprehensive poultry production system, encompassing breeding, hatchery management, nutrition, health management, and marketing strategies	Create

Course Contents

MODULE - I	INTRODUCTION TO POULTRY MANAGEMENT	9
History and development of the poultry industry, Types and breeds of poultry, Poultry anatomy and physiology, Environmental requirements for poultry.		
MODULE - II	BREEDING AND GENETICS	9
Principles of poultry breeding, Selection methods for breeding, Genetic improvement and breeding programs, Reproductive physiology and artificial insemination.		
MODULE - III	HATCHERY MANAGEMENT	9
Hatchery design and equipment, Incubation principles and practices, Hatchery hygiene and biosecurity, Chick grading and quality assessment.		

MODULE - IV	NUTRITION AND FEEDING	9
Nutrient requirements for different stages of poultry, Feed formulation and feed management, Feeding equipment and technology, Impact of nutrition on poultry health and productivity.		
MODULE - V	HEALTH MANAGEMENT AND MARKETING	9
Common diseases and their control, Vaccination programs and biosecurity measures, Economic aspects of poultry farming, Marketing strategies and business planning.		
Total: 45 Periods		

REFERENCES

1. Dr. R. Prabakaran, Poultry Production and Management, Kalyani Publishers, 2019.
2. Dr. M. M. Koul and Dr. R. K. Arora, "Handbook of Poultry Nutrition", International Book Distributing Co., 2020.
3. Dr. H. V. S. Chauhan, "Poultry Diseases, Diagnosis and Treatment", New India Publishing Agency, 2020.
4. Dr. A. K. Chatterjee, "Poultry Farming and Management", Biotech Books, 2021.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	Pos								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	3	2	1	2	1	1	2	3	2		
CO 2	2	2	1	1	3	3	1	3	2		
CO 3	3	2	2	3	2	1	1		3	1	
CO 4	1	2	1	2	1	3	3	2	2		
CO 5	2	2	2	2	1		2				
CO 6	2	1	2	3	1	2		2		2	
	3 - High			2 - Medium				1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment / Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	20	10	4	4
Understand	30	20	4	20
Apply		20	4	20
Analyse			4	20
Evaluate			18	20
Create			16	16

23PBAS009	AGRI TECHNOLOGY MANAGEMENT	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives**The course is intended to**

1. Provide a comprehensive understanding of the evolution and significance of technology in agriculture.
2. Explore the latest trends and innovations in agri-technology, including precision agriculture, IoT, and biotechnology.
3. Learn the technology on agricultural productivity and sustainability, with a focus on yield improvement and sustainable practices.
4. Develop strategic management skills for agri-tech enterprises, including risk management, financial planning, and market analysis.
5. Introduce digital tools and data analytics in agriculture, emphasizing the use of big data, GIS, AI, and decision support systems for informed decision-making.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Demonstrate an understanding of the historical development and current trends in agricultural technology, highlighting key milestones and innovations.	Understand
CO 2	Examine various innovative agricultural technologies, such as precision agriculture, IoT, drones, robotics, and biotechnology, and their applications in modern farming practices.	Analyse
CO 3	Critically assess the impact of different agricultural technologies on productivity and sustainability,	Evaluate
CO 4	Implement strategic management principles in agri-tech enterprises, including risk assessment, financial management, and market analysis.	Apply
CO 5	Utilize digital tools and data analytics, including big data, GIS, and AI, to enhance decision-making processes in agriculture, focusing on efficiency and productivity.	Apply
CO 6	Propose comprehensive agri-tech solutions that integrate innovative technologies, strategic management, and digital tools	Create

Course Contents

MODULE - I	INTRODUCTION TO AGRI TECHNOLOGY MANAGEMENT	9
Overview of Agri Technology, Historical Perspective of Technology in Agriculture, Current Trends in Agri Technology, Importance of Agri Technology Management.		
MODULE - II	INNOVATIVE AGRICULTURAL TECHNOLOGIES	9
Precision Agriculture, Internet of Things (IoT) in Agriculture, Drones and Robotics in Agriculture, Biotechnology in Agriculture.		
MODULE - III	IMPACT OF TECHNOLOGY ON AGRICULTURAL PRODUCTIVITY AND SUSTAINABILITY	9
Yield Improvement through Technology, Sustainable Agriculture Practices, Climate Smart Agriculture, Case Studies on Technology Impact.		
MODULE - IV	STRATEGIC MANAGEMENT IN AGRI-TECH ENTERPRISES	9

Strategic Planning in Agri-Tech, Risk Management in Agri-Tech Projects, Financial Management for Agri-Tech Startups, Market Analysis and Product Development.		
MODULE - V	DIGITAL TOOLS AND DATA ANALYTICS IN AGRICULTURE	9
Big Data in Agriculture, Geographic Information Systems (GIS) in Agriculture, Machine Learning and AI Applications, Decision Support Systems in Agriculture.		
Total: 45 Periods		

REFERENCES

1. G.N. Nanjundappa, "Agricultural Technology Management", Oxford & IBH Publishing Co. Pvt. Ltd., 2018.
2. R.C. Gaur "Innovative Technologies for Agriculture", NIPA, 2020.
3. P.C. Trivedi, "Sustainable Agricultural Technology", Scientific Publishers, 2019.
4. A. Singh "Strategic Management in Agri-Tech", Kalyani Publishers, 2021.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	Pos								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	3	2	1	2	1	1	2	3	2		
CO 2	2	2	1	1	3	3	1	3	2		
CO 3	3	2	2	3	2	1	1	3	3	1	
CO 4	1	2	3	2	1	3	3	2	2		
CO 5	2	3	2	2	1		2	3	3		
CO 6	2	1	2	3	1	2		2		2	
	3 - High			2 – Medium				1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment / Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	20	4	10	4
Understand	30	4	20	20
Apply		4	20	20
Analyse		20		20
Evaluate		18		20
Create				16

23PBAS010	AGRI BUSINESS AND CO-OPERATIVE MANAGEMENT	L	T	P	C
		3	0	0	3
Nature of Course		Professional Elective			
Pre requisites		Nil			

Course Objectives**The course is intended to**

1. Provide a comprehensive understanding of the definition, scope, and components of agribusiness.
2. Introduce the history, principles, values, and types of cooperatives, and understand their role in rural development and governance.
3. Equip students with knowledge of financial management, credit systems, and risk management specific to agribusiness.
4. Explore agribusiness marketing strategies, market research, supply chain management, quality control, and the use of digital marketing in the agribusiness sector.
5. Learn to examine strategic planning, policy issues, international trade, sustainable practices, and future trends.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Define agribusiness, describe its components, and explain its significance in the economy.	Understand
CO 2	Differentiate between various types of cooperatives, explaining their roles in rural development and governance.	Analyse
CO 3	Identify and analyze various sources of finance and credit systems in agribusiness.	Analyse
CO 4	Conduct market research, develop marketing strategies, and manage supply chains in agribusiness.	Create
CO 5	Critically analyze strategic planning and management practices in agribusiness	Analyse
CO 6	Design an innovative agribusiness model or strategy, incorporating sustainable practices.	Create

Course Contents

MODULE - I	INTRODUCTION TO AGRIBUSINESS	9
Definition and Scope of Agribusiness, Components of Agribusiness: Input, Production, Processing, Marketing, Role of Agribusiness in the Economy, Current Trends and Challenges in Agribusiness, Case Studies of Successful Agribusiness Ventures.		
MODULE - II	FUNDAMENTALS OF COOPERATIVE MANAGEMENT	9
History and Evolution of Cooperatives, Principles and Values of Cooperatives, Types of Cooperatives: Agricultural, Consumer, Worker, etc., Legal Framework and Governance of Cooperatives, Role of Cooperatives in Rural Development.		
MODULE - III	AGRIBUSINESS FINANCE AND RISK MANAGEMENT	9
Sources of Finance in Agribusiness, Financial Management in Agribusiness Enterprises, Agricultural Credit Systems and Institutions, Risk Management in Agribusiness, Insurance Products for Agribusiness.		
MODULE - IV	MARKETING AND SUPPLY CHAIN MANAGEMENT IN AGRIBUSINESS	9

Agribusiness Marketing Concepts and Strategies, Market Research and Analysis in Agribusiness, Supply Chain Management in Agribusiness, Quality Control and Certification in Agribusiness Products, E-commerce and Digital Marketing in Agribusiness	
MODULE - V	STRATEGIC MANAGEMENT AND POLICY ISSUES IN AGRIBUSINESS AND COOPERATIVES
Strategic Planning and Management in Agribusiness, Policy Environment and its Impact on Agribusiness, International Trade and Agribusiness, Sustainable Practices and Environmental Management in Agribusiness, Future Trends and Innovations in Agribusiness and Cooperatives.	
Total: 45 Periods	

REFERENCES

1. Dr. Subhashini Srivastava, Agri-Business Management, New India Publishing Agency, 2020
2. B.S. Bhatia and B.S. Khara, Cooperative Management: Principles and Techniques, Deep and Deep Publications, 2018.
3. Dr. S.P. Singh, Agribusiness and Rural Management, Himalaya Publishing House, 2019.
4. A.K. Singh and R.K. Singh, Strategic Management for Agricultural Cooperatives, Concept Publishing Company, 2019.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	Pos								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	3	2	1	2	1	1	2	3	2		
CO 2	2	2	1	1	3	3	1	3	2		
CO 3	3	2	2	3	2	1	1	3	1	1	
CO 4	1	2	3	2	1	3	3	2	2		
CO 5	2	3	2	2	2	3	2	3	3		
CO 6	2	1	2	3	2	2		2		2	
	3 - High			2 – Medium				1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment / Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	20	8	4	4
Understand	30	10	4	20
Apply		16	4	20
Analyse		16	4	20
Evaluate			18	20
Create			16	16

23PBAS011	DISASTERS: NATURAL AND HUMAN INDUCED DISASTERS	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives

While studying this course, the Learner shall be able to:

1. Familiarize the learners to the basic concepts of Disaster management.
2. Realize human-induced hazards.
3. Understand about causes and occurrence of Disaster.
4. Give inputs on how to manage hazards and disasters occurrence
5. Know the recent management strategies to mitigate disasters.

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Indulgent to identify the major hazards having diverse nature	Understand
CO 2	In-depth knowledge of understand fundamentals of natural and human-induced hazards.	Apply
CO 3	Perceptive to apply comprehensive knowledge about the types, causes, mechanism of occurrence.	Apply
CO 4	Develop the spatial variability of hazards and disasters to manage such occurrences	Analyze
CO 5	Insights about the formulate innovative management strategies to mitigatedisasters.	Understand
CO 6	Design and implement innovative strategies to effectively manage andmitigate the occurrence of hazards and disasters	Create

Course Outcomes

MODULE - I	INTRODUCTION TO HUMAN INDUCED DISASTERS	9
Types of natural and human induced disasters - described by the High -Powered Committee -Disaster Management Cycle, Disaster Profile of India		
MODULE - II	HUMAN-INDUCED HAZARDS.	9
Understanding structure of earth - formation of core- Tectonic plates. Earthquakes caused and effects, predictions, seismic zones, seismic waves, epicenter, focus, magnitude, intensity, vulnerability - damage potential - Geological and geographical analysis - Causes, Tectonic conditions - erosion rock fall, damage assessment, landslides prevention, mitigation and management - Avalanches: formulation, types, hazard mitigation and management - Causes, hazard monitoring and mitigation		
MODULE - III	MECHANISM OF OCCURRENCE	9
Floods cause, vulnerability - types of floods, impact of flood, Flood management (Mitigation, Preparedness and Response) - Urban floods. Difference between Cyclone - Typhoon and hurricanes - Structure, formulation conditions, monitoring / tracking - damage impact on landfall,- Tsunamis are caused, characteristics, hazard zonation, factors, hazard potential – impact assessment of cyclones and tsunami, coastal zone management, Early warning system for Cyclones and Tsunamis.		
MODULE - IV	VARIABILITY HAZARDS AND DISASTERS	9
Causes – Vulnerability - types of famines – deserts - desertification, Drought affected areas - droughtmanagement in India.		

Passed in Board of Studies


 Chairman – Board of Studies
CHAIRMAN - BOARD OF STUDIES

Approved in Academic Council

MODULE - V	MANAGEMENT STRATEGIES TO MITIGATE DISASTERS.	9
Industrial, chemical - hazardous material disasters - urban forces building collapse - stampede, road, rail, and air - boat capsized disasters, Forest fires, coal mine fires - religious congregation disasters. Terrorism related disasters, Indiscriminate firing, bomb blast, hoax calls, hostage taking & rescue, selective shooting of leaders.		
Total: 45 Periods		

REFERENCES:

1. Khanna B K Brig (Dr.), "All you wanted to learn about disasters," New India Publishing Agencies, New Delhi, 2005.
2. Khanna B K Brig. (Dr.) - , "Perils of under preparedness in Sikkim earthquake, IDSA, New Delhi, 2014.
3. William H. Dennen and Bruce R. Moore, Geology and Engineering, WCB Publishers Iowa, 1986.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
Cos	POs								PS Os		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	2		1	3					3	1	
CO 2		1			3				1	2	
CO 3	1		2						1	3	
CO 4		2		2	1				2	1	
CO 5		2			1				1	1	
CO 6	1		1	3					3	2	
	3 - High			2 - Medium				1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment / Case study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examination s(FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	24	6	6	22
Understand	26	8	8	22
Apply		18	4	20
Analyse		18	16	20
Evaluate			16	16
Create				

23PBAS012	PSYCHO-SOCIAL PERSPECTIVES IN DISASTER MANAGEMENT	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives

While studying this course- the Learner shall be able to:

1. Make clear the context of disasters refers to comprehensive interventions
2. Aimed at addressing a wide range of psychosocial
3. Mental health problems arising in the aftermath of disasters.
4. knowledge about different psycho-social and mental health
5. Know the recent problems arising after any disaster.

On successful completion of the course the students will be able to

CO.No	Course Outcome	Bloom's Level
CO 1	Generous to will understand the context of disasters	Understand
CO 2	Inclusive knowledge of refers to comprehensive interventions	Apply
CO 3	Understanding about wide range of psychosocial and mental health problems	Apply
CO 4	Cultivate the arising in the aftermath of disasters.	Analyse
CO 5	Insights about the formulate arising after any disaster	Understand
CO 6	Create a framework for mental health handling technique	Create

Course Outcomes

MODULE - I	INTRODUCTION TO HUMAN INDUCED DISASTERS	9
Identifying Socio-Psychological Needs in Mass Emergency: Global assessment of Needs and Priorities- Area specific requirements- Psychological Characteristics of Disaster Management- Different psychological considerations in natural and manmade disasters. Impact of disasters on social fabric of the people living in the disaster prone areas- emotional stability and its recoupment.		
MODULE - II	HUMAN-INDUCED HAZARDS.	9
Training in Humanitarian Professionalism- Professionalism and Humanitarian Responses in Disaster Management- Short term support- Long term support- conducting workshops		
MODULE - III	MECHANISM OF OCCURRENCE	9
Community and Individual Empowerment: Disaster- Women and their Social Status- Gender Rights and Child rights in the response system. Differently abled/Aged/Single- NDMA Guidelines on Psycho- Social support. Psychological Rehabilitation dealing with victim's Psychology		
MODULE - IV	VARIABILITY HAZARDS AND DISASTERS	9
Operative and Strategic Management: Role of NGOs and other agencies: National and International UN- UNOCHA-UNISDR-UNISER-UNDP-WHO-FAO-IFRC-SAARC-ASEAN-UNFCC-FEMA- ADPC-OECD		
MODULE - V	MANAGEMENT STRATEGIES TO MITIGATE DISASTERS.	9
Voluntary organization and non- government organizations and their role in Disaster Management.Social Action Groups- Advocacy initiative- Civil Society organization		

REFERENCES:

1. Horowitz- M (1986)- Stress response syndranes- Northvale- N.J. Armson.
2. Peter- K. Hodgkinson- (1998)- Copying with Catastrophe- A handbook of post disaster psychological after care. Routledge.
3. Kazimiera Adamowski (1998)- Creating Excellence in Crisis Care- Johnwiley & Sons Inc. Management: A Global Perspective- Wehrich- H. and Koontz- H.- New York- McGraw Hill 2006

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)										
Cos	POs								PSOs	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO 1	2		1	3					3	1
CO 2		1			3				1	2
CO 3	1		2						1	3
CO 4		2		2	1				2	1
CO 5		2			1				1	1
CO 6	1		1	3					3	2
	3 - High			2 – Medium			1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment / Case study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations (FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	24	6	6	22
Understand	26	8	8	22
Apply		18	4	20
Analyse		18	16	20
Evaluate			16	16
Create				



23PBAS013	MEDIA & INFORMATION MANAGEMENT IN DISASTER	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives

While studying this course- the Learner shall be able to:

1. Identifying the media vital role in the management of disasters
2. Aimed at educating people about consequences
3. Understand about hazard warnings- gathering and transmitting information.
4. knowledge about affected areas and reflections
5. Know the alerting the government for rescue and relief

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Understand the vital role played by media in disaster	Understand
CO 2	Wide-ranging of knowledge in management of disasters by educating people	Apply
CO 3	Understanding about consequences- hazard warnings- gathering	Apply
CO 4	Services to transmitting information about affected areas	Analyse
CO 5	Inclusive Alerting the government for rescue and relief.	Understand
CO 6	Plan an reflection and transmitting information	Create

Course Outcomes

MODULE - I	INTRODUCTION TO MEDIA AND DISASTER MANAGEMENT	9
Disaster and Media- Types of Media (Print- Electronic- Social Media)- Importance of Media- Media and Disaster Management- Community Engagement and Emergence of Green Media- Media Institutions and organizations.		
MODULE - II	MEDIA RESEARCH METHODOLOGY	9
Research and Management Techniques- Qualitative Methods in Research for Disaster Management- Quantitative Methods in Research for Disaster Management- empirical research for Disaster management		
MODULE - III	MEDIA AND COMMUNITY ENGAGEMENT	9
Traditional vs Virtual Communities- Youth- Media and Society for Disaster Management- Community- Media- Community Based Disaster Management and Capacity Building		
MODULE - IV	MEDIA AND CONTEMPORARY TRENDS	9
New Media- Disaster Management and Activism- Cross/ across Country Cooperation and Disaster Management- Factual and ethical reporting.		
MODULE - V	PHASES OF DISASTERS	9
Case studies - Role of media in Different phases of Disasters and reflections across boundaries.		
Total: 45 Periods		

REFERENCES:

1. Anderson- Alison. 'Environmental Activism and News Media'- News- Public Relations and Power- Cottle- S(ed). Sage Publications- London- Thousand Oaks- New Delhi: 2003- pp. 117- 132.
2. Antilla- L. (2005). Climate of scepticism: US newspaper coverage of climate change. Global Environmental Change- 15- 338-352.
3. Bell- A. (1991). Hot air: media- miscommunication- and the climate change issue. In N. Coupland- J. M. Wiemann& H. Giles (Eds.)- "Miscommunication" and problematic talk (pp. 259-282). Newbury Park-CA: Sage

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
Cos	POs								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	2		1	3					3	2	
CO2		1			3				1	2	
CO3	1		2						1	3	
CO4		1		2	1				2	1	
CO5		2			1				1	2	
CO 6	1		1	3					3	3	
	3 - High			2 – Medium				1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember /Understand	Online Quiz / Seminar	5	15
Create	Assignment / Case study	5	
	Attendance	5	

Summative Assessment				
Bloom'sCategory	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	24	6	6	22
Understand	26	8	8	22
Apply		18	4	20
Analyse		18	16	20
Evaluate			16	16
Create				



23PBAS014	CRISIS MANAGEMENT	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives

While studying this course- the Learner shall be able to:

1. Gets thorough knowledge about crisis management
2. Marked to eliminate the potential harm
3. Understand about the organization to resume execution of its strategy.
4. knowledge about good crisis management strategy
5. Acquainted with the aims to balance and protect all of a company's interests.

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Apprehend thorough knowledge about crisis management.	Understand
CO 2	Widespread of knowledge in eliminate the potential harm	Apply
CO 3	Indulgent the organization to resume execution in disaster	Apply
CO 4	Amenities to good crisis management strategy	Analyse
CO 5	Inclusive balance and protect all of a company's interests.	Understand
CO 6	Create a strategy for execution of crisis management	Create

Course Outcomes

MODULE - I	INTRODUCTION TO CRISIS DISASTERS	9
Crisis: Definition Difference between crisis- disasters and catastrophe. Crisis and emergency- Standard Operating Procedure. Types of crisis. Strategic perspective of crisis management- Cases related to major international and national crisis.		
MODULE - II	CRISIS MANAGEMENT PLAN	9
Crisis Management Plan: Components of crisis management plan- Types of plan- Budget allocation- Preparation of crisis management plans. Global best practices. Business continuity plan		
MODULE - III	IMPLEMENTATION OF CRISIS MANAGEMENT PLAN	9
Implementation of Crisis Management Plan: Team management- briefing- debriefing and crisisManagement problem solving approaches. Monitoring and Control approaches. Major cases related to crisis management plan implementation		
MODULE - IV	MEDIA AND CONTEMPORARY TRENDS	9
Crisis Management Communication: emergence of new mode of communication- Importance of integrated crisis management communication.		
MODULE - V	MEDIA PLANNING	9
Media planning- Traditional (Print- TV- Radio) and Social media. Media management. Choice and effectiveness of media (pre- during and post crisis)		
		Total: 45 Periods

Passed in Board of Studies

Chairman – Board of Studies

CHAIRMAN - BOARD OF STUDIES



Approved in Academic Council

REFERENCES:

1. Harvard Business Essential (2004) Crisis Management: Master the Skill to prevent Disasters. Harvard Business School Press
2. Mukhopadhyay (2005) Crisis and Disaster Management Turbulence and Aftermath. New Age International Publisher.
3. Fink (2000) Crisis Management: Planning for the inevitable- I Universe.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
Cos	POs								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	2		1	3					3	2	
CO 2		1			3				1	2	
CO 3	1		2						1	3	
CO 4		2		2	1				3	1	
CO 5		2			2				1	1	
CO 6	1		1	3					3	2	
	3 - High			2 – Medium				1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember /Understand	Online Quiz / Seminar	5	15
Create	Assignment / Case study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations (FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	24	6	6	22
Understand	26	8	8	22
Apply		18	4	20
Analyse		18	16	20
Evaluate			16	16
Create				



23PBAS015	PUBLIC HEALTH IN DISASTER MANAGEMENT	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives

While studying this course- the Learner shall be able to:

1. Aims to increase the knowledge in public health in disaster management
2. understanding of the disaster phenomenon
3. Apprehend about the contextual aspects- impacts and public health consequences.
4. knowledge about to ensure skills and abilities
5. Analyse potential effects of disasters

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Creates knowledge in public health in disaster management.	Understand
CO 2	Pervasive of knowledge in disaster occurrence	Apply
CO 3	Permissive the impacts in public health consequences.	Apply
CO 4	Ensure skills and abilities in disaster occurrence	Analyse
CO 5	Strategies to deliver public health response to avert these effects.	Understand
CO 6	Draft an portent in disaster Management to safeguard disaster	Create

Course Outcomes

MODULE - I	INTRODUCTION TO PREPAREDNESS	9
Public health and its role in disaster management: health promotion and disaster prevention – integrated approach- Public health emergencies in disasters – water borne- vector borne and zoonotic diseases- avian flu- Ebola and Dengue etc. Mass casualties preparedness and management.		
MODULE - II	DISASTER AND FIRST-AID	9
Disaster and First-aid- First-aid kit- Basic training in survival skills- Critical Care facilities for managing basic life support such as CPR. Training of first aid responders. Transport of wounded/Fractured patient- maintenance of Vitals- Principles of ABC (Airway- breathing & Circulation)and defibrillators		
MODULE - III	NEW HEALTH THREATS	9
Preparation and knowledge skills in new health threats like bio-defense and bio- terrorism epidemiology- pre hospital preparedness and adequate stock of medicines- management of temporary shelters- water and sanitation emergencies- clinical casualty management- Concept of potable water. Public health policies.		
MODULE - IV	HEALTH INTERVENTION	9
Case studies of medical and health intervention in disaster management- education- training in public health management- NDMA Guidelines on Hospital Safety- NDMA Guidelines on Medical Preparedness and Mass Casualty Management		
MODULE - V	NGOs IN DISASTER	9
Role of NGOs- Community Based Organizations (CBOs)- Armed forces- educational institutions- Professionals and technical groups and their coordination in health emergencies in disasters.		

Passed in Board of Studies

Chairman – Board of Studies

CHAIRMAN - BOARD OF STUDIES



Approved in Academic Council

Passed in Board of Studies

Chairman – Board of Studies

CHAIRMAN - BOARD OF STUDIES



Approved in Academic Council

REFERENCES:

1. NDMA Guidelines on Man Casualty Management and hospital preparation – 2006
2. NDMA guidelines on hospital Safety 2017.
3. NDMA Guidelines on Medical Preparedness and Mass Casualty Management-
4. Public Health Management of Disasters: The Practice Guide- Linda Young
5. Landesman- American Public Health Association- 01-Oct-2005 NDMA Guidelineson Management of Biological Disasters.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
Cos	POs								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	1		1	3					3	2	
CO 2		1			3				2	2	
CO 3	1		2						1	3	
CO 4		3		2	1				3	1	
CO 5		2			1				1	3	
CO 6	1		1	3					3	2	
	3 - High			2 – Medium				1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember / Understand	Online Quiz / Seminar	5	15
Evaluate	Assignment / Case study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations (FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	24	6	6	22
Understand	26	8	8	22
Apply		18	4	20
Analyse		18	16	20
Evaluate			16	16
Create				

23PBAS016	INDUSTRIAL SAFETY AND DISASTER RISK REDUCTION	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives

While studying this course- the Learner shall be able to:

1. Aims to aims to enhance students' learning about safety and disaster
2. understanding the damages caused by disaster
3. Apprehend about the natural hazards
4. knowledge about natural hazards like earthquakes- floods- droughts and cyclones
5. Analyse ethic of prevention and risk reduction.

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Creates knowledge in way that children understand safety and disaster	Understand
CO 2	Widespread of knowledge being aware of the harm a calamity causes	Apply
CO 3	Lenient its Recognize and dangers of nature	Apply
CO 4	Guarantee awareness of natural disasters such as cyclones-floods- earthquakes- and droughts	Analyse
CO 5	Schemes to Examine the ethics of risk mitigation an prevention.	Understand
CO 6	Formulate a strategy to enhance safety and disaster reduction	Create

Course Outcomes

MODULE - I	INTRODUCTION TO PREPAREDNESS	9
Principles of Industrial Security Management- National Security Scenario and threat perception- industrial risk assessment (Principles of Management in Industrial Risk/ Crisis situation- behavioral and motivational issues in industrial crisis management- Security operations Management- Security basics and principles of security design.		
MODULE - II	DISASTER AND FIRST-AID	9
Physical Security Measures- Perimeter barriers- security walls- fencing gates- watch towers- buildings access control: Manual/ Electronic- issue of ID cards- visitors Pass- Material gate pass- security lighting- building security- locks and key management- security of parking areas.		
MODULE - III	INDUSTRIAL SECURITY AND LAW	9
Industrial Security and law- Relevant Sections of Indian Penal Code- Evidence Act- Private Security Agencies (Regulation) Act- Labour Act- Factory Act- Employees Standing Order Act-Explosives act-Arms Act- Contract Labour Act- Minimum wages Act- Laws of Contract- Official Secrets Act- ERDMP Regulations 2010- Safety Audits as per BIS 14489 (1998)- HIRA 2006.		
MODULE - IV	EMERGENCY MANAGEMENT PROTOCOL	9
Emergency Management Protocol- Anti sabotage check- security review & up-gradation- kidnap and hostage situation		

MODULE - V	BOMB THREATS	9
Bomb Threats & Search Procedures- bomb explosives& IEDs- search procedure; Executive Protection – Threat perception and special protective measures professionals and technical groupsand their coordination in health emergencies in disasters.		
		Total: 45 Periods

REFERENCES:

1. NDMA Guidelines on Man Casualty Management and hospital preparation – 2006
2. NDMA guidelines on hospital Safety 2017.
3. NDMA Guidelines on Medical Preparedness and Mass Casualty Management-

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
Cos	POs								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	1		1	3					1	2	
CO 2		2			3				2	2	
CO 3	1		1						1	3	
CO 4		1		2	2				3	1	
CO 5		2			1				3	2	
CO 6	1		1	1					3	2	
	3 - High			2 – Medium				1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember /Understand	Online Quiz / Seminar	5	15
Evaluate	Assignment / Case study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations (FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	24	6	6	22
Understand	26	8	8	22
Apply		18	4	20
Analyse		18	16	20
Evaluate			16	16
Create				

23PBAS017	CYBER TERRORISM AND SECURITY	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives

While studying this course, the Learner shall be able to:

1. Aims to enhance cyber security needs
2. Determine software vulnerabilities and security solutions
3. Detain about troubleshoot cyber security systems.
4. knowledge about Comprehend and execute risk management processes
5. Operational and strategic cyber security strategies and policies.

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Understand about the cyber security needs	Understand
CO 2	learning and implementing the real-world scenarios in Cyber Investigations	Apply
CO 3	Identifies Laboratory, Network Security Laboratory and in Security and Penetration	Apply
CO 4	Analyse and remediate computer security breaches	Analyse
CO 5	Understand key terms and concepts in Cryptography, Governance and Compliance.	Understand
CO 6	Design an strategy for software security solution for cyber terrorism	Create

Course Outcomes

MODULE - I	SECURITY THREATS	9
Introduction: Security threats - Sources of security threats- Motives - Target Assets and Vulnerabilities – Consequences of threats- E-mail threats - Web-threats - Intruders and Hackers, Insider threats, Cyber-crimes. Network Threats: Active/ Passive – Interference.		
MODULE - II	THREAT MANAGEMENT	9
Security Threat Management: Risk Assessment - Forensic Analysis - Security threat correlation – Threat awareness - Vulnerability sources and assessment- Vulnerability assessment tools – Threat identification - Threat Analysis - Threat Modelling - Model for Information Security Planning		
MODULE - III	AUTHORIZATION AND AUTHENTICATION	9
Security Elements: Authorization and Authentication - types, policies and techniques – Security certification - Security monitoring and Auditing - Security Requirements Specifications – Security Policies and Procedures, Firewalls, IDS, Log Files, Honey Pots.		
MODULE - IV	MULTILEVEL SECURITY	9
Access control, Trusted Computing and multilevel security - Security models, Trusted Systems, Software security issues, Physical and infrastructure security, Human factors.		
MODULE - V	SERVER SECURITY	9
Interception – Impersonation – Worms – Virus – Spam’s – Ad ware - Spy ware – Trojans and covert channels – Backdoors – Bots – IP, Spoofing - ARP spoofing - Session Hijacking - Sabotage-Internal treats Environmental threats - Threats to Server security.		

Passed in Board of Studies

Chairman – Board of Studies

CHAIRMAN - BOARD OF STUDIES



Approved in Academic Council

REFERENCES:

1. Swiderski, Frank and Sydex, "Threat Modeling", Microsoft Press, 2004.
2. William Stallings and Lawrie Brown, "Computer Security: Principles and Practice", Prentice Hall, 2008.
3. Joseph M Kizza, "Computer Network Security", Springer Verlag, 2005
4. Thomas Calabres and Tom Calabrese, "Information Security Intelligence: Cryptographic Principles Application", Thomson Delmar Learning, 2004

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
Cos	POs								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	2		1	3					3	2	
CO 2		1			3				2	1	
CO 3	1		2						2	3	
CO 4		2		2	1				3	1	
CO 5		2			1				1	2	
CO 6	1		2	3					3	2	
	3 - High			2 – Medium				1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember / Understand	Online Quiz / Seminar	5	15
Evaluate	Assignment / Case study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations (FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	24	6	6	22
Understand	26	8	8	22
Apply		18	4	20
Analyse		18	16	20
Evaluate			16	16
Create				



23PBAS018	COMMUNITY BASED DISASTER PREPAREDNESS	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives

While studying this course- the Learner shall be able to:

1. Gain in-depth understanding of the communities that you live in
2. Determine communities residing in dangerous regions
3. Impede various coping techniques and methods were created
4. Acquaintance by address the effects of calamities.
5. Effectiveness made swell conscious of the risk they are enduring.

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Get thorough knowledge about the communities living	Understand
CO 2	Helps to identify communities living in high-risk areas	Apply
CO 3	Categorizes different coping mechanisms and strategies developed	Apply
CO 4	Analyse impact of disasters in community based	Analyse
CO 5	Understand about community well aware of the risk they are living with.	Understand
CO 6	Perform an techniques and approaches for disaster preparedness	Create

Course Outcomes

MODULE - I	COMMUNITY STRUCTURE	9
Community- community structure and behaviour in managing disaster- Vulnerable populations- Importance given to community in UN document framework. Importance of CBDP Sustainability(In terms of Resources- Budget and monitoring mechanism).		
MODULE - II	GOALS & PREPAREDNESS	9
Goals of a resilient community- individual and family preparedness to mitigate disasters- role at local level for managing disasters- community based disaster risk assessment- assessment tools- village disaster profile- demographic details- resource mapping. Community based disaster risk management plan- framework for community based preparedness- community action plan; public health preparedness- information- education and communication-		
MODULE - III	TEAMS AT COMMUNITY LEVEL	9
Disaster Response Teams at Community level- their composition & Roles; Public health preparedness team- Disaster awareness team- warning and information dissemination team- disaster response groups; Responsibilities – Evacuation team- first-Aid team(s)- search and rescue team(s)- relief- coordination- shelter management- damage assessment tasks)- village safety team- management of community kitchen		
MODULE - IV	MAINSTREAMING	9
Mainstreaming CBDP - Importance and Benefits of Mainstreaming - Scaling up of CBDP through Mainstreaming- Partnership at the Gram Panchayat (GP) and Urban (Municipal) level- Embed CBDP in Government Development Programmes (Department wise schemes- action		

Passed in Board of Studies

Chairman – Board of Studies

CHAIRMAN - BOARD OF STUDIES

Approved in Academic Council

plans)		
MODULE - V	CASE STUDIES	9
Case Studies: Sharing of Good Practices in Indian Context- Learning from Traditional Knowledge & Coping Mechanism- NDMA Guidelines on formulation of State Disaster Management Plan.		
Total: 45 Periods		

REFERENCES:

1. Khanna B K Brig (Dr.) and Khanna Nina- "Disasters; Strengthening community Mitigation and preparedness- "New India Publishing Agency- New Delhi- 2011.
2. H K Gupta (2003) Disaster Management
3. NDMA Guidelines on formulation of State Disaster Management Plan
4. Collins Larry R. and Schneider Thomas D.- Disaster Management and Preparedness Taylor & Francis- 2000

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
Cos	POs								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	1		1	3					2	2	
CO 2		1			1				1	2	
CO 3	1		2						1	2	
CO 4		1		1	1				2	1	
CO 5		2			1				1	2	
CO 6	1		1	2					3	2	
	3 - High			2 – Medium				1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment / Case study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations (FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	24	6	6	22
Understand	26	8	8	22

Master of Business Administration (M.B.A): R-2023

Apply		18	4	20
Analyse		18	16	20
Evaluate			16	16
Create				

Passed in Board of Studies

Chairman – Board of Studies

CHAIRMAN - BOARD OF STUDIES



Approved in Academic Council

23PBAS019	COMMUNICATION AND EARLY WARNING SYSTEMS IN DISASTER MANAGEMENT	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives

While studying this course- the Learner shall be able to:

1. Get thorough knowledge about the important early warning
2. Determine important early warning and forecasting systems
3. Helps for prediction approaches for different natural hazards
4. Credit for preventing Early warning systems and forecasting can be evaluated
5. Gets an overview of reducing the disaster loss across the globe.

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Gets well-versed in the significance of early warning	Understand
CO 2	Helps to identify critical forecasting and early warning systems	Apply
CO 3	Aids in the development of prediction techniques for various natural disasters	Apply
CO 4	Forecasting and early warning systems can be Assessed	Analyse
CO 5	Understand about reducing the disaster loss across the globe.	Understand
CO 6	Create a framework for forecasting systems in early warning	Create

Course Outcomes

MODULE - I	INFORMATION AND COMMUNICATION SYSTEM	9
Introduction to information and communication system: model of communication systems transmitter- communication channel- attenuation noise. Telecommunication systems: BasicTelephone system. EPABX.		
MODULE - II	OVERVIEW OF TRANSMISSION MEDIA	9
Modulation Techniques: Types of Communication and need of modulation- Transmitters andReceivers- FM Transmitters and Receivers		
MODULE - III	COMMUNICATION AND NETWORKS	9
Optical communication and networks- Evolution of wireless communication systems- Examples of wireless communication systems- Introduction to cellur and mobile communication- 4G & 5GCommunication- LTE communication.		
MODULE - IV	SATELLITE COMMUNICATION	9
Satellite Communication: Orbital mechanism- satellites- satellite link design- earth station- LEO- MEO and GEO satellites; Mobile satellite telecommunications; Role of satellite based navigation system in disaster management; HAM Radio & Exposure		
MODULE - V	EMERGENCY COMMUNICATION SYSTEM	9
Guilelines for National Disaster Management information and communication system Early Warning System (EWS): Tsunami Warning System (TWS)- principles and procedures- communication Equipment and working- sensors- Alarms & Information Networks		

Passed in Board of Studies

Chairman – Board of Studies

CHAIRMAN - BOARD OF STUDIES

Approved in Academic Council

Passed in Board of Studies

Chairman – Board of Studies

CHAIRMAN - BOARD OF STUDIES



Approved in Academic Council

REFERENCES:

1. Communication Systems by Kennedy (Publishers: TMH)
2. Data Communications and Networking by Forouzan- 2nd edition (TMH).
3. Electronic Communication Systems by Tomasi- 4th edition (Pearson Education).
4. Satellite Communication Engineering by Gagliardi (Publishers: John Wiley)

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
Cos	POs								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	1		1	3					2	2	
CO 2		1			1				1	2	
CO 3	1		2						1	2	
CO 4		1		1	1				2	1	
CO 5		2			1				1	2	
CO 6	1		1	2					3	2	
	3 - High			2 – Medium				1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment / Case study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations (FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	24	6	6	22
Understand	26	8	8	22
Apply		18	4	20
Analyse		18	16	20
Evaluate			16	16
Create				

23PBAS020	ECONOMICS OF DISASTER MANAGEMENT	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives

While studying this course, the Learner shall be able to:

1. Enlighten to the economic impacts of major environmental threats
2. Intends to establish the specific relevance of Natural disasters
3. Economic perspective on current Natural disaster Management
4. Aids to improving disaster preparedness and post-disaster recovery
5. Helps to foretell socio-economic impacts of Climate Change.

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Familiarize with the concepts of disaster risk reduction and response	Understand
CO 2	Explore a range of interpretations of disaster management	Apply
CO 3	Aids in the development of prediction techniques for various natural disasters	Apply
CO 4	Recognize good practice in interventions for disaster management	Analyse
CO 5	Understand about disaster management and sustainable development	Understand
CO 6	Create an strategy for environmental threats preparedness	Create

Course Outcomes

MODULE - I	ECONOMIC ASPECTS OF KEY ISSUES	9
Sectoral impacts – tourism, agriculture, infrastructure Vulnerability and capacity of different social groups – poverty as an exacerbating factor Health – Psycho-social impacts of disaster Actions and strategies related to disaster stages.		
MODULE - II	MACRO AND MICRO ECONOMIC IMPACTS OF DISASTERS	9
Direct one off costs of disasters - indirect and long term costs Economic Policy Instruments for Disaster Risk Management Cost benefit of Risk management vs. Disaster response		
MODULE - III	MITIGATING THE EFFECT OF NATURAL DISASTERS	9
Economic and Social vulnerability indices - use for risk management – Cost Benefit analysis for disaster risk mitigation prioritization GIS - Land Use planning for disaster risk reduction		
MODULE - IV	CLIMATE CHANGE ADAPTATION AND MITIGATION	9
Physical impacts (sea-level rise), Economic Estimations - methods Past efforts to curb emissions (Kyotoprotocol), and their failings. Current efforts - role of the developing regions in mitigation, Kaya identity and the difficulty of reducing emissions.		
MODULE - V	ADAPTING NATURAL DISASTER MANAGEMENT	9
Current adaptation science - practices Successful risk reduction - disaster mitigation strategies. Case studies		
		Total: 45 Periods

REFERENCES:

1. Swiderski, Frank and Syndex, "Threat Modeling", Microsoft Press, 2004.
2. William Stallings and Lawrie Brown, "Computer Security: Principles and Practice", Prentice Hall, 2008.
3. Joseph M Kizza, "Computer Network Security", Springer Verlag, 2005
4. Thomas Calabres and Tom Calabrese, "Information Security Intelligence: Cryptographic Principles Application", Thomson Delmar Learning, 2004

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
Cos	POs								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	1		1	3					3	2	
CO 2		1			3				1	2	
CO 3	1		2						1	3	
CO 4		2		2	1				3	1	
CO 5		2			1				1	1	
CO 6	1		1	3					3	2	
	3 - High			2 – Medium				1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember / Understand	Online Quiz / Seminar	5	15
Evaluate	Assignment / Case study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations (FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	24	6	6	22
Understand	26	8	8	22
Apply		18	4	20
Analyse		18	16	20
Evaluate			16	16
Create				



23PBAS021	PRINCIPLES OF AVIATION INDUSTRY	L	T	P	C
		3	0	0	3
Nature of Course		Professional Elective			
Pre requisites		Nil			

Course Objectives

The course is intended to

1. Gain an in-depth understanding of the history and key milestones that have shaped the aviation industry.
2. Learn about fixed-wing aircraft, rotary-wing aircraft, and unmanned aerial vehicles (UAVs), along with their design principles and aerodynamics.
3. Study the role and regulations of international and national aviation organizations like ICAO, DGCA, and FAA.
4. Learn the role of aviation in the global economy, employment opportunities, and the economic benefits of airports.
5. Gain knowledge about technological advancements, sustainable practices, the impact of COVID-19, and future innovations in aviation.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Describe the significant milestones in the history of aviation and their impact on the industry.	Understand
CO 2	Demonstrate knowledge of the various types of aircraft, their design features, and their specific functions in different contexts.	Understand
CO 3	Explain the key aviation regulations and policies set by ICAO, DGCA, and FAA, and their implications for aviation safety and operations.	Apply
CO 4	Identify the economic impact of the aviation industry, including employment opportunities and the economic benefits of airports.	Analyse
CO 5	Identify current trends and technological advancements in aviation, including sustainable practices and innovations.	Analyse
CO 6	Face the challenges and opportunities in the aviation industry, particularly in the context of post-COVID-19.	Create

Course Contents

MODULE - I	INTRODUCTION TO AVIATION	9
History of Aviation, Key Milestones in Aviation Development, Types of Aircraft, Major Players in the Aviation Industry. Case Study.		
MODULE - II	AIRCRAFT AND THEIR FUNCTIONS	9
Fixed-Wing Aircraft, Rotary-Wing Aircraft, Unmanned Aerial Vehicles (UAVs), Aircraft Design and Aerodynamics. Case Study.		
MODULE - III	AVIATION REGULATIONS AND POLICIES	9
International Civil Aviation Organization (ICAO), Directorate General of Civil Aviation (DGCA), Federal Aviation Administration (FAA), Aviation Safety Regulations. Case Study.		
MODULE - IV	ECONOMIC IMPACT OF AVIATION	9
Role of Aviation in Global Economy, Employment Opportunities in Aviation, Economic Benefits of Airports, Challenges and Opportunities in the Aviation Sector. Case Study.		
MODULE - V	CURRENT TRENDS AND FUTURE DEVELOPMENTS	9
Technological Advancements in Aviation, Sustainable Aviation Practices, Impact of COVID-19 on Aviation, Future of Aviation: Innovations and Challenges. Case Study.		
		Total: 45 Hours

REFERENCES

1. Dr. C. Jagannath, Airline Operations and Management: A Comprehensive Guide, Sage Publications India, 2021.
2. Dr. M. Sridharan, Economic Aspects of Aviation: Global and Indian Scenarios, Vikas Publishing House, 2020.
3. Dr. R.K. Sharma, Aviation Management: Global and Indian Perspectives, Excel Books, 2019.
4. Dr. P.S. Lokanandham, Introduction to Aviation Industry, Himalaya Publishing House, 2019.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	POs								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	1	3	3	2	1	1	1	3	1		
CO 2	3	1	3	3	3	2	3	2		1	
CO 3	2	3	1	2	3	3	1	3	2	1	
CO 4	2	2		2	1	3	3				
CO 5	3		1	1		2		1	3	1	
CO 6	2	2		2	3	1	2	3	2		
	3 - High			2 – Medium				1 – Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total Marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment/ Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	28	12	8	
Understand	22	20	8	20
Apply		18	18	20
Analyse			16	20
Evaluate				20
Create				20

23PBAS022	AIRPORT MANAGEMENT	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives

The course is intended to

1. Learn about the organizational structure of airports and the roles of airport personnel.
2. Gain insight into ground handling services and their importance in airport operations.
3. Learn about the design considerations for terminals, runways, and taxiways.
4. Gain knowledge of regulatory requirements for airport safety and security.
5. Learn about budgeting and financial planning in airport management.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Classify different types of airports and their characteristics.	Apply
CO 2	Propose improvements to enhance airport operations and services.	Create
CO 3	Develop effective and efficient airport planning and design solutions.	Create
CO 4	Develop strategies for enhancing safety and security measures at airports.	Create
CO 5	Propose solutions to address financial challenges in airport management.	Create
CO 6	Develop strategic solutions for airport management.	Create

Course Contents

MODULE - I	AIRPORT STRUCTURE AND FUNCTIONS	9
Types of Airports, Airport Organizational Structure, Roles and Responsibilities of Airport Personnel, Airport Operations. Case Study.		
MODULE - II	AIRPORT OPERATIONS AND SERVICES	9
Passenger Services, Baggage Handling Systems, Cargo Operations, Ground Handling Services. Case Study.		
MODULE - III	AIRPORT PLANNING AND DESIGN	9
Airport Master Planning, Terminal Design, Runway and Taxiway Design, Environmental Considerations. Case Study.		
MODULE - IV	AIRPORT SAFETY AND SECURITY	9
Safety Management Systems (SMS), Security Measures and Protocols, Emergency Response Planning, Regulatory Requirements for Safety and Security. Case Study.		
MODULE - V	AIRPORT FINANCIAL MANAGEMENT	9
Airport Revenue Streams, Budgeting and Financial Planning, Economic Impact of Airports, Challenges in Airport Financial Management. Case Study.		
		Total: 45 Hours

REFERENCES

1. P. Balakrishnan, Financial Management in Aviation, McGraw Hill Education, 2021.
2. Ashish Pradhan, Aviation Management: Global and Indian Perspectives, Himalaya Publishing House, 2020.
3. R.K. Maheshwari, Airport Operations, Laxmi Publications, 2019.

4. Satish Kumar and Anil Pandey, Airport Planning and Management, Vikas Publishing House, 2018.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	POs								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	1	3	3	2	1	1	1	3	1		
CO 2	3	1	3	3	3	2	3	2		1	
CO 3	3	3	3	2	3	3	1	3	2	1	
CO 4	2	3		2	3	3	3				
CO 5	3		1	1		2		1	3	1	
CO 6	3	2	2	2	3	1	2	3	2		
	3 - High			2 – Medium				1 – Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total Marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment/ Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	12			
Understand	20	4	4	20
Apply	18	4	4	20
Analyze		10	10	20
Evaluate		16	16	20
Create		16	16	20

23PBAS023	AIRLINE MANAGEMENT	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives

The course is intended to

1. Introduce students to the different types of airlines and their operational distinctions.
2. Study the logistics and management of ground operations at airports.
3. Learn the airline marketing strategies and their alignment with industry trends.
4. Identify and analyze revenue streams specific to the airline industry.
5. Identify and analyze regulatory challenges affecting the airline industry globally and in specific regions.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Differentiate between various types of airlines and their operational models.	Apply
CO 2	Identify the role of in-flight services in enhancing customer satisfaction and loyalty.	Analyse
CO 3	Assess airline marketing strategies in response to market dynamics and competitive pressures.	Analyse
CO 4	Utilise financial planning tools to forecast and manage financial risks in the airline industry.	Apply
CO 5	Forecast future trends and innovations likely to shape the future of airline management.	Evaluate
CO 6	Formulate practices that uphold ethical standards, compliance with regulations, and corporate social responsibility in airline operations.	Create

Course Contents

MODULE - I	INTRODUCTION TO AIRLINE MANAGEMENT	9
Overview of Airline Industry, Types of Airlines, Organizational Structure of Airlines, Airline Operations.		
MODULE - II	AIRLINE OPERATIONS	9
Flight Operations, Maintenance and Engineering, In-Flight Services, Ground Operations.		
MODULE - III	AIRLINE MARKETING AND SALES	9
Airline Marketing Strategies, Pricing and Revenue Management, Distribution Channels, Customer Relationship Management.		
MODULE - IV	AIRLINE FINANCIAL MANAGEMENT	9
Airline Revenue Streams, Cost Management, Financial Planning and Analysis, Economic Impact of Airlines.		
MODULE - V	CHALLENGES AND OPPORTUNITIES IN AIRLINE MANAGEMENT	9
Regulatory Challenges, Technological Advancements, Sustainability in Airlines, Future Trends in Airline Management.		
		Total: 45 Hours

REFERENCES

1. Capt. D. Sharma, Airline Management, Published by Himalaya Publishing House, 2023.
2. Dr. R.K. Gupta, Indian Aviation Industry: Challenges and Opportunities Published by McGraw Hill Education, 2022.
3. Capt. S. Kumar, Airline Operations and Management, Published by Pearson India, 2021.
4. Dr. N. Patel, Airline Marketing: Strategies and Practices, Published by Oxford University Press, 2020.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	POs								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	2	3	3	2	2	2	1	3	1		
CO 2		2	2	3	3	2	3	2		1	
CO 3	3	3	3	3	3	2	1	3	2	1	
CO 4	3	3	2	3	3	3	3				
CO 5	3		1	1		2		1	3	1	
CO 6	3	2	2	2	3	1	2	3	2		
	3 - High			2 – Medium				1 – Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total Marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment/ Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	12	8		
Understand	20	8	6	20
Apply	18	16	6	20
Analyze		18	20	20
Evaluate			18	20
Create				20

23PBAS024	AVIATION SAFETY MANAGEMENT	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives

The course is intended to

1. Learn the fundamental concepts and principles of aviation safety.
2. Gain in-depth knowledge about international and national aviation safety standards.
3. Study the components of SMS and their roles in enhancing safety.
4. Learn the techniques to identify potential hazards.
5. Teach the process of Crew Resource Management (CRM) and fatigue management techniques.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Recognize the influence of safety culture on organizational practices.	Understand
CO 2	Interpret and apply international and national aviation safety regulations.	Analyse
CO 3	Conduct safety audits, inspections, and contribute to continuous improvement initiatives.	Evaluate
CO 4	Proficient in utilising risk assessment techniques and develop robust risk mitigation strategies.	Apply
CO 5	Deal with the complexities of human factors in aviation safety.	Apply
CO 6	Design and implement safety assurance procedures and audits to monitor and continuously improve safety performance.	Create

Course Contents

MODULE - I	PRINCIPLES OF AVIATION SAFETY MANAGEMENT	9
Introduction to Aviation Safety, Safety Culture in Aviation, Safety Performance Indicators, Safety Reporting Systems. Case Studies.		
MODULE - II	Regulatory Framework for Aviation Safety	9
ICAO Safety Standards, DGCA Safety Regulations, FAA Safety Guidelines, Compliance and Enforcement. Case Studies.		
MODULE - III	SAFETY MANAGEMENT SYSTEMS (SMS)	9
Components of SMS, Implementation of SMS, Safety Audits and Inspections, Continuous Improvement in SMS. Case Studies.		
MODULE - IV	RISK MANAGEMENT IN AVIATION	9
Risk Assessment Techniques, Hazard Identification and Analysis, Mitigation Strategies, Emergency Response Planning. Case Studies.		
MODULE - V	HUMAN FACTORS IN AVIATION SAFETY	9
Human Error and Its Impact, Crew Resource Management (CRM), Fatigue Management, Training and Education in Safety. Case Studies.		
		Total: 45 Hours

REFERENCES

1. S.K. Singh, Aviation Safety Management, McGraw Hill Education, 2022.
2. Rakesh Sharma, Aviation Safety: Practices and Procedures, Pearson Education India, 2020.
3. V.K. Srivastava, Human Factors in Aviation Safety, Oxford University Press India, 2019.
4. A.K. Jain, Risk Management in Aviation, Wiley India, 2018.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	POs								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	2	3	3	2	2	2	1	3	1		
CO 2	3	2	2	3	3	2	3	2		1	
CO 3	2	2	2	3	2	1	1	3	2	1	
CO 4	2	2	2	3	3	3	3				
CO 5	1	3	3	1		2		1	3	1	
CO 6	3	2	2	2	3	1	2	3	2		
	3 - High			2 – Medium				1 – Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total Marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment/ Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	28		10	
Understand	22	6	18	20
Apply		6	22	20
Analyze		20		20
Evaluate		18		20
Create				20

23PBAS025	AVIATION LAW AND POLICIES	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives

The course is intended to

1. Introduce students to the fundamental principles of aviation law.
2. Study major international conventions and agreements related to aviation.
3. Assess the regulatory frameworks in major aviation jurisdictions.
4. Study the legal aspects of airline liability in accidents and incidents.
5. Gain insight about emerging legal challenges in aviation security and environmental regulations.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Explain the legal principles governing aviation.	Understand
CO 2	Demonstrate knowledge of key international aviation conventions.	Understand
CO 3	Investigate and interpret DGCA, FAA, and EASA regulations.	Analyse
CO 4	Assess the passenger rights scenarios and propose legal solutions.	Evaluate
CO 5	Interpret legal issues related to aviation security and environmental regulations.	Analyse
CO 6	Develop strategies for compliance with regulatory requirements and international aviation standards.	Create

Course Contents

MODULE - I	LEGAL FRAMEWORK GOVERNING AVIATION	9
Introduction to Aviation Law, Sources of Aviation Law, Role of Regulatory Bodies, Legal Principles in Aviation. Case Studies.		
MODULE - II	INTERNATIONAL AVIATION LAW AND CONVENTIONS	9
Chicago Convention, Warsaw Convention, Montreal Convention, Other International Agreements. Case Studies.		
MODULE - III	NATIONAL AVIATION REGULATIONS	9
DGCA Regulations, FAA Regulations, EASA Regulations, Compliance and Enforcement. Case Studies.		
MODULE - IV	AIRLINE LIABILITY AND PASSENGER RIGHTS	9
Airline Liability in Accidents, Passenger Rights and Compensation, Baggage Claims and Liability, Case Studies.		
MODULE - V	CONTEMPORARY LEGAL ISSUES IN AVIATION	9
Aviation Security and Legal Implications, Environmental Regulations, Data Privacy and Cybersecurity, Emerging Legal Trends in Aviation. Case Studies.		
		Total: 45 Hours

REFERENCES

1. Vandana Gupta, Cybersecurity in Aviation: Indian Legal Aspects, Thomson Reuters India, 2023.
2. Rajesh Sharma, Airline Liability and Passenger Rights in India, Oxford University Press India, 2021.
3. Ravi Choudhary, Aviation Law in India, LexisNexis India, 2020.

4. Arun Kumar, Legal Issues in International Air Transport: An Indian Perspective, Wolters Kluwer India, 2019.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	POs								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	1	3	3	2	2	2	1	3	1		
CO 2	3	3	3	3	3	2	3	2		1	
CO 3	2	2	2	3	2	1	1	3	2	1	
CO 4	2	3		3	3	3	3				
CO 5	1	3	3	1		2		1	3	1	
CO 6	3	2	2	2	3	1	2	3	2		
	3 - High			2 – Medium				1 – Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total Marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment/ Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	28	8		
Understand	22	8	6	20
Apply		16	6	20
Analyze		18	20	20
Evaluate			18	20
Create				20

23PBAS026	AVIATION OPERATIONS MANAGEMENT	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives

The course is intended to

1. Gain comprehensive knowledge of aviation operations, including the introduction to aviation operations, key components, and the role of operations managers.
2. Identify and evaluate the operational challenges faced by aviation operations managers, and develop strategies to overcome these challenges.
3. Study the various components of aviation operations such as flight operations, ground handling, maintenance and engineering, and passenger services, and understand their interrelationships.
4. Learn the systems and responsibilities associated with air traffic control management, including airspace management and the importance of safety and efficiency.
5. Gain insights about the role of technology in aviation operations, advancements in aviation technology.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Demonstrate a thorough understanding of the fundamentals of aviation operations.	Understand
CO 2	Apply critical thinking and problem-solving skills to identify, analyze, and address operational challenges in the aviation industry.	Analyse
CO 3	Exhibit detailed knowledge of the different components of aviation operations and their interdependencies, enhancing operational efficiency and safety.	Apply
CO 4	Display a solid understanding of air traffic control systems.	Apply
CO 5	Recognize and evaluate the impact of technological advancements and automation in aviation operations.	Evaluate
CO 6	Design and implement innovative operational strategies that optimize efficiency and safety in aviation operations.	Create

Course Contents

MODULE - I	FUNDAMENTALS OF AVIATION OPERATIONS MANAGEMENT	9
Introduction to Aviation Operations, Key Components of Aviation Operations, Role of Operations Managers, Operational Challenges in Aviation. Case Studies.		
MODULE - II	COMPONENTS OF AVIATION OPERATIONS	9
Flight Operations, Ground Handling, Maintenance and Engineering, Passenger Services.		
MODULE - III	AIR TRAFFIC CONTROL MANAGEMENT	9
Air Traffic Control Systems, Roles and Responsibilities of Air Traffic Controllers, Airspace Management, Safety and Efficiency in Air Traffic Control. Case Studies.		
MODULE - IV	TECHNOLOGY IN AVIATION OPERATIONS	9
Role of Technology in Aviation, Advances in Aviation Technology, Automation in Aviation Operations, Future Trends in Aviation Technology. Case Studies.		
MODULE - V	PERFORMANCE MANAGEMENT IN AVIATION OPERATIONS	9
Key Performance Indicators (KPIs), Performance Measurement Techniques, Operational Efficiency and Effectiveness, Continuous Improvement in Aviation Operations. Case Studies.		

REFERENCES

1. Mukesh Patel, Technological Advancements in Aviation, S. Chand & Company Ltd, 2021.
2. Vinod Bhardwaj, Air Traffic Control: Principles and Practices, New Age International Publishers, 2020.
3. K. Narayan, Aviation and Aerospace Management, Jaico Publishing House, 2019.
4. Rajiv R. Thakur, Introduction to Aviation Operations, PHI Learning Private Limited, 2018.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	POs								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	1	3	2	2	2	2	1	3	1		
CO 2	3	2	3	3	3	2	3	2		1	
CO 3	2	1	3	3	2	1	1	2	3	1	
CO 4	3	3		2	3	3	3				
CO 5	1	3	3	1		2		1	3	1	
CO 6	2	2	2	2	3	1	2	3	2		
	3 - High			2 – Medium				1 – Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total Marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment/ Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	28	8		
Understand	22	8	6	20
Apply		16	6	20
Analyze		18	20	20
Evaluate			18	20
Create				20

23PBAS027	AVIATION LOGISTICS AND SUPPLY CHAIN MANAGEMENT	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives

The course is intended to

1. Provide students with a comprehensive understanding of the key concepts and fundamentals of aviation logistics and supply chain management.
2. Study the various components of aviation logistics, including cargo handling, warehousing, transportation, and inventory management.
3. Impart knowledge about the operational challenges faced by logistics managers in the aviation industry and how to address them.
4. Familiarize students with the role and impact of technology in aviation logistics.
5. Equip students with the skills to evaluate regulatory challenges, sustainability issues, risk management, and emerging opportunities in aviation logistics and supply chain management.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Explain the fundamental concepts of aviation logistics and supply chain management.	Understand
CO 2	Investigate the key components of aviation logistics, including cargo handling, warehousing, transportation, and inventory management.	Analyse
CO 3	Identify and address operational challenges in aviation logistics and propose effective solutions.	Analyse
CO 4	Proficient in understanding and leveraging technology in aviation logistics, including automation and future trends.	Analyse
CO 5	Investigate and strategize around regulatory challenges, sustainability, risk management, and emerging opportunities.	Evaluate
CO 6	Design and develop innovative logistics and supply chain strategies specifically tailored for the aviation industry.	Create

Course Contents

MODULE - I	FUNDAMENTALS OF AVIATION LOGISTICS AND SUPPLY CHAIN MANAGEMENT	9
Introduction to Aviation Logistics, Key Components of Aviation Logistics, Role of Logistics Managers, Operational Challenges in Aviation Logistics. Case Studies.		
MODULE - II	COMPONENTS OF AVIATION LOGISTICS	9
Cargo Handling, Warehousing and Storage, Transportation and Distribution, Inventory Management. Case Studies.		
MODULE - III	SUPPLY CHAIN MANAGEMENT IN AVIATION	9
Principles of Supply Chain Management, Supply Chain Planning and Strategy, Supplier Relationship Management, Logistics Network Design. Case Studies.		
MODULE - IV	TECHNOLOGY IN AVIATION LOGISTICS	9
Role of Technology in Aviation Logistics, Advances in Logistics Technology, Automation in Aviation Logistics, Future Trends in Aviation Logistics. Case Studies.		
MODULE - V	CHALLENGES AND OPPORTUNITIES IN AVIATION LOGISTICS AND SUPPLY CHAIN MANAGEMENT	9
Regulatory Challenges, Sustainability in Aviation Logistics, Risk Management in Supply Chain, Emerging Opportunities in Aviation Logistics. Case Studies.		

REFERENCES

1. Prof. Anil Kumar Gupta, Logistics and Supply Chain Management in Aviation, Pearson India, 2021.
2. Dr. Priya Ranjan, Technology in Aviation Logistics: Trends and Challenges, Sage Publications India, 2020.
3. Dr. Rajiv Sinha, Aviation and Logistics: A Primer on Supply Chain Management, McGraw-Hill India, 2019.
4. Dr. Meenakshi Ahuja, Aviation Supply Chain Management: Challenges and Opportunities, Oxford University Press India, 2019.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)										
COs	POs								PSOs	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO 1	1	3	3	2	2	2	1	3	1	
CO 2	3	2	3	3	3	2	3	2		1
CO 3	2	2	3	3	2	2	2	2	3	1
CO 4	3	3		2	3	3	3			
CO 5	3	3	3	1		2		1	3	1
CO 6	2	2	2	2	3	1	2	3	2	
	3 - High			2 – Medium				1 – Low		

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total Marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment/ Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	28	8		
Understand	22	8	6	20
Apply		16	6	20
Analyze		18	20	20
Evaluate			18	20
Create				20

23PBAS028	AVIATION MARKETING AND CUSTOMER SERVICE	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives

The course is intended to

1. Provide an understanding of the fundamental principles and concepts of aviation marketing.
2. Learn strategies for managing and enhancing passenger experience.
3. Gain knowledge about branding and promotional activities in the aviation industry.
4. Study the application of e-commerce in aviation marketing.
5. Know the emerging opportunities in aviation marketing.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Identify and analyze different market segments and target audiences in aviation.	Analyse
CO 2	Design and implement passenger experience management strategies.	Create
CO 3	Develop branding and promotional strategies for aviation businesses.	Create
CO 4	Develop strategies incorporating technology to enhance aviation marketing efforts.	Create
CO 5	Develop solutions to overcome challenges and capitalize on opportunities in the aviation industry.	Create
CO 6	Develop innovative marketing strategies tailored to the aviation industry.	Create

Course Contents

MODULE - I	PRINCIPLES OF AVIATION MARKETING	9
Introduction to Aviation Marketing, Marketing Mix in Aviation, Market Segmentation and Targeting, Consumer Behavior in Aviation. Case Studies.		
MODULE - II	COMPONENTS OF CUSTOMER SERVICE IN AVIATION	9
Importance of Customer Service, Passenger Experience Management, Handling Customer Complaints, Enhancing Customer Satisfaction. Case Studies.		
MODULE - III	MARKETING STRATEGIES FOR AIRLINES AND AIRPORTS	9
Airline Marketing Strategies, Airport Marketing Strategies, Branding and Promotion, Pricing Strategies. Case Studies.		
MODULE - IV	ROLE OF TECHNOLOGY IN AVIATION MARKETING	9
Digital Marketing in Aviation, Social Media Marketing, E-commerce in Aviation, Future Trends in Aviation Marketing. Case Studies.		
MODULE - V	CHALLENGES AND OPPORTUNITIES IN AVIATION MARKETING AND CUSTOMER SERVICE	9
Regulatory Challenges, Competition in Aviation Marketing, Innovation in Customer Service, Emerging Opportunities in Aviation Marketing. Case Studies.		
		Total: 45 Hours

REFERENCES

1. Priya Gupta, Technological Advances in Aviation Marketing, Oxford University Press India, 2021.

Master of Business Administration (M.B.A): R-2023

2. Shubham Sharma, Customer Service Management in Aviation, Tata McGraw Hill Education, 2020.
3. Vikas Pandey, Strategic Marketing for Airlines and Airports, Cengage Learning India, 2019.
4. Rajesh Bansal, Aviation Marketing: Challenges and Strategies, Sage Publications India Pvt Ltd, 2018.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	POs								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	2	3	3	3	2	2	1	3	2		
CO 2	3	2	3	3	3	2	3	2		1	
CO 3	3	2	3	3	2	2	2	2	3	1	
CO 4	3	1		2	3	3	3				
CO 5	2	3	3	1	1	2		1	3	1	
CO 6	2	2	2	2	3	1	2	3	2		
	3 - High			2 – Medium				1 – Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total Marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment/ Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	8			
Understand	8	4	4	20
Apply	16	4	4	20
Analyze	18	10	10	20
Evaluate		16	16	20
Create		16	16	20

23PBAS029	AVIATION HUMAN RESOURCE MANAGEMENT	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives

The course is intended to

1. Gain a comprehensive understanding of the principles and practices of human resource management (HRM) specifically tailored to the aviation industry.
2. Learn to design and implement effective HRM strategies and policies that address the unique challenges of the aviation sector.
3. Acquire knowledge of the legal framework governing HRM in aviation, including regulations and compliance requirements.
4. Develop skills in recruitment, selection, and training methodologies to ensure a competent and skilled aviation workforce.
5. Gain a knowledge to deal with contemporary challenges and opportunities in aviation HRM, including technological advancements and diversity and inclusion initiatives.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Explain the role and importance of HR managers in the aviation industry and how they contribute to organizational success.	Understand
CO 2	Apply HRM strategies and policies effectively within aviation organizations.	Apply
CO 3	Demonstrate an understanding of the legal aspects of HRM in aviation, ensuring compliance with industry-specific regulations.	Understand
CO 4	Implement effective recruitment and training programs tailored to the needs of the aviation industry.	Apply
CO 5	Develop performance appraisal and employee relations strategies that foster a positive work environment.	Create
CO 6	Develop HR strategies to address complex challenges specific to the aviation industry, demonstrating innovation and expertise in human resource management practices.	Create

Course Contents

MODULE - I	PRINCIPLES OF HUMAN RESOURCE MANAGEMENT IN AVIATION	9
Introduction to HRM in Aviation, Role of HR Managers in Aviation, HRM Strategies and Policies, Legal Aspects of Aviation HRM. Case Studies.		
MODULE - II	COMPONENTS OF AVIATION HRM	9
Recruitment and Selection, Training and Development, Compensation and Benefits, Employee Retention Strategies. Case Studies.		
MODULE - III	RECRUITMENT AND TRAINING IN AVIATION	9
Recruitment Process in Aviation, Training Programs for Aviation Personnel, Skill Development in Aviation, Talent Management. Case Studies.		
MODULE - IV	EMPLOYEE RELATIONS AND PERFORMANCE MANAGEMENT	9
Employee Engagement in Aviation, Performance Appraisal Methods, Employee Relations Strategies, Conflict Resolution in Aviation. Case Studies.		
MODULE - V	CHALLENGES AND OPPORTUNITIES IN AVIATION HRM	9
Regulatory Challenges in Aviation HRM, Technological Advancements in HRM, Diversity and Inclusion in Aviation, Future Trends in Aviation HRM. Case Studies.		

REFERENCES

1. P. Subba Rao, Personnel Management and Industrial Relations, Himalaya Publishing House, 2020.
2. Ashish Chhibbar, Aviation Management, Routledge, 2020.
3. K. Aswathappa, Human Resource Management, McGraw Hill Education, 2020.
4. V.S.P. Rao, Human Resource Management, Excel Books. 2019.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	POs								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	2	3	3	3	2	2	1	3	2		
CO 2	3	2	3	3	3	2	3	2		1	
CO 3	3	2	3	3	2	2	2	2	3	1	
CO 4	3	1		2	3	3	3				
CO 5	2	3	3	1	1	2		1	3	1	
CO 6	2	2	2	2	3	1	2	3	2		
	3 - High			2 – Medium				1 – Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total Marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment/ Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	28	10		
Understand	22	20	6	20
Apply		20	6	20
Analyze			6	20
Evaluate			16	20
Create			16	20

23PBAS030	SUSTAINABLE AVIATION PRACTICES	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives

The course is intended to

1. Grasp the basic principles and concepts related to sustainability within the aviation sector, including the environmental, social, and economic dimensions.
2. Assess the critical importance of implementing sustainable practices in aviation to mitigate environmental impacts and enhance industry resilience.
3. Learn to identify and utilize key performance indicators (KPIs) to measure and track sustainability efforts in the aviation industry.
4. Explore various sustainable practices and technological advancements, such as sustainable aviation fuels, green airport operations, and energy efficiency measures.
5. Examine international and national regulatory frameworks, compliance requirements, and the challenges and opportunities associated with implementing sustainable aviation practices.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Demonstrate a comprehensive understanding of the principles and importance of sustainability in aviation.	Understand
CO 2	Apply knowledge of sustainability performance indicators to assess and improve the sustainability efforts of aviation.	Apply
CO 3	Implement and advocate for sustainable practices in aviation, including the adoption of sustainable aviation fuels.	Apply
CO 4	Assess the environmental impacts of aviation activities, including air and noise pollution, effects on wildlife, and contributions to climate change, and propose mitigation strategies.	Evaluate
CO 5	Ensure compliance with ICAO environmental standards and national regulations, and understand the enforcement mechanisms and incentives for sustainable aviation practices.	Evaluate
CO 6	Address the technological, economic, and social challenges in sustainable aviation, while identifying and leveraging opportunities for future advancements and innovations.	Create

Course Contents

MODULE - I	PRINCIPLES OF SUSTAINABILITY IN AVIATION	9
Introduction to Sustainability in Aviation, Importance of Sustainable Aviation, Sustainability Performance Indicators, Sustainability Reporting in Aviation.		
MODULE - II	SUSTAINABLE PRACTICES IN AVIATION	9
Sustainable Aviation Fuels, Green Airport Operations, Waste Management in Aviation, Energy Efficiency in Aviation.		
MODULE - III	ENVIRONMENTAL IMPACT OF AVIATION	9
Air Pollution and Emissions, Noise Pollution, Impact on Wildlife and Ecosystems, Climate Change and Aviation.		
MODULE - IV	REGULATORY FRAMEWORKS FOR SUSTAINABLE AVIATION	9
ICAO Environmental Standards, National Regulations for Sustainable Aviation, Compliance and Enforcement, Incentives for Sustainable Practices.		

MODULE - V	CHALLENGES AND OPPORTUNITIES IN SUSTAINABLE AVIATION PRACTICES	9
Technological Challenges, Economic Implications of Sustainable Practices, Social Responsibility in Aviation, Future Trends in Sustainable Aviation.		
Total: 45 Hours		

REFERENCES

1. Dr. M. K. Verma and Dr. N. K. Mehta, Sustainable Practices in Aviation Management, Oxford University Press, 2022.
2. Dr. R. K. Singh and Dr. M. L. Jain, Green Aviation: Technology and Implementation, IK International Publishing House, 2021.
3. Dr. P. C. Mishra and Dr. R. S. Yadav, Environmental Management in Aviation, New Age International Publishers, 2020.
4. Dr. V. N. Jha and Dr. S. Bhattacharya, Aviation and Climate Change: Sustainable Solutions, Academic Press, 2019.

5. Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	POs								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	2	3	3	3	2	2	1	3	2		
CO 2	3	2	3	3	3	2	3	2		1	
CO 3	3	2	3	3	2	2	2	2	3	1	
CO 4	3	1		2	3	3	3				
CO 5	2	3	3	1	1	2		1	3	1	
CO 6	2	2	2	2	3	1	2	3	2		
	3 - High			2 – Medium				1 – Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total Marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment/ Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	8	6	6	
Understand	8	6	6	20
Apply	18	6	6	20
Analyze	16	16	16	20
Evaluate		16	16	20
Create				20

23PBAS031	HEALTHCARE MANAGEMENT	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives

The course is intended to

1. Provide a comprehensive overview of the history and evolution of healthcare management, including key concepts and principles.
2. Learn to compare different types of healthcare systems (public, private, and hybrid).
3. Equip students with the tools and techniques for strategic planning and implementation within healthcare settings.
4. Offer a thorough understanding of healthcare policies, the impact of regulations on healthcare management, and the role of policy analysis and advocacy.
5. Delve into ethical theories and principles applicable to healthcare management.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Articulate the history, evolution, and key concepts of healthcare management	Understand
CO 2	Assess the strengths and weaknesses of various healthcare systems (public, private, and hybrid) through comparative analysis and case studies.	Analyse
CO 3	Use strategic planning tools, including SWOT analysis to assess and develop strategies for healthcare organizations	Apply
CO 4	Critically assess the impact of different healthcare policies and regulations on management practices within healthcare organizations	Evaluate
CO 5	Identify and analyze ethical dilemmas in healthcare management.	Analyse
CO 6	Propose comprehensive management strategies that address key challenges in healthcare delivery, incorporate ethical considerations, and align with current healthcare policies	Create

Course Contents

MODULE - I	INTRODUCTION TO HEALTHCARE MANAGEMENT	9
History and evolution of healthcare management, Key concepts and principles, Roles and responsibilities of healthcare managers.		
MODULE - II	HEALTHCARE DELIVERY SYSTEMS	9
Types of healthcare systems: public, private, and hybrid, Comparative analysis of global healthcare systems, Challenges in healthcare delivery. Case Study.		
MODULE - III	STRATEGIC MANAGEMENT IN HEALTHCARE	9
Strategic planning and implementation, SWOT analysis in healthcare settings, Case studies of successful healthcare strategies.		
MODULE - IV	HEALTHCARE POLICY AND REGULATIONS	9
Overview of healthcare policies, Impact of regulations on healthcare management, Policy analysis and advocacy.		
MODULE - V	ETHICS IN HEALTHCARE MANAGEMENT	9
Ethical theories and principles in healthcare, Ethical dilemmas in healthcare management, Case studies on ethical decision-making.		
		Total: 45 Periods

REFERENCES

1. K.G. Mathur, Healthcare Management, Oxford University Press, 2021.
2. Michael Nowicki, Strategic Healthcare Management, Health Administration Press, 2020.
3. Dr. S. M. Jha, "Healthcare Management", Himalaya Publishing House, 2019.
4. S. K. Bhatia, "Health Care Management: A Textbook of Hospital Administration", Atlantic Publishers & Distributors Pvt Ltd, 2021.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	POs								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	3	2	3	3	2	3		3	1		
CO 2	2	2	3	3	2	3	2	3		1	
CO 3	2		3	3	2	3	2	1	1		
CO 4	2	3	3		2	2	3	1			
CO 5	1	3	2	1	3		3	1		1	
CO 6	1	3	2	1	3	2	3	1	1		
	3 - High			2 – Medium				1 – Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment / Case study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	20	8	4	4
Understand	30	10	4	20
Apply		16	4	20
Analyse		16	20	16
Evaluate			18	20
Create				20

23PBAS032	ECONOMICS OF HEALTH AND HEALTHCARE	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives

The course is intended to

1. Introduce fundamental economic concepts such as scarcity, choice, and opportunity cost, and their application in the healthcare sector.
2. Learn to examine the factors that influence the demand and supply of healthcare services and understand how these factors impact market equilibrium.
3. Study various sources of healthcare funding, including private, public, and hybrid insurance models, and their implications for financial management in healthcare organizations.
4. Learn to perform economic evaluations, including cost-effectiveness, cost-benefit, and cost-utility analyses, to assess the value of healthcare interventions.
5. Learn the economic implications of health policies and the effectiveness of public health interventions through case studies.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Explain and apply basic economic concepts such as scarcity, choice, and opportunity cost within the context of healthcare.	Understand
CO 2	Identify and evaluate the factors influencing the demand for and supply of healthcare services.	Analyse
CO 3	Demonstrate an understanding of different healthcare financing models, including private, public, and hybrid systems.	Understand
CO 4	Conduct economic evaluations using cost-effectiveness, cost-benefit, and cost-utility analyses.	Analyse
CO 5	Critically assess the economic impact of health policies and public health interventions	Evaluate
CO 6	Design comprehensive economic plans that address specific healthcare challenges.	Create

Course Contents

MODULE - I	INTRODUCTION TO HEALTH ECONOMICS	9
Basic economic concepts in healthcare, The role of health economics in policy-making, Economic efficiency and health outcomes.		
MODULE - II	DEMAND AND SUPPLY IN HEALTHCARE	9
Factors influencing demand for healthcare services, Supply-side considerations, Market equilibrium in healthcare.		
MODULE - III	HEALTHCARE FINANCING	9
Sources of healthcare funding, Insurance models: private, public, and hybrid, financial management in healthcare organizations.		
MODULE - IV	ECONOMIC EVALUATION IN HEALTHCARE	9
Cost-effectiveness analysis, Cost-benefit analysis, Cost-utility analysis.		
MODULE - V	HEALTH POLICY AND ECONOMIC IMPACT	9
Impact of health policies on economics, Economic evaluation of public health interventions Case studies on policy and economic outcomes.		
		Total: 45 Periods

REFERENCES

1. Health Economics by Jay Bhattacharya, Timothy Hyde, and Peter Tu, Palgrave Macmillan, 2019.
2. The Economics of Health and Health Care by Sherman Folland, Allen Goodman, and Miron Stano, Pearson, 2017.
3. G. N. Berman "Health Economics in India", Springer, 2012.
4. Kavita Rao and Prasanna Desai "Health Economics: Theory, Insights, and Industry Studies", Sage Publications, 2014.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	Pos								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	3	3	2		2			2	1		
CO 2	2	3	2	3	3	2	2	3		1	
CO 3	2	3	2	1					2	1	
CO 4	1	2	2	1	2	2	2	3			
CO 5	3	2	2	1			3		3	3	
CO 6	2	3	3	1		3		3			
	3 - High			2 – Medium				1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment / Case study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	20	10	4	4
Understand	30	8	4	16
Apply		16	4	20
Analyze		16	20	20
Evaluate			18	20
Create				20

23PBAS033	HEALTHCARE QUALITY AND SAFETY	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives

The course is intended to

1. Provide students with a comprehensive understanding of the definition, dimensions, and historical evolution.
2. Familiarize students with various quality improvement methodologies such as Continuous Quality Improvement (CQI), Six Sigma.
3. Highlight the importance of patient safety in healthcare settings, addressing common safety issues and challenges, and exploring strategies for improvement.
4. Equip students with the knowledge and skills necessary for planning and implementing quality improvement projects.
5. Teach students the importance of key performance indicators (KPIs), data collection, analysis techniques, and the significance of reporting.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Define healthcare quality and describe its dimensions, principles, and historical development.	Understand
CO 2	Identify and solve quality-related problems in healthcare.	Analyse
CO 3	Critically assess patient safety issues and challenges in healthcare settings.	Analyse
CO 4	Implement a quality improvement project, demonstrating their ability to manage change and apply best practices in healthcare quality.	Apply
CO 5	Identify, measure, and analyze key performance indicators (KPIs) in healthcare.	Analyse
CO 6	Design and propose a comprehensive quality and safety initiative that includes identifying quality issues	Create

Course Contents

MODULE - I	INTRODUCTION TO HEALTHCARE QUALITY	9
Definition and dimensions of healthcare quality, Historical perspective on quality in healthcare, Key principles and concepts.		
MODULE - II	QUALITY IMPROVEMENT METHODS	9
Continuous Quality Improvement (CQI), Six Sigma and Lean methodologies, Tools for quality improvement.		
MODULE - III	PATIENT SAFETY	9
Importance of patient safety in healthcare, Common safety issues and challenges, Strategies to improve patient safety.		
MODULE - IV	IMPLEMENTING QUALITY AND SAFETY INITIATIVES	9
Planning and implementing quality improvement projects, Change management in healthcare settings, Case studies on successful quality initiatives.		
MODULE - V	MEASURING AND MONITORING QUALITY	9
Key performance indicators (KPIs) in healthcare, Data collection and analysis, Reporting and feedback mechanisms.		
Total: 45 Periods		

REFERENCES

1. Dr.D. K. Sharma and Dr. R. C. Goyal, "Essentials of Hospital Management & Administration", Jaypee Brothers Medical Publishers, 2019
2. D.K. Sharma and R. C. Goyal, "Hospital Administration and Human Resource Management" Publisher: PHI Learning Pvt. Ltd., 2018.
3. Dr. Jyotirmoy Banerjee "Quality Management in Hospitals", Jaypee Brothers Medical Publishers, 2015.
4. by C. M. Francis, M. N. V. N. A. Joseph, and Mario C. Vaz, "Textbook of Hospital Administration" Publisher: Jaypee Brothers Medical Publishers, 2011.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	POs								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	3	3	2		2			2	1		
CO 2	3	3	2	3	3	2	2	3		1	
CO 3	2	3	2	1					2	1	
CO 4	3	2	2	1	2	2	2	3			
CO 5	3	2	2	1			3		3	3	
CO 6	2	3	3	1		3		3			
	3 - High			2 – Medium				1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment / Case study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	22	8	8	4
Understand	28	10	10	20
Apply		16	16	20
Analyse		16	16	16
Evaluate				20
Create				20

23PBAS034	HOSPITAL ADMINISTRATION	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives

The course is intended to

1. Provide a comprehensive understanding of the history and evolution of hospital administration.
2. Learn to manage of inpatient and outpatient services in a hospital setting.
3. Learn about performance management systems and their application in hospitals.
4. Gain knowledge on cost control measures and financial reporting in hospitals.
5. Study the ethical considerations and dilemmas in hospital administration.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Articulate the historical development of hospital administration and its impact on current practices.	Understand
CO 2	Demonstrate the ability to manage emergency and critical care services effectively.	Understand
CO 3	Identify and address human resource challenges within hospital settings.	Analyse
CO 4	Develop and manage budgets and financial plans for hospitals.	Create
CO 5	Employ critical thinking to navigate complex legal and ethical scenarios in hospital settings.	Evaluate
CO 6	Develop strategies to ensure compliance with legal and ethical standards.	Create

Course Contents

MODULE - I	INTRODUCTION TO HOSPITAL ADMINISTRATION	9
History and evolution of hospital administration, Key functions and roles of hospital administrators, Organizational structure of hospitals.		
MODULE - II	HOSPITAL OPERATIONS MANAGEMENT	9
Inpatient and outpatient services, Emergency and critical care services, Support services: pharmacy, radiology, and lab.		
MODULE - III	HUMAN RESOURCE MANAGEMENT IN HOSPITALS	9
Recruitment and selection, Training and development, Performance management. Case Study.		
MODULE - IV	FINANCIAL MANAGEMENT IN HOSPITALS	9
Budgeting and financial planning, Revenue cycle management, Cost control and financial reporting.		
MODULE - V	LEGAL AND ETHICAL ISSUES IN HOSPITAL ADMINISTRATION	9
Healthcare laws and regulations, Ethical considerations in hospital administration, Case studies on legal and ethical issues.		
		Total: 45 Periods

REFERENCES

1. Sharma D. K. "Hospital Administration and Human Resource Management", PHI Learning Pvt. Ltd, 2023.
2. Goel S. L., "Hospital Administration", Deep and Deep Publications, 2019.
3. Madhuri Sharma, "Essentials for Hospital Support Services and Physical Infrastructure", Jaypee Brothers Medical Publishers, 2021.
4. Syed Amin Tabish, "Hospital Administration", Oxford University Press, 2021.

Passed in Board of Studies


 Chairman – Board of Studies

CHAIRMAN - BOARD OF STUDIES

Approved in Academic Council

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	Pos								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	3	2	1	2	1	1	2	3	2		
CO 2	2	2	1	1	3	3	1	3	2		
CO 3	1	2	2	3	2	1	1			1	
CO 4	1	2	1	2	1	3	3	2	2		
CO 5	3	2	2	2	1		2				
CO 6	2	1	2	3	1	2		2		2	
	3 - High			2 – Medium				1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment / Case study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	22	8		4
Understand	28	10	4	20
Apply		16	4	16
Analyse		16	10	20
Evaluate			16	20
Create			16	20

23PBAS035	HEALTHCARE MARKETING	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives

The course is intended to

1. Introduce students to the importance of marketing in the healthcare industry
2. Provide a foundational understanding of essential marketing concepts and theories relevant to healthcare.
3. Teach students how to apply the marketing mix—product, price, place, and promotion—in the context of healthcare services and products.
4. Teach various market research techniques specific to healthcare and how to analyze market data effectively.
5. Learn the comprehensive marketing strategies and plans tailored to the healthcare sector.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Articulate how marketing impacts healthcare organizations.	Understand
CO 2	Define and discuss fundamental marketing concepts and theories relevant to hospitals.	Understand
CO 3	Implement the marketing mix elements to develop and evaluate marketing strategies for healthcare products and services.	Apply
CO 4	Proficient in using market research techniques to gather and analyze healthcare market data.	Apply
CO 5	Assess marketing campaigns, including branding and positioning strategies, for healthcare organizations.	Analyse
CO 6	Critically assess the effectiveness of healthcare marketing strategies by measuring key performance indicators	Evaluate

Course Contents

MODULE - I	INTRDUCTION TO HEALTHCARE MARKETING	9
Importance of marketing in healthcare, Key concepts and theories, The marketing mix in healthcare.		
MODULE - II	MARKET RESEARCH IN HEALTHCARE	9
Techniques for market research, Analyzing healthcare market data, Consumer behavior in healthcare. Case Study.		
MODULE - III	MARKETING STRATEGY AND PLANNING	9
Strategic marketing planning process, Branding and positioning, Developing marketing campaigns.		
MODULE - IV	EVALUATING MARKETING EFFECTIVENESS	9
Key performance indicators (KPIs) for marketing, Measuring ROI in healthcare marketing, Case studies of successful marketing campaigns.		
MODULE - V	DIGITAL MARKETING IN HEALTHCARE	9
Digital marketing tools and techniques, Social media marketing, Content marketing and SEO.		
Total: 45 Periods		

REFERENCES

Passed in Board of Studies


 Chairman – Board of Studies
CHAIRMAN - BOARD OF STUDIES

Approved in Academic Council

Master of Business Administration (M.B.A): R-2023

1. Philip Kotler, Shalil Gupta, and Suj Chandrasekar, "Healthcare Marketing: An Indian, Pearson India, 2021.
2. Rajesh Arora "Marketing Strategies for Health Care Organizations", Global India Publications, 2021.
3. Syed Amin Tabish "Hospital & Health Services Administration: Principles & Practice Including Law", Oxford University Press India, 2022.
4. M.J. Xavier and Sumeet Gupta, "Marketing of Healthcare Services: A Comparative Study of India and Abroad", Gyan Publishing House, 2022.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	Pos								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	2	2	2	1	1	1	3	1	1	2	
CO 2	3	2		3		3					
CO 3	3		3	3	2	2	1	1	1		
CO 4	2	3		3	1		2				
CO 5	1		1	1	2	2		1		2	
CO 6		1		3	3		3		3		
	3 - High			2 – Medium				1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember / Understand	Online Quiz / Seminar	5	15
Evaluate	Assignment / Case study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	20	10	8	20
Understand	30	20	10	20
Apply		20	16	20
Analyse			16	20
Evaluate				20
Create				

23PBAS036	HEALTH INFORMATION SYSTEMS	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives

The course is intended to

1. Teach health information systems and articulate their importance in the healthcare sector.
2. Learn the process of EHR implementation and integration within healthcare settings.
3. Provide knowledge on the impact of HIE on healthcare delivery and patient outcomes.
4. Learn the strategies for ensuring the security and privacy of health information.
5. Teach to use artificial intelligence in health information systems and its potential benefits and challenges.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Clearly define health information systems, EHR, HIE, data security, and emerging technologies in the context of healthcare.	Understand
CO 2	Identify and describe the various types of health information systems, EHR components, and the models used in HIE.	Analyse
CO 3	Assess the processes involved in implementing and integrating EHR systems.	Analyse
CO 4	Assess strategies for ensuring data security and privacy in healthcare, including compliance with regulations like HIPAA.	Analyse
CO 5	Critically examine the impact of emerging technologies on healthcare delivery and patient outcomes.	Evaluate
CO 6	Create a detailed plan for implementing a health information system in a hypothetical healthcare setting.	Create

Course Contents

MODULE - I	INTRODUCTION TO HEALTH INFORMATION SYSTEMS	9
Overview of Health Information Systems (HIS), Historical Development and Evolution of HIS, Components of HIS: Hardware, Software, Networks, Healthcare Data Management: Collection, Storage, and Retrieval, Role of HIS in Improving Patient Care and Operational Efficiency.		
MODULE - II	HEALTH DATA STANDARDS AND INTEROPERABILITY	9
Health Data Standards: HL7, SNOMED CT, LOINC. Interoperability and Integration Challenges Standards for Data Exchange: CDA, FHIR. Legal and Ethical Issues in Health Data Sharing. Privacy and Security Regulations: HIPAA, GDPR. Case Study.		
MODULE - III	DESIGN AND IMPLEMENTATION	9
System Design and Development Life Cycle (SDLC) for HIS. Requirements Gathering and Analysis. System Selection and Procurement. Implementation Strategies: Pilot Testing, Rollout, and Evaluation. Change Management and Training for HIS Adoption.		
MODULE - IV	EMERGING TECHNOLOGIES IN HEALTH INFORMATION SYSTEMS	9
Health Data Analytics and Business Intelligence. Clinical Decision Support Systems (CDSS). Telemedicine and Mobile Health (mHealth) Technologies. Artificial Intelligence and Machine Learning in HIS. Emerging Trends: Blockchain in Health Information Systems.		
MODULE - V	EVALUATION, ETHICS, AND FUTURE DIRECTIONS	9
Evaluation Metrics and Methods for HIS. Ethical Issues in Health Information Systems: Consent, Ownership, and Misuse. Impact Assessment of HIS on-Healthcare Quality and Efficiency. Future Directions: Personalized Medicine and HIS Innovation.		
		Total: 45 Periods

Passed in Board of Studies


 Chairman – Board of Studies

CHAIRMAN - BOARD OF STUDIES

Approved in Academic Council

REFERENCES

1. Merida L. Johns, Health Information Management: Concepts, Principles, and Practice AHIMA Press, 2021.
2. Jean A. Balgrosky, Essentials of Health Information Systems and Technology Jones & Bartlett Learning, 2020.
3. Mervat Abdelhak, Sara Grostick, Mary Alice Hanken, "Health Information System: Understanding Concepts and Technology, Elsevier India, 2023.
4. C. S. R. Prabhu, "Health Information Systems: Architectures and Strategies" PHI Learning Pvt. Ltd, 2023.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	Pos								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	3	2	1	1	1	2	1	3	1	2	
CO 2	3	2	2	3	3	3	2	2	3		
CO 3	2	3	3	3	2	3	1	3	2	1	
CO 4	2	3	3		3	3	1	1	1		
CO 5	3	1	3	2	1	3	2	3			
CO 6	1	2	3	3	3	3	2	3			
	3 - High			2 – Medium				1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment / Case study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	28	10	4	4
Understand	22	8	4	20
Apply		16	10	20
Analyse		16	16	16
Evaluate			16	20
Create				20

23PBAS037	HEALTHCARE OPERATIONS MANAGEMENT	L	T	P	C
		3	0	0	3
Nature of Course		Professional Elective			
Pre requisites		Nil			

Course Objectives

The course is intended to

1. Learn healthcare operations management and elucidate its significance in the healthcare sector.
2. Study the key concepts and principles of process improvement methodologies in healthcare.
3. Gain skills on roles and responsibilities of operations managers in healthcare settings.
4. Study the impact of technology on operations management and the implementation of healthcare information systems.
5. Develop skills for measuring and monitoring healthcare operations.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Define and list the importance of healthcare operations management, including key concepts and principles.	Understand
CO 2	Implement Lean and Six Sigma methodologies to real-world healthcare process improvement scenarios.	Apply
CO 3	Assess the roles and responsibilities of operations managers in managing human resources, materials, inventory, and financial resources in healthcare settings.	Analyse
CO 4	Identify the role and impact of technology in operations management.	Analyse
CO 5	Develop a comprehensive plan for measuring and monitoring healthcare operations using KPIs, data collection, and analysis techniques.	Create
CO 6	Design and propose a process improvement project that integrates Lean and Six Sigma methodologies, technology solutions, and resource management strategies	Create

Course Contents

MODULE - I	INTRODUCTION TO HEALTHCARE OPERATIONS MANAGEMENT	9
Definition and importance, Key concepts and principles, Roles of operations managers in healthcare.		
MODULE - II	PROCESS IMPROVEMENT IN HEALTHCARE	9
Lean and Six Sigma methodologies, Workflow analysis and optimization, Case studies on process improvement.		
MODULE - III	RESOURCE MANAGEMENT	9
Human resource management, Material and inventory management, financial resource management.		
MODULE - IV	TECHNOLOGY AND OPERATIONS MANAGEMENT	9
Role of technology in operations management, Implementation of healthcare information systems, Impact of technology on operational efficiency.		
MODULE - V	MEASURING AND MONITORING OPERATIONS	9
Key performance indicators (KPIs), Data collection and analysis, Reporting and continuous improvement.		
Total: 45 Periods		

REFERENCES

1. Daniel B. McLaughlin and Julie M. Hays, Healthcare Operations Management, Health Administration Press, 2017.
2. Jody Hoffer Gittel, Laura V. Black, and Paul L. Hoyt, Operations Management in Healthcare: Strategy and Practice Springer, 2016.
3. S. K. Joshi "Healthcare Operations Management: Principles and Applications", Anmol Publications, 2020.
4. R. Srinivasan "Operations Management in Healthcare: Strategy and Practice", McGraw Hill Education, 2022.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	Pos								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	3	2	2	1	1	1	3	2	1		
CO 2	2	3	2	3	2	2		2		2	
CO 3	2	3	1	1	2	3	1	1	2		
CO 4	3	2	2	3	1		2	2			
CO 5	1	3	3	1	2	1	2	1	1	1	
CO 6	2	3	2	3		3		2			
	3 - High			2 – Medium				1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment / Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	22	8	4	4
Understand	28	10	4	20
Apply		16	4	20
Analyse		16	4	20
Evaluate			18	16
Create			16	20

23PBAS038	HEALTH POLICY AND MANAGEMENT	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives

The course is intended to

1. Introduce students to the fundamental concepts and principles of health policy, including its definition and scope.
2. Learn the historical development of health policies and their impact on current healthcare systems.
3. Study the policy-making process, including the steps involved and the role of various stakeholders.
4. Equip students with tools and techniques for effective health policy analysis and impact assessment.
5. Explore strategies for successful policy implementation, evaluation, and advocacy for policy change.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Demonstrate a comprehensive understanding of the key concepts and historical development of health policies.	Understand
CO 2	Assess the steps involved in the policy-making process and the roles of different stakeholders.	Analyse
CO 3	Implement the various tools and techniques for analyzing and assessing the impact of health policies.	Apply
CO 4	Critically assess the strategies for effective implementation and the challenges faced during policy execution.	Analyse
CO 5	Develop advocacy techniques for influencing policy changes and analyze case studies on successful policy interventions.	Create
CO 6	Create a comprehensive health policy framework that integrates the principles, analysis, implementation strategies.	Create

Course Contents

MODULE - I	INTRODUCTION TO HEALTH POLICY	9
Definition and scope, Key concepts and principles, Historical development of health policies.		
MODULE - II	POLICY-MAKING PROCESS	9
Steps in the policy-making process, Role of stakeholders, Analysis of policy-making frameworks.		
MODULE - III	HEALTH POLICY ANALYSIS	9
Tools and techniques for policy analysis, Impact assessment of health policies, Case studies on policy analysis. Case Study.		
MODULE - IV	POLICY IMPLEMENTATION AND EVALUATION	9
Strategies for effective policy implementation, Monitoring and evaluation techniques, Challenges in policy implementation.		
MODULE - V	ADVOCACY AND POLICY CHANGE	9
Role of advocacy in health policy, Techniques for effective advocacy, Case studies on successful policy changes.		
Total: 45 Periods		

REFERENCES

1. Curtis P. McLaughlin and Craig D. McLaughlin, Health Policy Analysis: An Interdisciplinary Approach, Jones & Bartlett Learning, 2022.
2. Joel B. Teitelbaum and Sara E. Wilensky Essentials of Health Policy and Law, Jones & Bartlett Learning, 2016.
3. D. H. Rao, "Health Economics and Policy in India", Himlaya Publishing House, 2021.
4. S. L. Goel, Public Health and Management, Deep & Deep Publications, 2023.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	Pos								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	3	2	3	2	1	3	3	3	2		
CO 2	3	1	3	1	2	3	3	2	1		
CO 3	2	1	2	1	2	2	2	3		2	
CO 4	3	3	1	2	3	1	1	3	1		
CO 5	3	3	2	2	3	2	2	2		2	
CO 6	1	3	2	3	3	1	2	2	1		
	3 - High			2 – Medium				1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment / Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	20	10	4	20
Understand	30	8	4	4
Apply		16	4	16
Analyse		16	4	20
Evaluate			18	20
Create			16	20

23PBAS039	PATIENT RELATION MANAGEMENT	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives

The course is intended to

1. Introduce the fundamental concepts and historical development of patient relation management within healthcare systems.
2. Learn the significance of effective communication in healthcare and its impact on patient satisfaction.
3. Gain skills on principles of quality and service management and their application in enhancing healthcare outcomes.
4. Learn the role of technology in patient relation management, including the use of electronic health records and patient portals.
5. Learn the legal and ethical considerations in patient relation management, focusing on patient rights and ethical decision-making.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Demonstrate an understanding of the historical perspectives and the importance of patient relation management.	Understand
CO 2	Implement effective communication techniques, including verbal, non-verbal, and empathetic listening.	Apply
CO 3	Utilize principles and tools of quality management to assess and enhance service delivery in healthcare settings.	Apply
CO 4	Assess the implementation and challenges of technology in patient relation management, including the use of EHRs and patient portals.	Analyse
CO 5	Interpret and apply healthcare laws, regulations, and ethical frameworks to ensure compliance and ethical patient care.	Analyse
CO 6	Create a comprehensive patient relation management strategy that integrates communication.	Create

Course Contents

MODULE - I	INTRODUCTION TO PATIENT RELATION MANAGEMENT	9
Definition and Importance, Historical Perspective, Overview of Healthcare Systems, Roles of Various Healthcare Providers, Factors Influencing Patient Satisfaction, Measuring Patient Satisfaction.		
MODULE - II	COMMUNICATION IN HEALTHCARE	9
Verbal and Non-Verbal Communication, Listening Skills, Techniques for Effective Patient Interaction, Empathy in Healthcare Communication, Identifying Sources of Conflict, Strategies for Conflict Management in Healthcare.		
MODULE - III	QUALITY AND SERVICE MANAGEMENT IN HEALTHCARE	9
Principles of Quality Management, Tools and Techniques for Quality Improvement, SERVQUAL Model, Patient Satisfaction Surveys, Importance of Accreditation, Standards and Processes.		
MODULE - IV	TECHNOLOGY IN PATIENT RELATION MANAGEMENT	9
Electronic Health Records (EHR), Patient Portals, Benefits and Challenges, Implementation Strategies, Role of Data Analytics, Case Studies and Applications.		

Passed in Board of Studies


 Chairman – Board of Studies
CHAIRMAN - BOARD OF STUDIES

Approved in Academic Council

MODULE - V	LEGAL AND ETHICAL ISSUES IN PATIENT RELATION MANAGEMENT	9
Understanding Patient Rights, Ethical Issues in Patient Care, Healthcare Laws and Regulations, Compliance and Legal Issues, Frameworks for Ethical Decision Making, Case Studies on Ethical Dilemmas.		
Total: 45 Periods		

REFERENCES

1. D. K. Sharma and R. C. Goyal, "Hospital Administration and Human Resource Management", PHI Learning Pvt. Ltd, 2021.
2. S. L. Goel and R. Kumar, "Essentials of Hospital Management & Administration", Deep & Deep Publications, 2022.
3. B. M. Sakharkar, "Principles of Hospital Administration and Planning", Jaypee Brothers Medical Publishers, 2019.
4. K. Park, "Healthcare Management", Banarsidas Bhanot Publishers, 2022.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	Pos								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	3	2	2	1	1	1	3	2	1		
CO 2	2	3	2	3	2	2		2		2	
CO 3	2	3	1	1	2	3	1	1	2		
CO 4	3	2	2	3	1		2	2			
CO 5	1	3	3	1	2	1	2	1	1	1	
CO 6	2	3	2	3		3		2			
	3 - High			2 – Medium				1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment / Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	30	10	8	4
Understand	20	20	10	20
Apply		20	16	20
Analyse			16	20
Evaluate				20
Create				16

23PBAS040	HOSPITAL PLANNING AND ORGANIZATION	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives

The course is intended to

1. Learn the fundamental principles of hospital planning, including site selection, space utilization, and safety standards.
2. Study the various services and management functions within a hospital, such as outpatient, inpatient, and diagnostic services.
3. Develop strategic management skills relevant to hospital operations, including SWOT analysis, capacity planning, and patient satisfaction.
4. Gain knowledge of quality control and accreditation standards, including NABH, JCI, and TQM practices in healthcare.
5. Gain skills on financial and legal aspects of hospital administration, focusing on budgeting, risk assessment, and healthcare laws.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Implement the principles of hospital planning, including site selection, patient flow, and infection control.	Apply
CO 2	Assess the effectiveness of hospital services management, covering outpatient, inpatient, and critical care services.	Analyse
CO 3	Strategize and implement hospital management techniques, such as capacity planning and process optimization.	Apply
CO 4	Assess quality control measures and accreditation requirements, including TQM, NABH, and Six Sigma.	Analyse
CO 5	Implement financial planning and legal regulations in hospital management.	Apply
CO 6	Develop a comprehensive hospital management plan that integrates planning, service management, strategic initiatives, quality control, and financial aspects.	Create

Course Contents

MODULE - I	FUNDAMENTALS OF HOSPITAL PLANNING	9
Definition and Scope, Types of Hospitals, Principles of Hospital Planning, Site Selection, Space Utilization, Patient Flow and Facility Layout, Safety Standards, Infection Control, Waste Management.		
MODULE - II	HOSPITAL SERVICES MANAGEMENT	9
Outpatient and Inpatient Services, Emergency and Critical Care Services, Diagnostic Services (Lab, Radiology), Pharmacy Management, Housekeeping and Maintenance, Catering and Nutrition, Human Resource Management, Materials Management, Information Technology in Hospitals.		
MODULE - III	STRATEGIC HOSPITAL MANAGEMENT	9
Vision, Mission, and Objectives, SWOT Analysis, Strategic Alliances and Partnerships, Process Optimization, Capacity Planning, Scheduling and Workflow Management, Patient Satisfaction, Branding and Public Relations, Community Outreach Programs.		
MODULE - IV	QUALITY CONTROL AND ACCREDITATION	9

Quality Assurance and Quality Control, Key Performance Indicators (KPIs), Patient Safety and Risk Management, National Accreditation Board for Hospitals & Healthcare Providers (NABH), Joint Commission International (JCI), ISO Certification, Total Quality Management (TQM), Lean Management, Six Sigma in Healthcare	
MODULE - V	FINANCIAL AND LEGAL ASPECTS
Budgeting and Financial Planning, Revenue Cycle Management, Cost Control and Financial Audits, Healthcare Laws and Regulations, Ethical Issues in Hospital Administration, Patient Rights and Confidentiality, Risk Assessment, Insurance in Healthcare, Crisis Management.	
Total: 45 Periods	

REFERENCES

1. D. K. Sharma, R. C. Goyal, Hospital Administration and Human Resource Management, PHI Learning Pvt. Ltd, 2023.
2. S. Raghunath, Essentials for Hospital Support Services and Physical Infrastructure, Jaypee Brothers Medical Publishers, 2020.
3. Srinivas R. Kandula, Textbook of Hospital Management, ICFAI University Press, 2017.
4. Rajesh K. Sood, Healthcare Management, Himalaya Publishing House, 2021.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	Pos								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	2	2	2	1	1	1	3	1	1	2	
CO 2	3	2	2	3	1	3					
CO 3	3	3	3	3	2	2	1	1	1		
CO 4	2	3		3	1		2				
CO 5	1		1	1	2	2		1		2	
CO 6		1		3	3		3		3		
	3 - High			2 – Medium				1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment / Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	10	8	8	4
Understand	20	10	10	16
Apply	20	16	16	20
Analyse		16	16	20
Evaluate				20
Create				20

23PBAS041	INTRODUCTION TO INTERNATIONAL BUSINESS ENVIRONMENT	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives**The course is intended to**

1. Recognize the importance and breadth of international commerce in the modern, globalized world.
2. Assess how globalization has affected international trade.
3. Recognize the functions of the main global economic organizations.
4. Examine how cultural factors influence global trade.
5. Gain knowledge of and evaluate different market entry tactics.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Define international business and its key components.	Understand
CO 2	Measure the effects of globalization on trade patterns.	Analyse
CO 3	Identify and describe the functions of international economic institutions.	Understand
CO 4	Explore strategies to manage cultural and political risks.	Apply
CO 5	Identify the challenges and opportunities in marketing products internationally.	Analyse
CO 6	Develop Strategic Responses to International Business Challenges	Create

Course Contents

MODULE - I	FUNDAMENTALS OF INTERNATIONAL BUSINESS	9
Definition and nature of international business, Difference between domestic and international business, Importance of international business in the global economy, Forms of international business: Exporting, importing, franchising, licensing, joint ventures, and wholly owned subsidiaries.		
MODULE - II	GLOBALIZATION AND INTERNATIONAL TRADE	9
Definition and drivers of globalization. Theories of international trade: Absolute advantage, comparative advantage, Heckscher-Ohlin theory, and Porter's Diamond model. Impact of globalization on international trade and economy.		
MODULE - III	INTERNATIONAL ECONOMIC INSTITUTIONS AND AGREEMENTS	9
International economic institutions: World Trade Organization (WTO), International Monetary Fund (IMF), World Bank. Regional economic integrations: European Union (EU), NAFTA, ASEAN, SAARC. Key international economic agreements: GATT, TRIPS, TRIMS.		
MODULE - IV	CULTURAL AND POLITICAL ENVIRONMENT OF INTERNATIONAL BUSINESS	9
Cultural environment: Hofstede's cultural dimensions, Trompenaars' cultural dimensions. Political environment: Types of political systems, political risk assessment. Strategies for managing cultural and political risks.		
MODULE - V	INTERNATIONAL MARKETING AND ENTRY STRATEGIES	9
Principles of international marketing: Product, price, place, promotion. Market entry strategies: Exporting, joint ventures, franchising, direct investment. Challenges and opportunities in international marketing: Cultural adaptation, legal and regulatory issues.		
		Total: 45 Periods

REFERENCES

1. P. Subba Rao, "International Business: Text and Cases", Himalaya Publishing House, 2018.
2. Rakesh Mohan Joshi, "International Business", Oxford University Press, 2017.
3. V.K. Bhalla and S. Shivaramu, "International Business: Environment and Management", Anmol Publications, 2019.
4. Francis Cherunilam, "International Business: Text and Cases", PHI Learning, 2020.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	POs								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	1	2	3	2	1	1	1	3	1		
CO 2	2	1	2	1	1	1			1	1	
CO 3	2	1	1	2	2	1	1	3		1	
CO 4		2			1				1		
CO 5	3		1	1			2	1		1	
CO 6	2		2	1			2	1		1	
	3 - High			2 – Medium				1 – Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Understand	Online Quiz/Seminar	5	15
Apply/Analyse	Case Study/Assignment	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations(IAE)			Final Examinations(FE)
	IAE – I (5)	IAE–II (10)	IAE–III (10)	60
Remember	22	12	4	4
Understand	28	10	10	20
Apply		10	10	20
Analyse		18	10	30
Evaluate				
Create			16	26

23PBAS042	INTERNATIONAL TRADE PROCEDURES & DOCUMENTATION	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives

The course is intended to

1. Recognize the basic ideas and procedures behind international trade.
2. Review the paperwork needed for transnational commerce.
3. Review the protocols pertaining to import and export activities.
4. Recognize the characteristics of international trade that pertain to compliance and regulations.
5. Gain hands-on experience managing trade documentation.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Demonstrate an understanding of international trade theories and their applications.	Understand
CO 2	Identify and explain various international trade documents and their purposes.	Apply
CO 3	Execute export and import procedures efficiently.	Apply
CO 4	Navigate through the regulatory environment of international trade.	Analyse
CO 5	Conduct practical knowledge to real-world trade scenarios.	Apply
CO 6	Develop Strategic Approaches to International Business Challenges	Create

Course Contents

MODULE – I	INTRODUCTION TO INTERNATIONAL TRADE	9
Introduction to International Trade, Theories of International Trade, Importance of International Trade in the Global Economy, Balance of Trade and Balance of Payments, Trade Policies and Instruments.		
MODULE – II	EXPORT-IMPORT DOCUMENTATION	9
Types of Documents in International Trade, Commercial Documents (Invoices, Packing List) Transport Documents (Bill of Lading, Airway Bill), Insurance Documents, Financial Documents (Letter of Credit, Bill of Exchange), Regulatory Documents (Export/Import License, Certificates of Origin), Documentation Procedures		
MODULE – III	EXPORT-IMPORT PROCEDURES	9
Steps in Export Procedure- Pre-shipment and Post-shipment Procedures, Role of Export Promotion Councils. Steps in Import Procedure – Custom Clearance Process, Import Licenses and Quotas, Tariff and Non-Tariff Barriers, Payment Methods in International Trade. Advance Payment – Open Account, Documentary Collections, Letters of Credit.		
MODULE – IV	REGULATORY AND COMPLIANCE	9
International Trade Laws and Regulations, Trade Agreements and Organizations (WTO, IMF, World Bank), Export and Import Regulations in India. Foreign Trade Policy, Customs Act, FEMA (Foreign Exchange Management Act). Risk Management in International Trade – Types of Risks, Mitigation Strategies.		
MODULE – V	PRACTICAL ASPECTS OF TRADE DOCUMENTATION	9

Case Studies on Trade Documentation, Preparing Export and Import Documents, EDI (Electronic Data Interchange) in International Trade, Role of Technology in Trade Documentation, Real-life Examples and Simulations.

Total: 45 Periods

REFERENCES

1. Francis Cherunilam, "International Trade and Export Management", Himalaya Publishing House, 2019.
2. Himalaya Publishing House, "Export Import Management", Galgotia Publishing Company, 2020.
3. P. Subba Rao, "International Business: Text and Cases", Himalaya Publishing House, 2019.
4. Paras Ram, "Export: What, Where and How", Anupam Publishers, 2021.

Mapping of Course Outcomes (Cos) with Programme Outcomes (Pos) Programme Specific Outcomes (PSOs)											
Cos	Pos								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	2		2	1	1	1		1	1	2	
CO 2		2									
CO 3	3		3	3	2	2	1	1	1		
CO 4		3			1						
CO 5	1		1	1						1	
CO 6	1		2	1						1	
	3 - High			2 – Medium				1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Understand	Online Quiz/Seminar	5	15
Apply/Analyse	Case Study/Assignment	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE–II (10)	IAE–III (10)	60
Remember	28	20	20	4
Understand	22	20	20	20
Apply		10	10	20
Analyze				20
Evaluate				
Create				36

23PBAS043	INTERNATIONAL BUSINESS LAWS & ARBITRATION	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives**The course is intended to**

1. Understand the fundamental concepts and practices underlying global trade.
2. Review the documentation required for international trade.
3. Review the procedures concerning import and export operations.
4. Acknowledge the features of global trade that concern legal requirements and compliance.
5. Get practical experience in handling commercial documents.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Identify key legal frameworks governing international business transactions.	Understand
CO 2	Explore legal issues related to the sale of goods and international financing.	Apply
CO 3	Enforce international arbitral awards effectively.	Apply
CO 4	Navigate international trade regulations and ensure compliance.	Apply
CO 5	Aware the current developments impacting international business law.	Understand
CO 6	Navigate International Trade Regulations	Create

Course Contents

MODULE - I	INTRODUCTION TO INTERNATIONAL BUSINESS LAWS	9
Introduction to international business law, Sources of international business law (treaties, conventions, customs), International organizations influencing business law (UN, WTO, ICC) Comparative analysis of legal systems (common law vs. civil law), Jurisdiction and choice of law in international disputes.		
MODULE - II	INTERNATIONAL CONTRACTS AND COMMERCIAL TRANSACTIONS	9
Formation and validity of international contracts, Terms and conditions in international contracts, Performance, breach, and remedies under international contracts, Sale of goods under international conventions (CISG), Financing international transactions (letters of credit, INCOTERMS).		
MODULE - III	DISPUTE RESOLUTION IN INTERNATIONAL BUSINESS	9
Overview of international dispute resolution mechanisms, Litigation vs. arbitration in international disputes, Arbitration agreements and procedures (UNCITRAL Model Law), Recognition and enforcement of arbitral awards (New York Convention), Alternative dispute resolution methods (mediation, conciliation).		
MODULE - IV	INTERNATIONAL TRADE REGULATIONS AND COMPLIANCE	9
International trade regulations (tariffs, quotas, trade barriers), WTO agreements and their impact on international trade, Competition law in the international context, Intellectual property rights (TRIPS Agreement), Export controls and sanctions compliance.		
MODULE - V	EMERGING ISSUES IN INTERNATIONAL BUSINESS LAW	9

Environmental regulations and corporate social responsibility, Digital economy and data protection regulations, Cross-border mergers and acquisitions, Emerging trends in international investment law, Case studies and current developments in international business law.

Total: 45 Periods

REFERENCES

1. Richard Schaffer, Filiberto Agusti, and Lucien J. Dhooge, International Business Law and Its Environment, Cengage Learning India, 2018.
2. Avtar Singh, Law of International Trade, LexisNexis India, 2021.
3. B. S. Patil, Law and Practice of International Commercial Arbitration, Eastern Book Company, 2020.
4. Daniel C.K. Chow and Thomas J. Schoenbaum, International Trade Law: Problems, Cases, and Materials, Wolters Kluwer India Pvt Ltd, 2019.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	POs								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	2		1	1	1	2	1	3	1	2	
CO 2		2		3							
CO 3	1		3		2		1		2	1	
CO 4	2					3	1	1	1		
CO 5		1		2	1						
CO 5	2	1		1	2						
	3 - High			2 – Medium				1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Understand	Online Quiz/Seminar	5	15
Apply/Analyse	Case Study/Assignment	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE–II (10)	IAE–III (10)	60
Remember	22	20		4
Understand	28	16	14	30
Apply		14	10	20
Analyse			10	20
Evaluate				
Create			16	26


 Chairman – Board of Studies

23PBAS044	INDIA'S FOREIGN TRADE AND POLICY	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives**The course is intended to**

1. Recognize the expansion and configuration of India's international trade.
2. Examine India's framework for trade policy and how it affects the country's economic growth.
3. Describe the effects that trade agreements and international organizations have had on India's trade policies.
4. Examine the problems and obstacles that India's trading with other countries is currently encountering.
5. Adopt a strategic mindset to increase India's competitiveness in the trade sector.

Course Outcomes**On successful completion of the course the students will be able to**

CO. No	Course Outcome	Bloom's Level
CO 1	Demonstrate a comprehensive understanding of India's foreign trade dynamics.	Understand
CO 2	Critically assess the impact of trade policies on India's economic growth.	Analyse
CO 3	Analyze the role of international trade institutions and agreements on India's trade policy.	Analyse
CO 4	Identify and discuss contemporary challenges in India's foreign trade.	Apply
CO 5	Propose strategies to improve India's trade performance in the global market.	Apply
CO 6	Strategies to Improve India's Trade Performance	Create

Course Contents

MODULE - I	EVOLUTION OF INDIA'S FOREIGN TRADE	9
Historical context and trade policy evolution, Pre-liberalization and post-liberalization phases Trade composition and direction.		
MODULE - II	TRADE POLICY FRAMEWORK	9
Objectives and instruments of trade policy, Import and export policies, Tariff and non-tariff barriers, Special Economic Zones (SEZs) and Export Promotion Capital Goods (EPCG).		
MODULE - III	INTERNATIONAL TRADE ORGANIZATIONS AND AGREEMENTS	9
Role of WTO in India's trade policy, Regional trade agreements (SAFTA, ASEAN-India FTA), Bilateral trade agreements and strategic partnerships, Impact of international trade agreements on Indian economy.		
MODULE - IV	CONTEMPORARY ISSUES IN INDIA'S FOREIGN TRADE	9
Trade deficit and balance of payments, Export competitiveness and diversification, Impact of global economic changes on India's trade, Non-tariff barriers faced by Indian exporters.		
MODULE - V	STRATEGIC TRADE POLICIES FOR THE FUTURE	9
Policy measures to boost exports, Enhancing competitiveness through innovation and technology, Role of MSMEs in foreign trade, Sustainable trade practices and environmental considerations.		

Total: 45 Periods

REFERENCES

1. Rakesh Mohan Joshi, India's Foreign Trade: Performance and Policy, Oxford University Press, 2016.
2. Khushpat S. Jain, India's Export Import Policy: Procedures and Documentation, Himalaya Publishing House, 2018.
3. Francis Cherunilam, International Trade and Export Management, Himalaya Publishing House, 2020.
4. Uma Kapila, Indian Economy: Performance and Policies, Academic Foundation, 2021.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	Pos								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO1	3		2	1	1	1	3	2	1		
CO2		3								2	
CO3	2		1	1	2	3	1	1	2		
CO4		2			1						
CO5	1		3	1		1		1	1	1	
CO5	2		3	1		2		2	1	1	
	3 -High			2 – Medium				1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Understand	Online Quiz/Seminar	5	15
Apply/Analyse	Case Study/Assignment	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE–II (10)	IAE–III (10)	60
Remember	22	10	4	4
Understand	28	15	20	20
Apply		15	10	30
Analyse		10		30
Evaluate				
Create			16	16



Chairman – Board of Studies

23PBAS045	GLOBAL MARKETING MANAGEMENT	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives**The course is intended to**

1. Recognize the fundamentals of international marketing.
2. Examine international market conditions.
3. Create international marketing plans.
4. Assess choices about the worldwide marketing mix.
5. Examine moral dilemmas in international marketing.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Identify key concepts of global marketing.	Understand
CO 2	Explain global market environments.	Understand
CO 3	Develop global marketing strategies.	Apply
CO 4	Examine the marketing mix decisions in a global context.	Evaluate
CO 5	Summarise ethical considerations in global marketing	Apply
CO 6	Integrate Knowledge Across Global Marketing Disciplines	Create

Course Contents

MODULE - I	INTRODUCTION TO GLOBAL MARKETING	9
Definition and scope of global marketing, Differences between domestic and global marketing, Drivers of global marketing, Global marketing environment, Trends in global.		
MODULE - II	GLOBAL MARKET RESEARCH AND ANALYSIS	9
Importance of market research in global marketing, Methods of global market research, Analyzing global markets and consumer behavior, Market segmentation and targeting in global markets, Competitive analysis in global markets.		
MODULE - III	GLOBAL MARKETING STRATEGIES	9
Standardization vs. adaptation, Market entry strategies, Global branding strategies, Positioning in global markets, Case studies of successful global marketing strategies.		
MODULE - IV	GLOBAL MARKETING MIX	9
Product decisions in global marketing, Pricing strategies for global markets, Distribution channels in global markets, Promotion strategies in a global context, Case studies of global marketing mix decisions.		
MODULE - V	ETHICAL AND SOCIAL RESPONSIBILITY IN GLOBAL MARKETING	9
Ethical issues in global marketing, Corporate social responsibility in global markets, Sustainable marketing practices, Cultural sensitivity in global marketing, Case studies of ethical dilemmas in global marketing.		
		Total: 45 Periods

REFERENCES

1. Warren J. Keegan, "Global Marketing Management", Pearson Education, 2017.
2. Philip R. Cateora, John Graham, and Mary C. Gilly, "International Marketing", McGraw Hill Education, 2020.
3. P. Subba Rao, "International Marketing: Text and Cases", Himalaya Publishing House, 2018.
4. Svend Hollensen, "Global Marketing", Pearson Education India, 2016.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	Pos								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	2			1	1		3		1	1	
CO 2		2	2			1		1			
CO 3	3	1		3	2		1		1	1	
CO 4	1		3		1			1			
CO 5	1	2				1			1	1	
CO 6	3	2				1			1	1	
	3 = High			2 – Medium				1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Understand	Online Quiz/Seminar	5	15
Apply/Analyse	Case Study/Assignment	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE–II (10)	IAE–III (10)	60
Remember	25	15	10	20
Understand	25	15	10	20
Apply		20	10	20
Analyse			10	20
Evaluate			10	
Create				20

23PBAS046	CROSS-CULTURAL MANAGEMENT	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives

The course is intended to

1. Recognize the significance of culture in global commerce.
2. Examine how cultural variations affect management.
3. Create plans for intercultural communication that work.
4. Assess decision-making and leadership in a global setting.
5. Examine moral dilemmas in managing cross-cultural relationships.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Identify key cultural dimensions and their relevance to business.	Understand
CO 2	Explain the impact of cultural differences on management practices.	Understand
CO 3	Utilizing strategies for cross-cultural communication.	Apply
CO 4	Investigate leadership and decision-making across cultures.	Analyze
CO 5	Assess ethical considerations in cross-cultural contexts.	Evaluate
CO 6	Address Cross-Cultural Management Theories to Practical Scenarios	

Course Contents

MODULE - I	INTRODUCTION TO CROSS-CULTURAL MANAGEMENT	9
Definition and scope of cross-cultural management, Importance of culture in international business, Key cultural dimensions (Hofstede, Trompenaars, etc.), Impact of culture on business practices, Trends in cross-cultural management.		
MODULE - II	CULTURAL DIFFERENCES AND THEIR IMPACT ON MANAGEMENT	9
Cultural differences in communication, Managing multicultural teams, Conflict resolution across cultures, Cultural adaptation and sensitivity, Case studies on cultural impact on management.		
MODULE - III	CROSS-CULTURAL COMMUNICATION	9
Barriers to cross-cultural communication, Strategies for effective communication, Non-verbal communication across cultures, Role of language in cross-cultural communication, Case studies on communication strategies.		
MODULE - IV	LEADERSHIP AND DECISION-MAKING IN A GLOBAL CONTEXT	9
Leadership styles across cultures, Decision-making processes in different cultures, Influence of culture on leadership effectiveness, Cross-cultural leadership development, Case studies on global leadership.		
MODULE - V	ETHICAL ISSUES IN CROSS-CULTURAL MANAGEMENT	9
Ethical dilemmas in cross-cultural contexts, Corporate social responsibility across cultures, Managing ethical diversity, Cultural relativism and universalism, Case studies on ethical issues.		
		Total: 45 Periods

REFERENCES

1. S. K. Bhatia, "Cross-Cultural Management: Text and Cases", Deep and Deep Publications, 2021.

Passed in Board of Studies



Chairman – Board of Studies

CHAIRMAN - BOARD OF STUDIES

Approved in Academic Council

2. Helen Deresky, "International Management: Managing Across Borders and Cultures", Pearson Education India, 2020.
3. Susan C. Schneider and Jean-Louis Barsoux, "Managing Across Cultures", Pearson Education India, 2018.
4. Dipak Kumar Bhattacharyya, "Cross-Cultural Management: Concepts and Cases", PHI Learning Pvt. Ltd, 2019.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	Pos								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	2		1		1	1	1	3		2	
CO 2	1	1		3					1		
CO 3		2	1				2	1		2	
CO 4	3				1	2			1		
CO 5		1	2	1			1	1		2	
CO 6	3	1	2	1			1	1		2	
	3 = High			2 – Medium				1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Understand	Online Quiz/Seminar	5	15
Apply/Analyse	Case Study/Assignment	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE–II (10)	IAE–III (10)	60
Remember	28	20	10	20
Understand	22	15	10	20
Apply		15	10	20
Analyse			10	20
Evaluate				
Create			10	20

23PBAS047	INTERNATIONAL FINANCIAL MANAGEMENT	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives**The course is intended to**

1. Gain an understanding of the principles of international finance.
2. Examine foreign exchange markets and exchange rate mechanics.
3. Assess decisions taken regarding overseas investments.
4. Create strategies to reduce the risk associated with currency changes.
5. Examine international financial markets and tools.

Course Outcomes**On successful completion of the course the students will be able to**

CO. No	Course Outcome	Bloom's Level
CO1	Demonstrate proficiency in identifying key concepts in international finance.	Understand
CO2	Achieve comprehension of exchange rate mechanisms and their impact.	Analyse
CO3	Utilize international investment appraisal techniques effectively.	Apply
CO4	Conduct analysis of foreign exchange risk and management strategies.	Apply
CO5	Demonstrate the ability to evaluate financial instruments in international markets.	Analyse
CO 6	Demonstrate Concepts of Foreign Exchange Markets	Create

Course Contents

MODULE - I	INTRODUCTION TO INTERNATIONAL FINANCIAL MANAGEMENT	9
Scope and importance of international financial management, International financial environment, Balance of payments, Globalization of financial markets, Trends in international finance.		
MODULE - II	FOREIGN EXCHANGE MARKETS AND EXCHANGE RATES	9
Structure of foreign exchange markets, Exchange rate determination, Spot and forward exchange rates, Currency convertibility and exchange rate regimes, Case studies on exchange rate fluctuations.		
MODULE - III	INTERNATIONAL INVESTMENT DECISIONS	9
Foreign direct investment (FDI) and portfolio investment, Capital budgeting for multinational corporations, Cost of capital in an international context, Cross-border mergers and acquisitions, Case studies on international investment.		
MODULE - IV	FOREIGN EXCHANGE RISK MANAGEMENT	9
Types of foreign exchange risk, Techniques for managing exchange rate risk, Hedging tools: forwards, futures, options, and swaps, Risk management strategies for multinational firms, Case studies on foreign exchange risk management.		
MODULE - V	INTERNATIONAL FINANCIAL MARKETS AND INSTRUMENTS	9
International equity and debt markets, Eurocurrency markets, international bonds and notes, Derivatives in international finance, Case studies on international financial instruments.		
		Total: 45 Periods

REFERENCES

1. V. K. Bhalla, "International Financial Management", S. Chand Publishing, 2018.
2. P. G. Apte, "International Financial Management", Tata McGraw Hill Education, 2019.

3. Ian H. Giddy, "Global Financial Markets", Pearson Education India, 2016.
4. Paul R. Krugman and Maurice Obstfeld, "International Finance: Theory and Policy", Pearson Education India, 2018.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	Pos								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	1		1		3		2	2		1	
CO 2		2		2		1			1		
CO 3	3		3		1		2	2		1	
CO 4		1		2		3			1		
CO 5	1		2		1		1	2		2	
	3 - High			2 – Medium				1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Understand	Online Quiz/Seminar	5	15
Apply/Analyse	Case Study/Assignment	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE–II (10)	IAE–III (10)	60
Remember	28	15	10	4
Understand	22	15	15	30
Apply		10	15	30
Analyse		10	10	20
Evaluate				
Create				16

23PBAS048	GLOBAL SUPPLY CHAIN MANAGEMENT	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives**The course is intended to**

1. Recognize the fundamentals of global supply chain management.
2. Examine international supply chain systems.
3. Create supply chain integration strategies.
4. Assess how technology has affected supply chain administration.
5. Look at how risk is managed in international supply networks.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO1	Identify key components of global supply chain management.	Understand
CO2	Explain supply chain networks and their functions.	Understand
CO3	Develop integration strategies for global supply chains.	Apply
CO4	Analyze the impact of technology on supply chain efficiency.	Analyse
CO5	Appraise risk management strategies in global supply chains.	Analyse
CO 6	Intergrate Technology Used in supply Chain management	Create

Course Contents

MODULE - I	INTRODUCTION TO GLOBAL SUPPLY CHAIN MANAGEMENT	9
Definition and scope of supply chain management, Key components of global supply chains, Supply chain drivers and metrics, Trends in global supply chain management, Importance of supply chain management in international business.		
MODULE - II	GLOBAL SUPPLY CHAIN NETWORKS	9
Design of global supply chain networks, Sourcing and procurement strategies, Inventory management in global supply chains, Transportation and logistics in global supply chains, Case studies on global supply chain networks.		
MODULE - III	SUPPLY CHAIN INTEGRATION STRATEGIES	9
Integration of supply chain activities, Collaborative planning, forecasting, and replenishment (CPFR), Role of information technology in integration, Supplier relationship management, Case studies on supply chain integration.		
MODULE - IV	TECHNOLOGY IN SUPPLY CHAIN MANAGEMENT	9
Impact of technology on supply chain operations, Use of ERP and SCM software, Blockchain technology in supply chains, E-commerce and its impact on supply chain management, Case studies on technology-driven supply chains.		
MODULE - V	RISK MANAGEMENT IN GLOBAL SUPPLY CHAINS	9
Types of risks in global supply chains, Risk assessment and mitigation strategies, Supply chain resilience and agility, Crisis management in supply chains, Case studies on risk management.		
		Total: 45 Periods

REFERENCES

1. Janat Shah, "Supply Chain Management: Text and Cases", Pearson Education India, 2016.
2. P. Subba Rao, "Global Supply Chain Management", Himalaya Publishing House, 2018.
3. Sunil Chopra and Peter Meindl, "Supply Chain Management: Strategy, Planning, and Operation", Pearson Education India, 2019.

Passed in Board of Studies

Chairman – Board of Studies

CHAIRMAN - BOARD OF STUDIES

Approved in Academic Council

4. Martin Christopher, "Logistics and Supply Chain Management", Pearson Education India, 2017.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	Pos								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	2		2		2	2	1	3		2	
CO 2		3		1	1	3			3		
CO 3	1	1	1		1		3	2		2	
CO 4		1		3	1	3			2		
CO 5	2		1		1		1	3		1	
CO 6	2		1		1						
	3 - High			2 – Medium				1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Understand	Online Quiz/Seminar	5	15
Apply/Analyse	Case Study/Assignment	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE–II (10)	IAE–III (10)	60
Remember	25	15	15	14
Understand	25	15	15	30
Apply		20	10	20
Analyse			10	20
Evaluate				
Create				16

23PBAS049	INTERNATIONAL HUMAN RESOURCE MANAGEMENT	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives

The course is intended to

1. List the opportunities and problems associated with managing human resources internationally.
2. Recognize cultural contexts that are pertinent to HRM.
3. Understand how complicated international staffing is.
4. Study the Problems with Benefits and Remuneration for Expatriates
5. Be aware of global compensation schemes.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Develop strategies for managing a global workforce effectively.	Apply
CO 2	Enhance cultural sensitivity and adaptability in HR practices.	Apply
CO 3	Design and implement effective global staffing strategies.	Apply
CO 4	Recommend strategies for managing international benefits	Analyse
CO 5	Recognize international compensation structures	Apply
CO 6	Navigating Global HR Challenges and Ethical Considerations	Create

Course Contents

MODULE - I	INTRODUCTION TO INTERNATIONAL HRM	9
Definition and scope of IHRM, Differences between domestic and international HRM, Factors driving globalization of HRM.		
MODULE - II	CROSS-CULTURAL MANAGEMENT	9
Cultural dimensions and their impact on HRM, Managing diversity in the global workplace, Cross-cultural communication and negotiation.		
MODULE - III	GLOBAL STAFFING STRATEGIES	9
Global talent acquisition and recruitment, Expatriate management and challenges, Selection criteria and performance management of global employees.		
MODULE - IV	INTERNATIONAL COMPENSATION AND BENEFITS	9
Compensation strategies for international assignments, Issues in expatriate compensation and benefits, Pay equity and global compensation trends.		
MODULE - V	MANAGING GLOBAL HR CHALLENGES	9
HRM in mergers, acquisitions, and joint ventures, Ethical and legal considerations in international HRM, HRM in emerging markets and global sustainability.		
		Total: 45 Periods

REFERENCES

1. P. Subba Rao, "International Human Resource Management", Himalaya Publishing House, 2020.
2. Aswathappa K., "International Human Resource Management: Text and Cases", Tata McGraw-Hill Education, 2018.
3. P. V. Ramana, "Global HRM: Managing People in a Multinational Context", Excel Books, 2021.

4. T. N. Chhabra, "Global Compensation and Benefits", McGraw Hill Education, 2019.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	Pos								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	1	1	2		3			1	1		
CO 2		3		1		3	2	2		1	
CO 3	2	3	2		3	1		1	2		
CO 4		3		1		1	2	1		2	
CO 5	1		2		3	1	1	1	2		
CO 6	1		2		3	1	1	1	2		
	3 = High			2 – Medium				1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Understand	Online Quiz/Seminar	5	15
Apply/Analyse	Case Study/Assignment	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE–II (10)	IAE–III (10)	60
Remember	26	14	4	22
Understand	24	20	4	14
Apply		16	10	32
Analyse			16	16
Evaluate				
Create			16	16

23PBAS050	EMERGING MARKETS AND GLOBALIZATION	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives

The course is intended to

1. Recognize emerging markets and their place in the world economy.
2. Examine the forces behind globalization and its obstacles in light of emerging markets.
3. Assess how globalization has affected different emerging market sectors.
4. Create strategic stances on going into and doing business in emerging areas.
5. Evaluate critically how international organizations and governmental policies have shaped emerging markets.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO1	Describe the characteristics and dynamics of emerging markets.	Understand
CO2	Explain the interplay between globalization and emerging markets.	Understand
CO3	Solve problems of companies operating in emerging markets.	Apply
CO4	Formulate strategies for businesses looking to enter or expand in emerging markets.	Apply
CO5	Critically evaluate the socio-economic implications of globalization on emerging markets.	Analyse
CO 6	Identify the strategies to operate business in emerging markets	Create

Course Contents

MODULE - I	INTRODUCTION TO EMERGING MARKETS	9
Definition and characteristics of emerging markets, Historical evolution and current significance, Key economic indicators and classifications.		
MODULE - II	GLOBALIZATION AND EMERGING MARKETS	9
Drivers and challenges of globalization, Impact of globalization on emerging markets, Globalization of production and supply chains.		
MODULE - III	SECTORAL ANALYSIS: OPPORTUNITIES AND CHALLENGES	9
Analysis of specific sectors (e.g., finance, manufacturing, technology), Case studies of successful and unsuccessful ventures, Regulatory and cultural considerations		
MODULE - IV	STRATEGIES FOR OPERATING IN EMERGING MARKETS	9
Entry modes and strategies for emerging markets, Building competitive advantage in diverse markets, Managing risks and uncertainties		
MODULE - V	GOVERNMENT POLICIES AND INSTITUTIONAL SUPPORT	9
Role of governments in shaping economic policies, international institutions and their impact, Corporate social responsibility in emerging markets		
		Total: 45 Periods

REFERENCES

1. Ravi Ramamurti, "Emerging Multinationals in Emerging Markets", Cambridge University Press, 2019.
2. Pankaj Ghemawat, "Redefining Global Strategy: Crossing Borders, Harvard Business Review Press, 2018.

3. Nirmalya Kumar, "India Inside: The Emerging Innovation Challenge to the West", Harvard Business Review Press, 2023.

4. Anil K. Gupta and Vijay Govindarajan, "The Quest for Global Dominance: Transforming Global Presence into Global Competitive Advantage", Jossey-Bass, 2018

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	Pos								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	1	1		1	1	1	1	1			
CO 2	1	1							2	1	
CO 3	1		1	1	2	1	1	1			
CO 4	1	1							2	1	
CO 5	2	2	1	1	2	2	3	1			
CO 6	2	2	1	1	2	2	3	1			
	3 - High			2 – Medium				1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Understand	Online Quiz/Seminar	5	15
Apply/Analyse	Case Study/Assignment	5	
	Attendance	5	

summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE–II (10)	IAE–III (10)	60
Remember	30	10	15	14
Understand	20	15	10	20
Apply		25	10	20
Analyse			15	30
Evaluate				
Create				16

23PBAS051	PRACTICES OF TEXTILE INDUSTRIES	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives

The course is intended to

1. Learn about the evolution and growth of the textile industry over time, focusing on significant milestones and changes.
2. Enhanced knowledge of compliance and regulatory frameworks affecting the sector.
3. Gain a comprehensive understanding of the global and Indian apparel industry, including its structure, market trends, and key players.
4. Equip students with an in-depth understanding of the fashion industry, covering various aspects from production to retail.
5. Gain insights into the global trade environment for apparel and textiles.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Gain a thorough understanding of the global and Indian textile industries, including their nature, size, structure, and trade aspects.	Understand
CO 2	Examine the role of large-scale textile manufacturing units.	Analyse
CO 3	Examine the size, growth rate, and various segments within the apparel industry.	Analyse
CO 4	Recognize the global nature of the fashion industry, including trade and international market dynamics.	Understand
CO 5	Examine how international trade policies and agreements affect the apparel and textile industry.	Analyse
CO 6	Produce the necessary skills and knowledge in problem solving relevant to textile industries.	Create

Course Contents

MODULE - I	OVERVIEW OF THE TEXTILES INDUSTRY	9
Overview of global and Indian textile industry -Nature, size, structure and trade of various sectors of the industry - Evolution and Growth – Employment prospects-supporting institutions and organizations-Trade promotion services (AEPC, CMAI, PEXCIL, etc)- Handloom and Handicrafts Development Corporation, Silk Board, KVIC, CCIC, NIFT, IIT, NID -Textile research associations- Textile Committee, etc.		
MODULE - II	SEGMENTS OF TEXTILE SECTOR	9
Major segments of the Textile Industry-Organized textile sector- Decentralized sector- Handloom and power loom sector- Cotton and man-made filament yarn industry-Woollen textile industry-Sericulture-Other fibres.		
MODULE - III	APPAREL INDUSTRY IN INDIA	9
Apparel industry in India-Overview of global and Indian apparel industry-History and its development in recent years- Size and nature of the industry- Regional features and structure of the industry-small and medium scale enterprises- design studios, organized sector.		
MODULE - IV	FASHION INDUSTRY	9
Fashion Industry-Fashion overview- Fashion trade-Nature and sectoral overview of the fashion industry- Fashion retailing- retail stores, Department stores, boutiques, chain stores, discount stores, factory outlets, e-tailing etc- Role of professionals in the fashion industry.		

Passed in Board of Studies


 Chairman – Board of Studies
CHAIRMAN - BOARD OF STUDIES

Approved in Academic Council

MODULE - V	TRADE IN APPAREL AND TEXTILES	9
Trade in Apparel and Textiles-Opportunities and Challenges- Export and Import- Indian apparel export and important product category- Domestic market and domestic brands-Export Promotion Councils of India.		
Total: 45 Periods		

REFERENCES

1. William S Murphy, The Textile Industries, Vol. 1, Forgotten Books, November 2018.
2. Dickerson, K., Textile and Apparel in the Global Economy, Prentice Hall, Englewood Cliffs, NJ, 2019.
3. Rajesh Kalra, Yashwant Singh, Krishan Kumar Chahal, Introduction to Textile Fibber And process, Ishan Publications, 2022.
4. John Singleton, World Textile Industry: 1 (Routledge Competitive Advantage in World Industry), Routledge; 1st edition, 2016.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	POs								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	1		3	2	1	1	1	3	1		
CO 2		1								1	
CO 3	2		1	2			1	3		1	
CO 4		2			1						
CO 5	3			1				1		1	
	3 - High			2 - Medium				1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember/Understand	Online Quiz /Seminar	5	15
Create	Assignment / Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations(IAE)			Final Examinations(FE)
	IAE – I (5)	IAE–II (10)	IAE–III (10)	60
Remember	22	8	8	20
Understand	28	10	10	20
Apply		16		20
Analyse		16	16	20
Evaluate				
Create			16	20

23PBAS052	FASHION MANAGEMENT	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives

The course is intended to

1. Understand the global fashion industry and its dynamics.
2. Gain insights into fashion marketing and branding strategies.
3. Learn about the management of fashion supply chains and operations.
4. Explore the financial aspects and retailing in the fashion industry.
5. Develop skills for strategic decision-making in fashion management.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Explain the structure and dynamics of the global fashion industry.	Understand
CO 2	Interpret marketing and branding strategies specific to fashion.	Apply
CO 3	Manage supply chain and operations in fashion businesses.	Apply
CO 4	Recognize the financial and retailing aspects of the fashion industry.	Understand
CO 5	Make strategic decisions to enhance the competitiveness of fashion businesses.	Apply
CO 6	Make Financial Performance Metrics in Fashion	Create

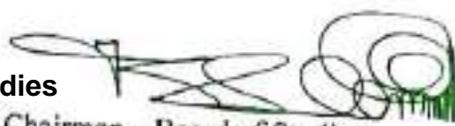
Course Contents

MODULE - I	INTRODUCTION TO THE FASHION INDUSTRY	9
Overview of the Global Fashion Industry, History and Evolution of Fashion, Key Players and Segments in the Fashion Industry, Trends and Innovations in Fashion.		
MODULE - II	FASHION MARKETING AND BRANDING	9
Principles of Fashion Marketing, Consumer Behaviour in Fashion, Fashion Branding Strategies Digital Marketing in Fashion, Case Studies on Successful Fashion Brands.		
MODULE - III	FASHION SUPPLY CHAIN AND OPERATIONS MANAGEMENT	9
Overview of Fashion Supply Chain, Sourcing and Procurement in Fashion, Production Planning and Control, Quality Management in Fashion, Sustainable Practices in Fashion Supply Chain		
MODULE - IV	FINANCIAL MANAGEMENT IN FASHION	9
Financial Planning and Budgeting in Fashion Businesses, Costing and Pricing Strategies Financial Performance Metrics in Fashion, Investment and Risk Management in Fashion Case Studies on Financial Management in Fashion Brands.		
MODULE - V	RETAILING AND STRATEGIC MANAGEMENT IN FASHION	9
Fashion Retail Management, Retail Formats and Strategies, Visual Merchandising and Store Design, Strategic Management and Competitive Advantage, Future Trends in Fashion Retailing		
Total: 45 Periods		

REFERENCES

1. Mike Easey, Fashion Marketing, Wiley-Blackwell, 2019.
2. Teri Agins, "The End of Fashion: The Mass Marketing of the Clothing Business", Harper Business, 2020.

Passed in Board of Studies


 Chairman – Board of Studies
CHAIRMAN - BOARD OF STUDIES

Approved in Academic Council

3. Tsan-Ming Choi, "Fashion Supply Chain Management: Industry and Business Analysis", IGI Global, 2022.
4. Michele M. Granger, Tina M. Sterling, "Financial Management for the Fashion Industry", Bloomsbury Visual Arts, 2017.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	Pos								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	2		2	1	1	1		1	1	2	
CO 2		2									
CO 3	3		3	3	2	2	1	1	1		
CO 4		3			1						
CO 5	1		1	1				1		1	
	3 -High			2 – Medium				1 – Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember/Understand	Online Quiz/Seminar	5	15
Create	Assignment/Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations(IAE)			Final Examinations(FE)
	IAE – I (5)	IAE-II (10)	IAE-III (10)	60
Remember	28	20	20	20
Understand	22	20	20	20
Apply		10	10	20
Analyze				20
Evaluate				
Create				20

23PBAS053	PRODUCTION CONTROL AND MAINTENANCE	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives

The course is intended to

1. Learn the fundamentals of production planning and control (PPC).
2. Learn various techniques and tools used for effective production planning.
3. Gain knowledge of maintenance management and its importance in production systems.
4. Develop skills for solving real-world production and maintenance problems.
5. Integrate production planning and maintenance strategy.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Explain the concepts and importance of production planning and control.	Understand
CO 2	Interpret various PPC techniques to optimize production processes.	Apply
CO 3	Explore the role of maintenance management in production systems.	Understand
CO 4	Develop maintenance strategies to minimize downtime and costs.	Create
CO 5	Solve practical problems related to production and maintenance.	Analyse
CO 6	Design EOQ model	create

Course Contents

MODULE - I	INTRODUCTION TO PRODUCTION PLANNING AND CONTROL	9
Definition and Importance of PPC, Objectives and Functions of PPC, Types of Production Systems, Role of PPC in Manufacturing.		
MODULE - II	FORECASTING IN PRODUCTION PLANNING	9
Importance of Forecasting, Qualitative and Quantitative Methods, Time Series Analysis Moving Averages and Exponential Smoothing, Regression Analysis.		
MODULE - III	AGGREGATE PLANNING AND MASTER PRODUCTION SCHEDULE (MPS)	9
Objectives of Aggregate Planning, Aggregate Planning Strategies, Developing an Aggregate Plan, Master Production Schedule (MPS) and Its Importance, Overview of MRP, MRP Inputs and Outputs, Bill of Materials (BOM), Capacity Planning Techniques, Rough-Cut Capacity Planning (RCCP), Capacity Requirements Planning (CRP).		
MODULE - IV	INVENTORY MANAGEMENT	9
Objectives and Functions of Inventory Management, Inventory Control Systems, Economic Order Quantity (EOQ) Model, ABC Analysis, Just-In-Time (JIT) Inventory, Definition and Importance of Maintenance, Objectives and Types of Maintenance, Preventive vs. Corrective Maintenance, Maintenance Planning and Scheduling		
MODULE - V	TOTAL PRODUCTIVE MAINTENANCE (TPM) AND RELIABILITY-CENTERED MAINTENANCE (RCM)	9
Principles of TPM, TPM Implementation, Key Performance Indicators (KPIs) in Maintenance Concepts of Reliability and Maintainability, RCM Process and Techniques. Importance of Production Scheduling, Sequencing Rules, Gantt Charts, Job Shop Scheduling, Flow Shop Scheduling, Line Balancing.		
Total: 45 Periods		

Passed in Board of Studies


 Chairman – Board of Studies
CHAIRMAN - BOARD OF STUDIES

Approved in Academic Council

REFERENCES

1. Dr. S.K. Mukhopadhyay, "Production Planning and Control: Text and Cases", PHI Learning Pvt. Ltd, 2019.
2. Lee J. Krajewski, Manoj K. Malhotra, Larry P. Ritzman, "Operations Management: Processes and Supply Chains", Pearson Education, 2020.
3. Keith Mobley, Lindley Higgins, Darrin Wikoff, "Maintenance Engineering Handbook", McGraw-Hill Education, 2018.
4. Seiichi Nakajima, "Total Productive Maintenance", Productivity Press, 2020.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	POs								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	2		1	1	1	2	1	3	1	2	
CO 2		2		3							
CO 3	1		3		2		1		2	1	
CO 4	2					3	1	1	1		
CO 5		1		2	1						
	3 -High			2 – Medium				1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember/Understand	Online Quiz /Seminar	5	15
Create	Assignment / Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations(IAE)			Final Examinations(FE)
	IAE – I (5)	IAE-II (10)	IAE-III (10)	60
Remember	28	20	20	20
Understand	22	20	20	20
Apply		10	10	20
Analyses				20
Evaluate				
Create				20

23PBAS054	ELEMENTS OF TEXTILE	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives

The course is intended to

1. Provide an understanding of the fundamental concepts of textiles.
2. Explore the different types of fibres, yarns, and fabrics.
3. Understand textile manufacturing processes and technologies.
4. Study the properties and performance of textiles.
5. Gain insights into the applications and innovations in the textile industry.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO1	Explore the basic concepts and terminology in textiles.	Understand
CO2	Identify different types of fibres, yarns, and fabrics.	Understand
CO3	Describe various textile manufacturing processes.	Apply
CO4	Interpret the properties and performance of different textiles.	Analyse
CO5	Examine current trends and innovations in the textile industry.	Analyse
CO6	Construct the energy conservation methods for better protection in textile industry.	Create

Course Contents

MODULE - I	INTRODUCTION TO TEXTILES	9
Definition and Classification of Textiles, Historical Development of Textiles, Overview of the Textile Industry, Terminology and Basic Concepts		
MODULE - II	FIBERS	9
Natural Fibers: Cotton, Wool, Silk, Linen, Manufactured Fibres: Polyester, Nylon, Acrylic, Rayon, Fiber Properties and Their Impact on Textile Performance, Innovations in Fiber Technology.		
MODULE - III	YARNS	9
Yarn Manufacturing Processes: Spinning, Twisting - Types of Yarns: Staple, Filament, Blended. Yarn Properties and Their Applications - Modern Developments in Yarn Production.		
MODULE - IV	FABRICS	9
Weaving and Knitting Techniques, Types of Fabrics: Woven, Knitted, Non-woven, Fabric Finishing Processes, Quality Control and Testing of Fabrics		
MODULE - V	TEXTILE APPLICATIONS AND INNOVATIONS	9
Technical Textiles: Medical, Automotive, Geo textiles, Smart Textiles and Wearable Technology, Sustainable Practices in the Textile Industry, Future Trends and Innovations in Textiles.		
		Total: 45 Periods

REFERENCES

1. Bernard P. Corbman, Textiles: Fiber to Fabric, McGraw-Hill Education, 2023.
2. J. Hayavadana, "Textile Manufacturing Processes", CRC Press, 2021.
3. Susheela Dantiyagi, "Fundamentals of Textiles and Their Care", Orient Blackswan, 2021.
4. A. Richard Horrocks, Subhash C. Anand, "Handbook of Technical Textiles", Woodhead Publishing, 2016.

Passed in Board of Studies


 Chairman – Board of Studies
CHAIRMAN - BOARD OF STUDIES

Approved in Academic Council

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	Pos								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO1	3		2	1	1	1	3	2	1		
CO2		3								2	
CO3	2		1	1	2	3	1	1	2		
CO4		2			1						
CO5	1		3	1		1		1	1	1	
	3 - High			2 – Medium				1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember/Understand	Online Quiz /Seminar	5	15
Create	Assignment / Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations(IAE)			Final Examinations(FE)
	IAE – I (5)	IAE–II (10)	IAE–III (10)	60
Remember	28	20	20	20
Understand	22	20	20	20
Apply		10	10	20
Analyses				20
Evaluate				
Create				20

23PBAS055	FASHION EVENT MANAGEMENT	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives

The course is intended to

Understand the principles and practices of event management in the fashion industry.

Learn how to plan, organize, and execute fashion events.

Gain knowledge of marketing and promotional strategies for fashion events.

Learn skills in budgeting, logistics, and resource management for fashion events.

Explore the role of technology and innovation in enhancing fashion events.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO1	Demonstrate an understanding of the key components of fashion event management.	Understand
CO2	Plan and execute successful fashion events.	Apply
CO3	Interpret effective marketing and promotional strategies for fashion events.	Analyse
CO4	Manage budgets, logistics, and resources for fashion events.	Apply
CO5	Utilize technology and innovation to enhance the experience of fashion events.	Understand
CO 6	Make the Allocation planning	Create

Course Contents

MODULE - I	INTRODUCTION TO FASHION EVENT MANAGEMENT	9
Overview of Event Management, Types of Fashion Events: Shows, Launches, Exhibitions, Roles and Responsibilities in Event Management, Importance of Fashion Events in the Industry.		
MODULE - II	PLANNING AND ORGANIZING FASHION EVENTS	9
Event Planning Process, Setting Objectives and Goals, Event Concept and Theme, Development, Scheduling and Timelines, Venue Selection and Management.		
MODULE - III	MARKETING AND PROMOTION OF FASHION EVENTS	9
Marketing Strategies for Fashion Events, Public Relations and Media Management, Social - Media and Digital Marketing, Collaboration with Influencers and Celebrities, Case Studies of Successful Fashion Event Promotions.		
MODULE - IV	BUDGETING AND RESOURCE MANAGEMENT	9
Budget Planning and Allocation, Cost Control and Financial Management, Sponsorship and Partnership Management, Human Resource Management for Events, Logistics and Supply Chain Management.		
MODULE - V	TECHNOLOGY AND INNOVATION IN FASHION EVENTS	9
Role of Technology in Fashion Events, Virtual and Hybrid Events, Use of Augmented Reality (AR) and Virtual Reality (VR), Innovations in Event Production and Management, Future Trends in Fashion Event Management		
		Total: 45 Periods

REFERENCES

Passed in Board of Studies


 Chairman – Board of Studies
CHAIRMAN - BOARD OF STUDIES

Approved in Academic Council

1. D.G. Conway, "The Event Manager's Bible: The Complete Guide to Planning and Organising a Voluntary or Public Event", How to Books Ltd, 2022.
2. Diane M. Maglio, "Fashion Shows: From Concept to Consumer", Fairchild Books, 2021.
3. Joe Goldblatt, "Special Events: Creating and Sustaining a New World for Celebration", Wiley, 2021.
4. Gerald J. Sherman, Sar S. Perlman, "Fashion Public Relations", Fairchild Books, 2020.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	Pos								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO1	2			1	1		3		1	1	
CO2		2	2			1		1			
CO3	3	1		3	2		1		1	1	
CO4	1		3		1			1			
CO5	1	2				1			1	1	
	3 - High			2 – Medium				1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember/Understand	Online Quiz /Seminar	5	15
Create	Assignment / Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations(IAE)			Final Examinations(FE)
	IAE – I (5)	IAE–II (10)	IAE–III (10)	60
Remember	28	20	20	20
Understand	22	20	20	20
Apply		10	10	20
Analyses				20
Evaluate				
Create				20

23PBAS056	APPAREL AND MERCHANDISING MANAGEMENT	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives

The course is intended to

1. Learn the fundamentals of apparel production and merchandising.
2. Gain insights into the apparel supply chain and production processes.
3. Learn about merchandising strategies and retail management in the apparel industry.
4. Develop skills in product development, sourcing, and quality control.
5. Explore current trends and innovations in the apparel and merchandising industry.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO1	Explain the key concepts and practices in apparel production and merchandising.	Understand
CO2	Optimize apparel supply chain processes.	Analyse
CO3	Interpret effective merchandising strategies in retail environments.	Apply
CO4	Manage product development, sourcing, and quality control in apparel.	Apply
CO5	Identify and adapt to current trends and innovations in the apparel industry.	Apply
CO 6	Make retail formats	Create

Course Contents

MODULE - I	INTRODUCTION TO APPAREL AND MERCHANDISING	9
Overview of the Apparel Industry, Key Concepts in Apparel Production and Merchandising Roles and Responsibilities of Merchandisers, Apparel Market Segments and Consumer Behaviour.		
MODULE - II	APPAREL PRODUCTION AND SUPPLY CHAIN MANAGEMENT	9
Apparel Production Processes, Supply Chain Management in Apparel, Sourcing and Procurement Strategies, Inventory Management and Logistics, Sustainability in Apparel Production		
MODULE - III	PRODUCT DEVELOPMENT AND QUALITY CONTROL	9
Product Development Process, Design and Technical Specifications, Sampling and Fit Analysis, Quality Control Standards and Practices, Managing Product Life Cycle.		
MODULE - IV	MERCHANDISING STRATEGIES AND RETAIL MANAGEMENT	9
Principles of Merchandising, Retail Formats and Channels, Visual Merchandising and Store Layout, Pricing Strategies and Promotions, E-commerce and Omni-channel Retailing.		
MODULE - V	TRENDS AND INNOVATIONS IN APPAREL AND MERCHANDISING	9
Fashion Forecasting and Trend Analysis, Technological Innovations in Apparel, Sustainable and Ethical Fashion, Globalization and Its Impact on Apparel Industry, Future Trends in Apparel and Merchandising.		
		Total: 45 Periods

REFERENCES

1. Jeremy A. Rosenau, David L. Wilson, "Apparel Merchandising: The Line Starts Here" Bloomsbury Publishing, 2016.

Passed in Board of Studies


 Chairman – Board of Studies
CHAIRMAN - BOARD OF STUDIES

Approved in Academic Council

2. Tsan-Ming Choi, "Fashion Supply Chain Management: Industry and Business Analysis" IGI Global, 2018.
3. Joseph Berk, Susan Berk, "Quality Management for the Technology Sector" Butterworth-Heinemann, 2020.
4. Tsan-Ming Choi, T.C. Edwin Cheng, "Sustainable Fashion Supply Chain Management: From Sourcing to Retailing, Springer, 2015.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	Pos								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO1	2		1		1	1	1	3		2	
CO2	1	1		3					1		
CO3		2	1				2	1		2	
CO4	3				1	2			1		
CO5		1	2	1			1	1		2	
	3-High			2 – Medium				1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember/Understand	Online Quiz /Seminar	5	15
Create	Assignment / Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations(IAE)			Final Examinations(FE)
	IAE – I (5)	IAE–II (10)	IAE–III (10)	60
Remember	28	20	20	20
Understand	22	20	20	20
Apply		10	10	20
Analyses				20
Evaluate				
Create				20

23PBAS057	TEXTILE WET PROCESSING MANAGEMENT	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives

The course is intended to

1. Gain insights about the fundamental principles and techniques of textile wet processing.
2. Gain knowledge of advanced processes and technologies used in textile dyeing, printing, and finishing.
3. Develop skills in managing textile wet processing operations, ensuring quality control, and optimizing processes.
4. Explore the environmental impact of textile wet processing and strategies for sustainable practices.
5. Learn about the latest industry trends and innovations in textile wet processing management.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO1	Explain the basic and advanced concepts of textile wet processing.	Understand
CO2	Interpret different dyeing, printing, and finishing techniques.	Analyse
CO3	Manage and optimize textile wet processing operations effectively.	Apply
CO4	Implement quality control measures in textile wet processing.	Apply
CO5	Develop sustainable practices to minimize the environmental impact of textile wet processing.	Analyse
CO 6	Design fiber properties	Create

Course Contents

MODULE - I	INTRODUCTION TO TEXTILE WET PROCESSING	9
Overview of textile wet processing, Fiber types and their properties, Preparation processes: desizing, scouring, bleaching, mercerization. Safety and environmental considerations in wet processing.		
MODULE - II	DYEING PROCESSES	9
Fundamentals of dyeing, Classification and properties of dyes, Dyeing methods and machinery, Recent advancements in dyeing technology.		
MODULE - III	PRINTING TECHNIQUES	9
Principles of textile printing, Different printing techniques (screen, roller, digital), Printing machinery and materials, Innovations in textile printing.		
MODULE - IV	FINISHING PROCESSES	9
Purpose and types of finishing, Mechanical finishes (calendaring, sanforizing), Chemical finishes (water repellent, flame retardant), Advanced finishing techniques and sustainability.		
MODULE - V	QUALITY CONTROL AND SUSTAINABLE PRACTICES	9
Quality control in textile wet processing, Testing methods for colorfastness, strength, and other properties, Environmental impact of wet processing, Sustainable practices and innovations.		
		Total: 45 periods

REFERENCES

1. W.D. Schindler and P.J. Hauser, "Chemical Finishing of Textiles", Woodhead Publishing, 2024.

Passed in Board of Studies


 Chairman – Board of Studies
CHAIRMAN - BOARD OF STUDIES

Approved in Academic Council

2. T.L. Vigo, "Textile Processing and Properties: Preparation, Dyeing, Finishing and Performance", Elsevier, 2021.
3. M. Clark, "Handbook of Textile and Industrial Dyeing: Principles, Processes and Types of Dyes", Woodhead Publishing, 2021.
4. Derek Heywood, "Textile Finishing" Society of Dyers and Colourists, 2003.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	Pos								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO1	1		1		3		2	2		1	
CO2		2		2		1			1		
CO3	3		3		1		2	2		1	
CO4		1		2		3			1		
CO5	1		2		1		1	2		2	
	3 - High			2 – Medium				1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember/Understand	Online Quiz /Seminar	5	15
Create	Assignment / Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations(IAE)			Final Examinations(FE)
	IAE – I (5)	IAE–II (10)	IAE–III (10)	60
Remember	28	20	20	20
Understand	22	20	20	20
Apply		10	10	20
Analyse				20
Evaluate				
Create				20

23PBAS058	TEXTILE BUSINESS ANALYTICS	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives

The course is intended to

1. Gain the fundamentals and advanced concepts of business analytics in the context of the textile industry.
2. Develop the skills in using analytical tools and techniques to solve business problems in textile operations.
3. Equip students with the ability to make data-driven decisions to improve textile business processes.
4. Explore various applications of business analytics in areas such as supply chain management, production, marketing, and sales within the textile industry.
5. Stay updated with current trends and technological advancements in textile business analytics.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO1	Demonstrate advanced knowledge of business analytics and its application in the textile industry.	Apply
CO2	Interpret data to make informed business decisions in textile operations.	Analyse
CO3	Utilize various analytical tools and software to solve real-world textile business problems.	Apply
CO4	Optimize supply chain, production, marketing, and sales processes in the textile industry.	Apply
CO5	Stay informed about and integrate the latest trends and technological advancements in textile business analytics.	Understand
CO 6	Design sales analytics	Create

Course Contents

MODULE - I	INTRODUCTION TO BUSINESS ANALYTICS IN TEXTILE INDUSTRY	9
Overview of business analytics and its significance in the textile industry, Basic concepts of data analysis and statistical methods, Tools and technologies used in textile business analytics.		
MODULE - II	DATA COLLECTION AND MANAGEMENT	9
Methods of data collection in the textile industry, Data cleaning, pre-processing, and management, Data warehousing and databases.		
MODULE - III	ANALYTICAL TECHNIQUES AND TOOLS	9
Descriptive, predictive, and prescriptive analytics, Use of software tools such as Excel, R, Python, and Tableau for data analysis, Case studies and practical applications.		
MODULE - IV	APPLICATIONS OF BUSINESS ANALYTICS IN TEXTILE OPERATIONS	9
Supply chain management and optimization, Production planning and control, Marketing and sales analytics in the textile industry.		
MODULE - V	TRENDS IN TEXTILE BUSINESS ANALYTICS	9
Big data and its impact on the textile industry, Machine learning and AI applications in textile business analytics, Future trends and innovations in textile business analytics.		
Total: 45 Periods		

REFERENCES

1. Foster Provost and Tom Fawcett, "Data Science for Business: What You Need to Know about Data Mining and Data-Analytic Thinking", O'Reilly Media, 2018.
2. Virginia Hencken Elsasser, "Textile Production and Technology", Fairchild Books, 2023.
3. S. Christian Albright and Wayne L. Winston, "Business Analytics: Data Analysis & Decision Making", Cengage Learning, 2023.
4. Goutam Chakraborty, Murali Pagolu, and Satish Garla, "Text Mining and Analysis: Practical Methods, Examples, and Case Studies Using SAS", SAS Institute, 2023.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	Pos								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO1	2		2		2	2	1	3		2	
CO2		3		1	1	3			3		
CO3	1	1	1		1		3	2		2	
CO4		1		3	1	3			2		
CO5	2		1		1		1	3		1	
	3 - High			2 – Medium				1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember/Understand	Online Quiz /Seminar	5	15
Create	Assignment / Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations(IAE)			Final Examinations(FE)
	IAE – I (5)	IAE–II (10)	IAE–III (10)	60
Remember	28	20	20	20
Understand	22	20	20	20
Apply		10	10	20
Analyses				20
Evaluate				
Create				20

23PBAS059	MARKETING OF TEXTILE PRODUCTS	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives

The course is intended to

1. Learn the fundamentals and advanced concepts of marketing in the textile industry.
2. Develop proficiency in analyzing consumer behavior and market trends specific to textiles.
3. Apply strategic marketing frameworks to develop effective marketing plans for textile products.
4. Explore innovative marketing strategies and technologies relevant to the textile sector.
5. Evaluate the impact of marketing decisions on business performance and competitiveness in the textile market.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO1	Examine market trends and consumer behavior within the textile industry.	Analyse
CO2	Develop and implement strategic marketing plans for textile products.	Apply
CO3	Utilize branding and positioning strategies to differentiate textile products in the market.	Apply
CO4	Examine the effectiveness of marketing channels and distribution strategies in the textile sector.	Analyse
CO5	Interpret digital marketing tools and techniques to promote textile products and reach target audiences effectively.	Apply
CO 6	Design Data-driven decision making	Create

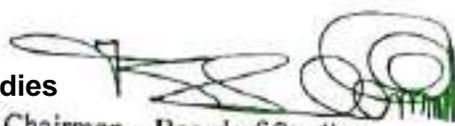
Course Contents

MODULE - I	INTRODUCTION TO TEXTILE MARKETING	9
Overview of textile marketing and its significance in the industry, Understanding the textile market ecosystem, consumer behavior and market segmentation in the textile sector.		
MODULE - II	BRANDING AND PRODUCT DEVELOPMENT IN TEXTILE MARKETING	9
Branding strategies for textile products, Product lifecycle management in the textile industry, Innovation and new product development in textiles.		
MODULE - III	DISTRIBUTION CHANNELS AND RETAILING IN TEXTILE MARKETING	9
Textile distribution channels: wholesale, retail, e-commerce, Retailing trends and challenges in the textile market, Merchandising and visual merchandising strategies for textile products.		
MODULE - IV	DIGITAL MARKETING STRATEGIES FOR TEXTILE BUSINESSES	9
Digital marketing landscape in the textile industry, Social media marketing for textiles: strategies and best practices, E-commerce platforms and online retailing for textile products.		
MODULE - V	MARKETING ANALYTICS AND PERFORMANCE MEASUREMENT	9
Marketing metrics and KPIs for textile businesses, in Data-driven decision-making textile marketing, Performance measurement and ROI analysis in textile marketing campaigns.		
Total: 45 Periods		

REFERENCES

1. Marianne Bickle, "Fashion Marketing: Theory, Principles & Practice", Routledge, 2017.

Passed in Board of Studies


 Chairman – Board of Studies
CHAIRMAN - BOARD OF STUDIES

Approved in Academic Council

2. D. Reardon and R. Swinbanks, "Textile Marketing: From Fiber to Finished Fabric", Fairchild Books, 2021.
3. Venkatesh Shankar and Glen L. Urban, "Strategic Marketing for the Digital Age", Routledge, 2020.
4. H. Kotler and T. Keller, "Textile Marketing: Theory and Practice", Pearson, 2017.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	Pos								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO1	1	1	2		3			1	1		
CO2		3		1		3	2	2		1	
CO3	2	3	2		3	1		1	2		
CO4		3		1		1	2	1		2	
CO5	1		2		3	1	1	1	2		
	3 -High			2 – Medium				1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember/Understand	Online Quiz /Seminar	5	15
Create	Assignment / Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations(IAE)			Final Examinations(FE)
	IAE – I (5)	IAE–II (10)	IAE–III (10)	60
Remember	28	20	20	20
Understand	22	20	20	20
Apply		10	10	20
Analyses				20
Evaluate				
Create				20

23PBAS060	CONSUMER BEHAVIOUR IN FASHION INDUSTRY	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives

The course is intended to

1. Gain the fundamental theories and concepts of consumer behavior as they apply to the fashion industry.
2. Know the psychological, sociological, and cultural factors influencing consumer decision-making in fashion.
3. Explore the impact of technology and digital platforms on consumer behavior in the fashion marketplace.
4. Develop strategic marketing approaches that leverage insights into consumer.
5. Evaluate the effectiveness of marketing campaigns and initiatives in influencing consumer behavior and driving sales in the fashion industry.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO1	Examine the psychological and sociological factors shaping consumer behaviour in the fashion industry.	Analyse
CO2	Interpret market trends and consumer preferences to inform fashion marketing strategies.	Analyse
CO3	Examine consumer behavior theories to develop targeted and effective fashion marketing campaigns.	Apply
CO4	Utilize digital platforms and technologies to engage and influence fashion consumers.	Apply
CO5	Interpret the impact of marketing initiatives on consumer behavior and business performance in the fashion industry.	Analyse
CO 6	Design decision-making models and frameworks in fashion consumer behavior	Create

Course Contents

MODULE - I	INTRODUCTION TO CONSUMER BEHAVIOR IN FASHION	9
Overview of consumer behavior theories and concepts, The role of consumer behaviour in the fashion industry, Psychological factors influencing fashion consumption		
MODULE - II	SOCIOCULTURAL INFLUENCES ON FASHION CONSUMPTION	9
Sociocultural factors shaping fashion preferences and trends, Cultural influences on fashion consumption, Social media and peer influence in fashion decision-making		
MODULE - III	CONSUMER DECISION-MAKING PROCESS IN FASHION	9
The consumer decision-making process: problem recognition, information search, evaluation of alternatives, purchase decision, post-purchase behavior, Decision-making models and frameworks in fashion consumer behavior		
MODULE - IV	DIGITAL CONSUMER BEHAVIOR IN FASHION	9
The impact of digital technologies on fashion consumption, Online shopping behaviour and preferences, Social media marketing and influencer culture in fashion		
MODULE - V	MARKETING STRATEGIES AND CONSUMER ENGAGEMENT IN FASHION	9
Fashion marketing strategies based on consumer behavior insights, Branding and positioning in the fashion marketplace, Measuring the effectiveness of fashion marketing campaigns		
Total: 45 Periods		

REFERENCES

1. Michael R. Solomon, "Consumer Behavior: Buying, Having, Being", Pearson, 2020.
2. Paco Underhill, "Why We Buy: The Science of Shopping", Simon & Schuster, 2018.
3. Geoff Lancaster and Pauline Maclaran, "Fashion Consumer Behaviour in China", Palgrave Macmillan, 2018.
4. Del I. Hawkins, David L. Mothersbaugh, and Roger J. Best, "Consumer Behavior: Building Marketing Strategy", McGraw-Hill Education, 2019.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	Pos								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO1	1	1		1	1	1	1	1			
CO2	1	1							2	1	
CO3	1		1	1	2	1	1	1			
CO4	1	1							2	1	
CO5	2	2	1	1	2	2	3	1			
	3 -High			2 – Medium				1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember/Understand	Online Quiz /Seminar	5	15
Create	Assignment / Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations(IAE)			Final Examinations(FE)
	IAE – I (5)	IAE–II (10)	IAE–III (10)	60
Remember	28	20	20	20
Understand	22	20	20	20
Apply		10	10	20
Analyse				20
Evaluate				
Create				20

23PBAS061	OVERVIEW OF MARITIME BUSINESS	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives

The course is intended to

1. Study the various types of maritime businesses and their roles.
2. Learn the various sectors within maritime business, including shipping, ports, and logistics.
3. Gain knowledge about the regulatory and legal frameworks governing maritime activities.
4. Recognize strategic thinking related to maritime operations and management.
5. Enhance knowledge of the latest trends and technological advancements in the maritime sector.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Define the various segments within the maritime industry and their interrelations.	Understand
CO 2	Describe the economic and regulatory environment affecting maritime business.	Understand
CO 3	Compare the roles and responsibilities of different stakeholders in the maritime supply chain.	Analyse
CO 4	Develop strategic and operational plans for maritime business operations.	Analyse
CO 5	Use the emerging technologies in the maritime sector and propose solutions.	Apply
CO 6	Conduct supply chain activities in industrial management	Create

Course Contents

MODULE - I	INTRODUCTION TO MARITIME INDUSTRY	9
History and evolution of the maritime industry, Types of maritime businesses (shipping, ports, logistics, etc.), Global maritime trade patterns, Major maritime hubs and their significance.		
MODULE - II	MARITIME ECONOMICS AND REGULATION	9
Maritime economics: demand and supply, pricing, and costs, Regulatory framework: international maritime laws, IMO, MARPOL, SOLAS, Maritime safety and environmental regulations, Shipping finance and insurance.		
MODULE - III	MARITIME LOGISTICS AND SUPPLY CHAIN MANAGEMENT	9
Port operations and management, Shipping operations: liner and tramp services Intermodal and multimodal transportation, Maritime logistics and supply chain integration-Case study on supply chain management.		
MODULE - IV	STRATEGIC AND OPERATIONAL MANAGEMENT IN MARITIME BUSINESS	9
Strategic management in maritime business, Operational efficiency and performance measurement, Human resources management in maritime context, Risk management and crisis management in maritime operations.		
MODULE - V	FUTURE TRENDS AND CHALLENGES IN MARITIME BUSINESS	9
Technological advancements: digitalization, automation, and AI, Sustainability and green shipping initiatives, Geopolitical influences on maritime trade, Future challenges and opportunities in the maritime industry.		
		Total: 45 Periods

REFERENCES

1. Martin Stopford, "Maritime Economics", Routledge, 2019.
2. Lane C. Kendall and James J. Buckley, "The Business of Shipping", Cornell Maritime Press, 2021.
3. Yuen Ha (Venus) Lun, Kee-hung Lai, TCE Cheng, "Shipping and Logistics Management", Springer, 2020.
4. Dong-Wook Song, Photis Panayides, "Maritime Logistics: A Complete Guide to Effective Shipping and Port Management", Kogan Page, 2022.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	POs								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	2		3		3	2		2	1		
CO 2		1		1			2			1	
CO 3	1		1		1	2		2	1		
CO 4		1		3						1	
CO 5	1		1		2	1	2	2	1		
CO 6	1		2			1	2			1	
	3 – High			2 – Medium				1 – Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember/Understand	Online Quiz/Seminar	5	15
Create	Assignment /Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE–II (10)	IAE–III (10)	60
Remember	18	8	10	20
Understand	32	10	8	20
Apply		16	16	20
Analyse		16		20
Evaluate				
Create			16	20

23PBAS062	SHIPPING FINANCE AND INSURANCE	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives

The course is intended to

1. Learn a comprehensive understanding of financial practices in the shipping industry.
2. Assess various financing options and investment strategies for shipping businesses.
3. Study the principles and practices of marine insurance.
4. Gain the knowledge in risk management and the role of insurance in shipping.
5. Assess the regulatory and compliance aspects of shipping finance and insurance.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO1	Explain the financial structure and funding mechanisms in the shipping industry.	Understand
CO 2	Interpret different financing options and their implications for shipping businesses.	Analyse
CO 3	Describe the principles and types of marine insurance.	Understand
CO 4	Develop risk management strategies for shipping operations.	Analyse
CO 5	Execute the regulatory requirements in shipping finance and insurance.	Apply
CO 6	Formulate the marine industries insurance policies.	Create

Course Contents

MODULE - I	INTRODUCTION TO SHIPPING FINANCE	9
Overview of the shipping industry and financial needs, Financial structure of shipping companies, Sources of finance: equity, debt, and hybrid instruments, Role of financial institutions in shipping finance.		
MODULE - II	SHIPPING INVESTMENT AND CAPITAL MARKETS	9
Investment analysis and decision-making in shipping, Shipping markets and capital market instruments, Ship valuation and appraisal, Private equity and venture capital in shipping.		
MODULE - III	PRINCIPLES OF MARINE INSURANCE	9
Fundamentals of marine insurance, Types of marine insurance: hull, cargo, and liability, Insurance policies and clauses, Underwriting and claims process-Case study on company insurance.		
MODULE - IV	RISK MANAGEMENT IN SHIPPING	9
Risk identification and assessment in shipping operations, Risk management strategies and tools. Role of insurance in risk management, Case studies on risk management in shipping.		
MODULE - V	REGULATORY AND COMPLIANCE ASPECTS	9
International regulations and conventions (IMO, SOLAS, MARPOL), Compliance requirements in shipping finance and insurance, Anti-money laundering and financial crime in shipping, Ethical issues and corporate governance in shipping finance.		
Total: 45 Periods		

REFERENCES

1. Stephenson Harwood, "Shipping Finance", Euromoney Books, 2018.
2. Francis Rose, "Marine Insurance: Law and Practice", Informa Law from Routledge, 2022.
3. Susan Hodges, "The Law of Marine Insurance", Routledge, 2023.
4. Graham Burns, Stephenson Harwood, "Shipping Finance: Fourth Edition", Informa Law from Routledge, 2024.

Passed in Board of Studies


 Chairman – Board of Studies
CHAIRMAN - BOARD OF STUDIES

Approved in Academic Council

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	Pos								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	2		2	1	1	1		1	1	2	
CO 2		2									
CO 3	3		3	3	2	2	1	1	1		
CO 4		3			1						
CO 5	1		1	1				1		1	
CO 6	2		2		1		1		1		
	3 - High			2 - Medium				1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember/Understand	Online Quiz/Seminar	5	15
Create	Assignment /Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE–II (10)	IAE–III (10)	60
Remember	28	8	10	20
Understand	22	10	16	20
Apply		16	16	20
Analyze		16	8	20
Evaluate				
Create				20

23PBAS063	SHIPPING AND PORT ECONOMICS	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives

The course is intended to

1. Learn a comprehensive understanding of the economic principles.
2. Recognize the demand and supply dynamics in maritime transport.
3. Study the economic impact of ports on regional and global trade.
4. Gain the operational and financial aspects of port management.
5. Assess future trends and challenges in the shipping and port sectors.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Describe the economic principles that drive the shipping and port industries.	Understand
CO 2	Identify the demand and supply factors affecting maritime transport.	Analyse
CO 3	Compare the economic contributions of ports to trade and regional development.	Analyse
CO 4	Use operational and financial aspects of port management.	Apply
CO 5	Implement future trends and challenges in the shipping and port sectors and propose strategic responses.	Apply
CO 6	Formulate the shipping economic performance analysis.	Create

Course Contents

MODULE - I	ECONOMIC PRINCIPLES OF SHIPPING	9
Basic economic concepts in shipping, Supply and demand in maritime transport, Shipping market cycles and freight rates, Cost structures in shipping operations.		
MODULE - II	PORT ECONOMICS AND MANAGEMENT	9
Role and significance of ports in global trade, Economic impact of ports on regional development, Port competition and cooperation, Port pricing and investment decisions.		
MODULE - III	SHIPPING MARKETS AND COMPETITION	9
Structure of shipping markets: bulk, liner, and specialized shipping, Market competition and regulatory environment, Strategic alliances and mergers in the shipping industry, Shipping market forecasting and analysis.		
MODULE - IV	PORT OPERATIONS AND EFFICIENCY	9
Port operations and terminal management, Efficiency and productivity in port operations Technological advancements in port management, Case studies on port efficiency and best practices.		
MODULE - V	FUTURE TRENDS AND CHALLENGES IN SHIPPING AND PORTS	9
Sustainability and environmental issues in maritime transport, Digitalization and innovation in shipping and ports, Geopolitical and economic challenges, Future trends and strategic planning in the shipping and port sectors.		
Total: 45 Periods		

REFERENCES

1. G. Raghuram, "Port Development and Performance in India", National Academy of Indian Railways, 2016.

2. Balaji Ganeshan, "Maritime Transport: The Indian Perspective", Macmillan Publishers India Ltd, 2023.
3. Raghuram G., N. Rangaraj, "Logistics and Supply Chain Management: Cases and Concepts" Macmillan Publishers India Ltd, 2021.
4. Ashutosh Dixit, "Maritime Economics and Logistics", Global India Publications Pvt Ltd, 2022.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	POs								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	2		1	1	1	2	1	3	1	2	
CO 2		2		3							
CO 3	1		3		2		1		2	1	
CO 4	2					3	1	1	1		
CO 5		1		2	1						
CO 6	2	1		2	1					1	
	3 - High			2 - Medium				1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember/Understand	Online Quiz/Seminar	5	15
Create	Assignment /Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE–II (10)	IAE–III (10)	60
Remember	22	10	18	20
Understand	28	8	16	20
Apply		16	16	20
Analyse		16		20
Evaluate				
Create				20

23PBAS064	LOGISTICAL AND MULTIMODAL TRANSPORT	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives

The course is intended to

1. Learn a comprehensive understanding of logistics and multimodal transport systems.
2. Gain the integration of different transportation modes in the supply chain.
3. Recognize the operational, financial, and regulatory aspects of multimodal transport.
4. Gain knowledge about the role of technology and innovation in enhancing logistics.
5. Learn the future trends and challenges in the logistics and multimodal transport sectors.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Explain the fundamentals of logistics and multimodal transport systems.	Understand
CO 2	Integrate different transportation modes effectively within the supply chain.	Apply
CO 3	Organize the operational, financial, and regulatory aspects of multimodal transport.	Analyse
CO 4	Utilize technology and innovation to enhance logistics and multimodal transport efficiency.	Apply
CO 5	Identify and address future trends and challenges in the logistics and multimodal transport sectors.	Analyse
CO 6	Develop different ways of logistics and transports managerial activities.	Create

Course Contents

MODULE - I	FUNDAMENTALS OF LOGISTICS AND MULTIMODAL TRANSPORT	9
Introduction to logistics and supply chain management, Concepts and principles of multimodal transport, Advantages and challenges of multimodal transport, Key stakeholders in logistics and multimodal transport.		
MODULE - II	INTEGRATION OF TRANSPORTATION MODES	9
Road, rail, air, and sea transport: characteristics and advantages, Coordination and integration of different modes of transport, Intermodal and multimodal transport solutions, Case studies on successful multimodal transport integration		
MODULE - III	OPERATIONAL AND FINANCIAL ASPECTS OF MULTIMODAL TRANSPORT	9
Operational management in multimodal transport, Cost analysis and financial management Risk management in multimodal transport, Legal and regulatory framework		
MODULE - IV	TECHNOLOGY AND INNOVATION IN MULTIMODAL TRANSPORT	9
Role of technology in logistics and multimodal transport, Innovations in transportation management systems (TMS) and warehouse management systems (WMS), Digitalization and automation in logistics, Case studies on technological advancements in multimodal transport.		
MODULE - V	FUTURE TRENDS AND CHALLENGES IN LOGISTICS AND MULTIMODAL TRANSPORT	9
Emerging trends in logistics and multimodal transport, Sustainability and environmental considerations, Globalization and its impact on logistics, Future challenges and strategic planning		
Total: 45 Periods		

Passed in Board of Studies


 Chairman – Board of Studies
CHAIRMAN - BOARD OF STUDIES

Approved in Academic Council

REFERENCES

1. K.V. Hariharan, "Logistics Management and World Seaborne Trade", Himalaya Publishing House, 2017.
2. Sumeet Malik, "Multimodal Transport: Law and Practices", Eastern Book Company, 2023.
3. Raghuram G., N. Rangaraj, "Logistics and Supply Chain Management: Cases and Concepts", Macmillan India Ltd, 2020.
4. D.K. Agrawal, "Logistics and Supply Chain Management", Macmillan India Ltd, 2021.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	Pos								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	3		2	1	1	1	3	2	1		
CO 2		3								2	
CO 3	2		1	1	2	3	1	1	2		
CO 4		2			1						
CO 5	1		3	1		1		1	1	1	
CO 6		1	2		1		2			1	
	3 - High			2 – Medium				1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember/Understand	Online Quiz/Seminar	5	15
Create	Assignment /Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations(IAE)			Final Examinations(FE)
	IAE – I (5)	IAE–II (10)	IAE–III (10)	60
Remember	22	8	10	4
Understand	28	10	8	16
Apply		16	16	20
Analyse		16	16	20
Evaluate				20
Create				20

23PBAS065	SHIP MANAGEMENT AND CHARTERING PRACTICES	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives

The course is intended to

1. Study on insights into the roles and responsibilities of the commercial and technical.
2. Learn about the organizational structure, operational procedures and strategic plan.
3. Grasp the financial, legal, and operational considerations in ship acquisition.
4. Gain and comply with regulations such as the Maritime Labour Convention.
5. Acquire the legal framework governing ship management contracts and including rights.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Explain the organizational structure and functions within a shipping company.	Understand
CO 2	Define the commercial ship management and chartering practices.	Understand
CO 3	Use the various methods and strategies involved in acquiring ships, including purchase, leasing, or construction.	Apply
CO 4	Interpret the legal framework governing crewing regulations.	Evaluate
CO 5	Compare risk management strategies embedded in ship management contracts.	Analyse
CO 6	Design an organizational structure and new establishments.	Create

Course Contents

MODULE - I	ORGANISATION OF A SHIPPING COMPANY	9
Organisation of a shipping company – Roles of Commercial, Technical & Crewing departments – In-house vs. outsourcing of Ship Management functions – Ship Registries, National vs. open registries – Ship Classification societies.		
MODULE - II	COMMERCIAL SHIP MANAGEMENT	9
Commercial ship management – Chartering practices – Time chartering– Voyage chartering – Lay time calculation-Case study on commercial shipping activities.		
MODULE - III	TECHNICAL MANAGEMENT	9
Technical Management – Ship acquisition methods –Planned maintenance & emergency repairs – Dry-docking and annual / special surveys. –Management of ship spares.		
MODULE - IV	CREW MANAGEMENT	9
Crew Management – Manning regulations and international conventions –Crew management companies –Maritime Training administration – Port state control.		
MODULE - V	STANDARD SHIP MANAGEMENT CONTRACTS	9
Standard Ship Management contracts (BIMCO Shipman) – International Safety Management (ISM) code – ISMA code of Ship Management Practice.		
		Total: 45 Periods

REFERENCES

1. Peter Brodie, "Commercial Shipping Handbook", Macmillan India Ltd, 2021.
2. S. S. Sareen, "Indian Maritime Labour and Crew Management, Oxford University Press, 2022.
3. Captain J W Dickie, Reeds 21st Century Ship Management, Adlard Coles Nautica, New York, 2021.
4. Malcolm Willingale and John Spruy, Ship Management , Lloyds of London Press, 2018.

Passed in Board of Studies


 Chairman – Board of Studies
CHAIRMAN - BOARD OF STUDIES

Approved in Academic Council

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	Pos								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	2			1	1		3		1	1	
CO 2		2	2			1		1			
CO 3	3	1		3	2		1		1	1	
CO 4	1		3		1			1			
CO 5	1	2				1			1	1	
CO 6	2		2	2		1			1		
	3 - High			2 – Medium				1 – Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember/Understand	Online Quiz /Seminar	5	15
Create	Assignment /Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations (FE)
	IAE – I (5)	IAE–II (10)	IAE–III (10)	60
Remember	28	18	8	20
Understand	22	16	10	20
Apply		16	16	20
Analyse			8	20
Evaluate			8	
Create				20

23PBAS066	CUSTOMS LAWS AND PRACTICES	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives

The course is intended to

1. Familiarize students with the fundamental concepts of export-import documentation.
2. Learn the significance of accurate and timely documentation in international trade.
3. Gain the skills in preparing, processing, and managing export-import documents.
4. Recognize the legal and regulatory frameworks governing export-import documentation.
5. Study case studies and real-world scenarios to apply theoretical knowledge.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Demonstrate and explain various export-import documents required for international trade.	Understand
CO 2	Conduct proficiency in preparing and processing export-import documents.	Apply
CO 3	Investigate the implications of errors or discrepancies in documentation on trade transactions.	Analyse
CO 4	Interpret and adhere to legal and regulatory requirements related to export-import documentation.	Evaluate
CO 5	Implement theoretical knowledge to analyze and resolve practical challenges in documentation management.	Apply
CO 6	Design a new procedures and actions in import and exports.	Create

Course Contents

MODULE - I	INTRODUCTION TO EXPORT-IMPORT DOCUMENTATION	9
Overview of international trade, Importance of export-import documentation, Basic export-import documents and their functions.		
MODULE - II	EXPORT DOCUMENTATION PROCESS	9
Export sales contract and Performa invoice, Export packing list and shipping marks, Export declaration and customs documentation.		
MODULE - III	IMPORT DOCUMENTATION PROCESS	9
Import license and purchase order, Bill of lading and import invoice, Import declaration and customs clearance documents-Case study on export and import.		
MODULE - IV	LEGAL AND REGULATORY FRAMEWORK	9
International trade regulations and agreements, Compliance requirements in export-import documentation, Risk management and mitigation strategies.		
MODULE - V	DOCUMENTATION MANAGEMENT AND CASE STUDIES	9
Documentation workflow and best practices, Case studies and practical scenarios in export-import documentation, Role-play exercises and simulations.		
		Total: 45 Periods

REFERENCES

1. D. M. Mithani, "Export-Import Procedures and Documentation", Himalaya Publishing House, 2020.
2. Justin Paul, "Export Management", McGraw-Hill Education, 2019.
3. C.S.R. Murthy, "Export-Import Management", New Age International (P) Limited, Publishers, 2018.

Passed in Board of Studies


 Chairman – Board of Studies
CHAIRMAN - BOARD OF STUDIES

Approved in Academic Council

4. V.V. Subrahmanyam, P. Saritha, "Export Import Management", Himalaya Publishing House, 2022.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	POs								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	2		1		1	1	1	3		2	
CO 2	1	1		3					1		
CO 3		2	1				2	1		2	
CO 4	3				1	2			1		
CO 5		1	2	1			1	1		2	
CO 6	2		1		1		2		1		
	3 - High			2 – Medium				1 – Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember/Understand	Online Quiz/Seminar	5	15
Create	Assignment /Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations (FE)
	IAE – I (5)	IAE–II (10)	IAE–III (10)	60
Remember	28	18	10	4
Understand	22	8	8	16
Apply		8	16	20
Analyse		16	16	20
Evaluate				20
Create				20

23PBAS067	PORT AND TERMINAL MANAGEMENT	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives

The course is intended to

1. Recognize the key functions and stakeholders involved in port operations.
2. Describe the various components of port infrastructure and their functions.
3. Learn the principles of terminal design and layout to optimize operational efficiency.
4. Gain knowledge about the economic principles underlying port operations.
5. Acquire knowledge in emerging trends and anticipate future challenges in the port industry.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Define the regulatory environment governing port and terminal management.	Understand
CO 2	Describe the role of ports in facilitating efficient supply chain operations.	Understand
CO 3	Develop the principles of terminal design and layout to optimize operational efficiency.	Apply
CO 4	Identify financial statements and performance indicators in port management.	Analyse
CO 5	Make different port governance structures and ownership models.	Analyse
CO 6	Generate new ideas in port and terminal managerial activities.	Create

Course Contents

MODULE - I	INTRODUCTION TO PORT AND TERMINAL MANAGEMENT	9
Introduction, Overview of Ports and Terminals, Historical Development and Evolution, Regulatory Framework and International Standards,		
MODULE - II	PORT OPERATIONS AND LOGISTICS	9
Port Infrastructure and Facilities, Cargo Handling and Storage, Port Logistics and Supply Chain Management, Intermodal Transportation.		
MODULE - III	TERMINAL PLANNING AND MANAGEMENT	9
Terminal Design and Layout, Equipment Selection and Maintenance, Safety and Security Measures, Environmental Sustainability in Terminal Operations.		
MODULE - IV	PORT ECONOMICS AND FINANCIAL MANAGEMENT	9
Economic Theory of Ports, Pricing and Revenue Management, Financial Analysis and Performance Metrics, Investment Appraisal and Funding Mechanisms.		
MODULE - V	PORT POLICY AND STRATEGY	9
Port Governance and Ownership Models, Competitive Strategies in Port Management, Port Development and Expansion, Emerging Trends and Future Challenges-Case study on challenges in port terminal management.		
Total: 45 Periods		

REFERENCES

1. S. Gopalakrishnan "Indian Ports and Terminals: An Overview", Oxford University Press, 2018.
2. K. Subramanian, "Port Management and Operations in India", McGraw-Hill Education, 2019.
3. R. Srinivasan, "Terminal Planning and Management: A Practical Approach" Wiley India, 2020.
4. A. Mukherjee "Port Economics and Financial Management in India", Pearson Education India, 2017.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	Pos								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	1		1		3		2	2		1	
CO 2		2		2		1			1		
CO 3	3		3		1		2	2		1	
CO 4		1		2		3			1		
CO 5	1		2		1		1	2		2	
CO 6	1		1	2	1				1		
	3 - High			2 – Medium				1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember/Understand	Online Quiz/Seminar	5	15
Create	Assignment /Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE–II (10)	IAE–III (10)	60
Remember	18	10	8	20
Understand	32	8	10	20
Apply		16	16	20
Analyse		16	16	20
Evaluate				
Create				20

23PBAS068	RAILROAD AND AIR CARGO LOGISTICS	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives

The course is intended to

1. Learn the fundamentals of rail road and air cargo logistics.
2. Enhance the role of technology and innovation in optimizing logistics operations.
3. Familiarize the impact of regulatory frameworks and policies on logistics practices.
4. Gain the strategies for enhancing efficiency and sustainability in rail road and air.
5. Involve to problem-solving and decision-making skills relevant to logistics management.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Demonstrate a comprehensive understanding of rail road and air cargo logistics principles.	Understand
CO 2	Compare logistics operations and identify areas for improvement within these sectors.	Analyse
CO 3	Use the theoretical knowledge to real-world scenarios through case analyses and simulations.	Apply
CO 4	Develop strategic recommendations for optimizing logistics processes in rail road and air cargo operations.	Apply
CO 5	Make effectively and collaborate with stakeholders to implement logistics solutions.	Evaluate
CO 6	Provide development ideas in different kind of transports.	Create

Course Contents

MODULE - I	INTRODUCTION TO RAIL ROAD AND AIR CARGO LOGISTICS	9
Overview of transportation modes, Evolution and significance of rail road and air cargo logistics, Key stakeholders and their roles, Regulatory frameworks and industry standards.		
MODULE - II	TRANSPORTATION PLANNING AND MANAGEMENT	9
Route planning and optimization, Fleet management and scheduling, Modal selection and intermodal transportation, Freight rates and pricing strategies-Case study on transportation.		
MODULE - III	WAREHOUSING AND INVENTORY MANAGEMENT	9
Warehouse design and layout, Inventory control techniques, Cross-docking and transshipment, Warehouse automation and technology.		
MODULE - IV	INFORMATION TECHNOLOGY IN LOGISTICS	9
Role of AI in logistics management, Transportation management systems (TMS), Warehouse management systems (WMS), RFID, GPS, and other tracking technologies.		
MODULE - V	SUSTAINABILITY AND FUTURE TRENDS	9
Environmental impact of transportation, Green logistics initiatives, Emerging trends in rail road and air cargo logistics, Future challenges and opportunities.		
		Total: 45 Periods

REFERENCES

1. Vinod Sople, "Logistics Management: The Indian Perspective", Pearson Education India, 2019.
2. P. Raghuram, S. Ramanathan, B. Sundar, "Logistics Management: Text and Cases", Prentice-Hall of India, 2020.
3. S.C. Chopra, Sunil Chopra, "Warehousing and Inventory Management", Pearson India, 2019.
4. K. Shridhar Bhat, "Supply Chain Management: Concepts and Cases", Himalaya Publishing House, 2023.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	Pos								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	2		2		2	2	1	3		2	
CO 2		3		1	1	3			3		
CO 3	1	1	1		1		3	2		2	
CO 4		1		3	1	3			2		
CO 5	2		1		1		1	3		1	
CO 6	2		1		1		1		1		
	3 - High			2 – Medium				1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember/Understand	Online Quiz/Seminar	5	15
Create	Assignment /Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE–II (10)	IAE–III (10)	60
Remember	22	8	10	4
Understand	28	10	8	16
Apply		32	16	20
Analyse			16	20
Evaluate				20
Create				20

23PBAS069	MARKETING FOR LOGISTICS BUSINESS	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives

The course is intended to

1. Provide an understanding of the fundamentals of marketing in the context of the logistics industry.
2. Explore the strategic role of marketing in logistics and supply chain management.
3. Develop skills for creating and implementing effective marketing strategies for logistics services.
4. Understand the impact of digital marketing and technological advancements on logistics marketing.
5. Identify market research and customer behaviour in the logistics sector.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO1	Demonstrate knowledge of marketing principles as they apply to the logistics business.	Apply
CO2	Develop and execute marketing strategies tailored to the logistics and supply chain industry.	Apply
CO3	Utilize digital marketing tools and techniques for promoting logistics services.	Apply
CO4	Conduct market research and customer needs specific to the logistics sector.	Analyse
CO 5	Evaluate the effectiveness of marketing campaigns within the logistics business context.	Analyse
CO 6	Design basic market research projects, including developing research questions and selecting appropriate methods.	Create

Course Contents

MODULE - I	INTRODUCTION TO MARKETING IN LOGISTICS	9
Overview of Marketing Concepts, Role of Marketing in Logistics and Supply Chain, Unique Characteristics of Logistics Marketing, Market Segmentation, Targeting, and Positioning for Logistics Services.		
MODULE – II	MARKETING STRATEGY FOR LOGISTICS SERVICES	9
Developing a Marketing Strategy, Strategic Planning and Competitive Analysis, Branding and Positioning of Logistics Services, Case Studies on Successful Marketing Strategies in Logistics.		
MODULE - III	DIGITAL MARKETING IN LOGISTICS	9
Digital Marketing Tools and Techniques, Social Media Marketing for Logistics Services, Search Engine Optimization (SEO) and Content Marketing, Impact of E-commerce and Digital Platforms on Logistics.		
MODULE - IV	CUSTOMER RELATIONSHIP MANAGEMENT IN LOGISTICS	9
Understanding Customer Behavior in the Logistics Sector, Customer Relationship Management (CRM) Tools, Enhancing Customer Experience and Loyalty, Service Quality and Customer Satisfaction in Logistics.		
MODULE - V	MARKET RESEARCH AND ANALYTICS IN LOGISTICS	9
Methods of Market Research, Data Collection and Analysis Techniques, Using Analytics for Marketing Decision Making, Market Trends and Forecasting in the Logistics Industry.		
Total: 45 Periods		

REFERENCES

1. Dr. R. P. Mohanty and Dr. S. G. Deshmukh, "Logistics and Supply Chain Management", Jaico Publishing House, 2018.
2. Philip Kotler, Kevin Lane Keller, Abraham Koshy, Mithileshwar Jha, "Marketing Management: A South Asian Perspective", Pearson Education India, 2020.
3. Vinod V. Sople, "Strategic Logistics Management", Pearson Education India, 2021.
4. Janat Shah, "Supply Chain Management: Text and Cases", Pearson Education India, 2016.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	Pos								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	1	1	2		3			1	1		
CO 2		3		1		3	2	2		1	
CO 3	2	3	2		3	1		1	2		
CO4		3		1		1	2	1		2	
CO 5	1		2		3	1	1	1	2		
CO 6		1			1					3	
	3 - High			2 – Medium				1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember/Understand	Online Quiz/Seminar	5	15
Create	Assignment /Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE–II (10)	IAE–III (10)	60
Remember	22	8	10	20
Understand	28	10	8	20
Apply		32	16	20
Analyse			16	20
Evaluate				
Create				20

23PBAS070	COMMERCIAL GEOGRAPHY	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives

The course is intended to

1. Learn the basic principles of commercial geography and its relevance to shipping and logistics.
2. Identify geographical factors affecting global trade and transportation.
3. Learn the role of commercial geography in the planning and management of shipping and logistics operations.
4. Study the impact of geographical features on the development of trade routes and logistics networks.
5. Gain insights into the practical applications of commercial geography in the shipping and logistics industry.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO1	Demonstrate knowledge of key geographical concepts and their application to shipping and logistics.	Apply
CO2	Analyze the influence of geographical factors on global trade patterns and transportation systems.	Analyse
CO3	Evaluate the strategic importance of different trade routes and logistics hubs.	Analyse
CO4	Apply geographical knowledge to optimize shipping and logistics operations.	Apply
CO 5	Critically assess the role of commercial geography in shaping the logistics industry in India and globally.	Analyse
CO 6	Design route plan with the help of GIS.	Create

Course Contents

MODULE - I	INTRODUCTION TO COMMERCIAL GEOGRAPHY	9
Definition and scope of commercial geography, Importance of commercial geography in shipping and logistics, Geographical factors influencing trade and transportation, Economic and physical geography.		
MODULE - II	GLOBAL TRADE PATTERNS AND TRANSPORTATION	9
Historical development of global trade routes, Major global trade routes and their significance Role of geography in the development of ports and harbors, Impact of physical geography on transportation networks.		
MODULE - III	REGIONAL GEOGRAPHIES AND TRADE	9
Geographical characteristics of major trade regions (Asia, Europe, Americas, Africa, Oceania) Regional economic integration and trade blocs, Influence of regional geography on logistics and supply chain management.		
MODULE - IV	COMMERCIAL GEOGRAPHY OF INDIA	9
Overview of India's physical and economic geography, Major trade routes and logistics hubs in India, Role of commercial geography in India's trade and logistics industry.		
MODULE - V	GEOGRAPHICAL INFORMATION SYSTEMS (GIS) IN SHIPPING AND LOGISTICS	9
Introduction to GIS and its applications in shipping and logistics, Use of GIS for route planning and optimization, Case studies on GIS in logistics management, Future trends in GIS and spatial analysis for logistics.		
		Total: 45 Periods

REFERENCES

1. M. Anji Reddy, " Geographical Information Systems", BS Publications, 2018.
2. D.R. Khullar "Commercial Geography of India", Kalyani Publishers, 2016.
3. Majid Husain "Regional Geography", Rawat Publications, 2019.
4. Prof. G.C. Ray, "Economic and Commercial Geography" S. Chand Publishing, 2016.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	Pos								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	1	1		1	1	1	1	1			
CO 2	1	1							2	1	
CO 3	1		1	1	2	1	1	1			
CO 4	1	1							2	1	
CO 5	2	2	1	1	2	2	3	1			
CO 6	3	2									
	3 - High			2 – Medium				1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember/Understand	Online Quiz/Seminar	5	15
Create	Assignment /Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE–II (10)	IAE–III (10)	60
Remember	22	8	10	20
Understand	28	10	8	20
Apply		32	16	20
Analyse			16	20
Evaluate				
Create				20

23PBAS071	INTRODUCTION TO INNOVATION AND ENTREPRENEURSHIP	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives

The course is intended to

1. Learn the fundamental concepts and theories of innovation and entrepreneurship.
2. Study the different types of innovation and their implications for entrepreneurial ventures.
3. Provide an entrepreneurial mindset by examining the characteristics of successful entrepreneurs.
4. Study the various innovation strategies and processes, including models like Open Innovation and Design Thinking.
5. Gain insights into entrepreneurial finance, including sources of funding, venture capital, and financial management strategies for startups.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Define and explain key concepts of innovation and entrepreneurship.	Understand
CO 2	Differentiate between incremental and disruptive innovations, and assess their impact on business strategies.	Apply
CO 3	Examine and critique the characteristics and psychological aspects of successful entrepreneurs.	Analyse
CO 4	Demonstrate the ability to manage the innovation process from idea generation to commercialization.	Apply
CO 5	Assess various sources of entrepreneurial finance, including venture capital, and evaluate financial planning strategies for startups.	Analyse
CO 6	Design and develop a comprehensive entrepreneurial strategy, incorporating innovation processes.	Create

Course Contents

MODULE - I	INTRODUCTION TO INNOVATION AND ENTREPRENEURSHIP	9
Definition and significance of innovation and entrepreneurship, Types of innovation: incremental vs. disruptive, Importance of innovation for economic growth, Overview of entrepreneurial ecosystems.		
MODULE - II	THE ENTREPRENEURIAL MINDSET	9
Characteristics of successful entrepreneurs, psychological aspects of entrepreneurship, Creativity and innovation: fostering an entrepreneurial mindset, Risk-taking and decision-making in entrepreneurship.		
MODULE - III	INNOVATION STRATEGIES AND PROCESSES	9
Innovation models and frameworks (e.g., Open Innovation, Design Thinking), Managing innovation: from idea generation to commercialization, Innovation in technology and service industries, Case studies of successful innovators and their strategies.		
MODULE - IV	ENTREPRENEURIAL FINANCE AND VENTURE CAPITAL	9
Sources of financing for new ventures, Venture capital and private equity, Financial planning and management for startups, Valuation methods for entrepreneurial ventures.		
MODULE - V	ENTREPRENEURSHIP DEVELOPMENT AND GOVERNMENT INITIATIVES	9

Entrepreneurship development programs in India, Government policies and initiatives for promoting startups, social entrepreneurship and sustainability, Legal and regulatory aspects for startups
Total: 45 Hours

REFERENCES

1. B. M. Sundaram, Innovation and Entrepreneurship: Practice and Principles, Oxford University Press, 2019.
2. V. S. Mani, The Entrepreneurial Mindset: Strategies for Continuously Creating Opportunity in an Age of Uncertainty, SAGE Publications India Pvt Ltd, 2018.
3. K. V. Ratnam, Innovation and Entrepreneurship: Concepts, Contexts and Commercialization, Pearson India, 2020.
4. R. S. Sharma, Entrepreneurial Finance: Strategy, Valuation, and Deal Structure, Wiley India Pvt Ltd, 2017.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	POs								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	1	2	3	2	1	1	1	3	1		
CO2	2	1	2	1	1	1			1	1	
CO 3	2	1	1	2	2	1	1	3		1	
CO 4		2			1				1		
CO 5	3		1	1			2	1		1	
CO 6			2	1	2	2			1		
	3 - High			2 – Medium				1 – Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment / Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	20	10	10	
Understand	30	8	8	20
Apply		16	16	20
Analyse		16	16	20
Evaluate				20
Create				20

23PBAS072	INNOVATION MANAGEMENT	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives

The course is intended to

1. Learn the fundamental concepts and types of innovation
2. Learn techniques for generating and managing ideas.
3. Develop skills on strategies for managing innovation.
4. Gain knowledge of managing innovation projects, including project management methodologies, resource allocation, and risk management.
5. Foster an understanding of the role of leadership and organizational culture.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Explain the various types of innovation and differentiate between innovation and invention.	Understand
CO 2	Implement the creativity techniques like brainstorming and lateral thinking to generate innovative ideas.	Apply
CO 3	Examine and develop an innovation strategy that aligns with organizational goals and market needs.	Analyse
CO 4	Manage innovation projects by implementing appropriate project management techniques and resource allocation strategies.	Apply
CO 5	Assess the role of leadership and organizational culture in fostering an environment conducive to innovation.	Analyse
CO 6	Design and create an innovative solution to a real-world problem using the knowledge and techniques.	Create

Course Contents

MODULE - I	INTRODUCTION TO INNOVATION	9
Definition and types of innovation, Innovation vs. invention, Innovation processes and models, The role of innovation in competitive advantage.		
MODULE - II	IDEA GENERATION AND CREATIVITY	9
Creativity techniques, Brainstorming and lateral thinking, Design thinking, Idea management systems.		
MODULE - III	INNOVATION STRATEGY	9
Developing an innovation strategy, Open innovation, Managing R&D, Innovation in services vs. manufacturing.		
MODULE - IV	MANAGING INNOVATION PROJECTS	9
Project management for innovation, Stage-gate process, Resource allocation and budgeting Risk management in innovation projects.		
MODULE - V	INNOVATION CULTURE AND LEADERSHIP	9
Building an innovative culture, Leadership for innovation, Team dynamics and collaboration Measuring innovation performance.		
		Total: 45 Hours

REFERENCES

1. Navi Radjou, Jaideep Prabhu, and Simone Ahuja, "Jugaad Innovation", Random House India, 2022.

2. Vijay Govindarajan and Chris Trimble, "Reverse Innovation" Harvard Business Review Press, 2022.
3. Carmine Gallo, "The Innovation Secrets of Steve Jobs", McGraw-Hill Education, 2020.
4. Peter F. Drucker, "Innovation and Entrepreneurship", Harper Business, 2016.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	Pos								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	2		2	1	1	1		1	1	2	
CO 2		2		1	2		2	2			
CO 3	3	2	3	3	2	2	1	1	1		
CO 4		3			1						
CO 5	1	3	1	1	2	2	2	2		1	
CO 6		3	2			2					
	3 - High			2 – Medium				1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment / Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	20	10	10	
Understand	30	8	8	20
Apply		16	16	20
Analyze		16	16	20
Evaluate				20
Create				20

23PBAS073	BUSINESS MODEL INNOVATION	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives

The course is intended to

1. Learn the fundamental concepts and significance of business model innovation.
2. Study the components and frameworks of business models.
3. Learn the evolution of business models and their differentiation from product/service innovation.
4. Study the impact of technology and sustainability on business model innovation.
5. Learn perspectives on business model innovation and its cross-cultural implications.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Explain the key concepts and significance of business model innovation.	Understand
CO 2	Identify and describe the components of a business model.	Analyse
CO 3	Differentiate between business model innovation and product/service innovation.	Analyse
CO 4	Assess real-world case studies of successful business model innovations.	Analyse
CO 5	Examine the impact of technology and sustainability on business model innovation.	Analyse
CO 6	Design an innovative and sustainable business model that addresses global challenges.	Create

Course Contents

MODULE - I	INTRODUCTION TO BUSINESS MODEL INNOVATION	9
Definition and significance of business model innovation, Components of a business model (Value Proposition, Customer Segments, Channels, Customer Relationships, Revenue Streams, Key Resources, Key Activities, Key Partnerships, Cost Structure), Evolution of business models, Difference between business model innovation and product/service innovation.		
MODULE - II	ANALYZING AND DESIGNING BUSINESS MODELS	9
Business model canvas, Tools and techniques for analyzing business models, Case studies of successful business model innovations, Steps to designing an innovative business model.		
MODULE - III	TECHNOLOGY AND BUSINESS MODEL INNOVATION	9
The role of technology in business model innovation, Digital transformation and its impact on business models, Emerging technologies (AI, IoT, Blockchain) and business model innovation Case studies on technology-driven business model innovations.		
MODULE - IV	SUSTAINABILITY AND BUSINESS MODEL INNOVATION	9
The importance of sustainability in business models, Sustainable business model frameworks Circular economy and business model innovation, Case studies of sustainable business model innovations.		
MODULE - V	GLOBALIZATION AND BUSINESS MODEL INNOVATION	9

The impact of globalization on business models, Cross-cultural considerations in business model innovation, Global business model innovation strategies, Case studies of global business model innovations.
Total: 45 Periods

REFERENCES

1. Alexander Osterwalder, Yves Pigneur "Business Models: A Strategic Management Approach", McGraw-Hill Education, 2019.
2. Allan Afuah, "Business Model Innovation: Concepts, Analysis, and Cases", Routledge, 2018.
3. Lindsay Herber, "Digital Transformation: Build Your Organization's Future for the Innovation Age", Bloomsbury Business, 2017
4. Lars Moratis, Frans Melissen, Samuel O. Idowu, "Sustainable Business Models: Principles, Promise, and Practice", Springer, 2018.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	POs								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	2		1	1	1	2	1	3	1	2	
CO 2		2		3		1	1				
CO 3	1	2	3	3	2	2	1	1	2	1	
CO 4	2	2	2			3	1	1	1		
CO 5		1		2	1						
CO 6				1		3					
	3 - High			2 – Medium				1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment / Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	20	10	10	
Understand	30	8	8	20
Apply		16	16	20
Analyse		16	16	20
Evaluate				20
Create				20

23PBAS074	TECHNOLOGY AND INNOVATION MANAGEMENT	L	T	P	C
		3	0	0	3
Nature of Course		Professional Elective			
Pre requisites		Nil			

Course Objectives

The course is intended to

1. Learn the role and significance of technology in business operations and strategy.
2. Gain insights on the processes and challenges of managing Research and Development (R&D) activities.
3. Identify the types and strategic management of Intellectual Property (IP) in a global context.
4. Learn the trends, implications, and adoption of emerging technologies.
5. Gain knowledge on processes, strategies, and case studies related to technology transfer and commercialization.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Explain the importance of technology in shaping business strategies.	Understand
CO 2	Assess the stages of the technology life cycle and its impact on innovation.	Analyse
CO 3	Examine the effectiveness of R&D management and collaboration models.	Analyse
CO 4	Assess the various types of Intellectual Property and their role in protecting innovations.	Analyse
CO 5	Critically assess the impact of emerging technologies on industry and society.	Evaluate
CO 6	Develop strategies for successful technology transfer and commercialization.	Create

Course Contents

MODULE - I	INTRODUCTION TO TECHNOLOGY MANAGEMENT	9
The role of technology in business, Technology life cycle, Technological change and innovation, Technology strategy.		
MODULE - II	MANAGING RESEARCH AND DEVELOPMENT (R&D)	9
R&D management process, Innovation funnel, Collaboration in R&D, Measuring R&D performance.		
MODULE - III	INTELLECTUAL PROPERTY MANAGEMENT	9
Types of intellectual property (IP), IP protection and strategy, Licensing and commercialization, Managing IP in a global context.		
MODULE - IV	EMERGING TECHNOLOGIES	9
Trends in emerging technologies, Impact of digital transformation, Disruptive technologies, Technology adoption and diffusion.		
MODULE - V	TECHNOLOGY TRANSFER AND COMMERCIALIZATION	9
Technology transfer process, Spin-offs and startups, Commercialization strategies, Case studies of successful technology commercialization.		
		Total: 45 Periods

REFERENCES

1. Joe Tidd and John Bessant, "Managing Innovation: Integrating Technological, Market and Organizational Change", Wiley, 2018
2. Nirmalya Kumar, Vivek Utpal, and Sheetal Menon "Innovation and Entrepreneurship in India", Cambridge University Press, 2020
3. Henry Chesbrough, Wim Vanhaverbeke, and Joel West "Open Innovation: Researching a New Paradigm", Oxford University Press, 2018
4. Richard C. Dorf and Thomas H. Byers, "Technology Ventures: From Idea to Enterprise", McGraw-Hill Education, 2019.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	Pos								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	3	3	2	1	1	1	3	2	1		
CO 2	2	3							3	2	
CO 3	2	2	1	1	2	3	1	1	2		
CO 4		2			1		3				
CO 5	1		3	1	3	1	2	1	1	1	
CO 6											
	3 - High			2 – Medium				1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment / Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	20	8		
Understand	30	10	8	20
Apply		16	10	20
Analyse		16	16	20
Evaluate			16	20
Create				20

23PBAS075	ENTREPRENEURIAL FINANCE AND VENTURE CAPITAL	L	T	P	C
		3	0	0	3
Nature of Course		Professional Elective			
Pre requisites		Nil			

Course Objectives

The course is intended to

1. Provide a foundational understanding of the role of finance in entrepreneurship.
2. Learn the sources of funding available for startups.
3. Study the venture capital financing process and its impact on startup growth.
4. Develop skills in financial forecasting and valuation techniques for startups.
5. Learn the exit strategies for entrepreneurs, including IPOs, mergers, and acquisitions.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Explain the fundamental concepts of entrepreneurial finance and its importance in the startup ecosystem.	Understand
CO 2	Identify and evaluate various sources of funding available to startups.	Analyse
CO 3	Articulate the venture capital process and the structure of venture capital deals.	Apply
CO 4	Prepare financial statements and forecasts for startups.	Apply
CO 5	Implement valuation methods to assess the financial worth of startups.	Apply
CO 6	Design a comprehensive exit strategy for a startup, integrating financial and strategic considerations.	Create

Course Contents

MODULE - I	INTRODUCTION TO ENTREPRENEURIAL FINANCE	9
Introduction to Entrepreneurial Finance, Role of Finance in Entrepreneurship, Financial Management in Startups, Financial Planning and Analysis for New Ventures.		
MODULE - II	SOURCES OF FUNDING FOR STARTUPS	9
Bootstrapping and Seed Funding, Angel Investors and Crowdfunding, Venture Capital: An Overview, Debt Financing and Government Grants.		
MODULE - III	VENTURE CAPITAL FINANCING	9
Understanding Venture Capital, Venture Capital Process, Structuring Venture Capital Deals Valuation of Startups.		
MODULE - IV	FINANCIAL FORECASTING AND VALUATION	9
Financial Statements for Startups, Cash Flow Management, Financial Forecasting Techniques, Valuation Methods for Startups.		
MODULE - V	EXIT STRATEGIES AND BEYOND	9
Exit Strategies for Entrepreneurs, Initial Public Offering (IPO), Mergers and Acquisitions, Role of Venture Capital in Exit Strategies.		
		Total: 45 Periods

REFERENCES

1. B.K. Chatterjee Chris Leach and Ronald W. Melicher, "Finance for Non-Financial Managers", Jaico Publishing House, 2019.

Passed in Board of Studies


 Chairman – Board of Studies
CHAIRMAN - BOARD OF STUDIES

Approved in Academic Council

2. Rohit Prasad, "Start-Up Sutra: What The Angels Won't Tell You About Business and Life", Hachette India, 2013.
3. Pravin Gandhi, "Venture Capital: The Indian Experience" SAGE Publications India, 2018.
4. M.Y. Khan and P.K. Jain "Financial Management: Text, Problems and Cases", McGraw-Hill Education, 2018.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	Pos								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	2			1	1		3		1	1	
CO 2		2	2	3	3	1	3	1	2		
CO 3	3	1		3	2		1		1	1	
CO 4	1		3	3	1			1			
CO 5	1	2	2	3		1	2	2	1	1	
CO 6	2	2	2		2			2			
	3 - High			2 – Medium				1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment / Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	20	10	10	4
Understand	30	8	20	20
Apply		16	20	20
Analyse		16		20
Evaluate				20
Create				16

23PBAS076	MARKETING STRATEGIES FOR NEW VENTURES	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives

The course is intended to

1. Introduce the fundamentals of marketing in the context of new ventures.
2. Learn the strategies for developing a compelling marketing mix for startups.
3. Study the digital marketing techniques tailored for entrepreneurial ventures.
4. Learn the innovative and cost-effective marketing strategies for startups.
5. Equip students with the skills to develop and execute strategic marketing plans.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Demonstrate understanding of key marketing concepts as applied to new ventures.	Understand
CO 2	Identify and assess target markets and customer segments for startups.	Analyse
CO 3	Implement effective product, pricing, and distribution strategies for entrepreneurial ventures.	Apply
CO 4	Implement digital marketing strategies, including SEO, SEM, and content marketing, for startups.	Apply
CO 5	Utilise innovative marketing techniques such as guerrilla and viral marketing to enhance startup visibility.	Apply
CO 6	Develop a comprehensive strategic marketing plan tailored to a new venture.	Create

Course Contents

MODULE - I	INTRODUCTION TO MARKETING FOR NEW VENTURES	9
Overview of marketing in new ventures, understanding entrepreneurial marketing concepts Market research for startups, identifying target markets and customer segments, Value proposition and product-market fit.		
MODULE - II	DEVELOPING THE MARKETING MIX	9
Product strategy and lifecycle management, Pricing strategies for new ventures, Distribution channels and logistics, Integrated marketing communications, Branding and positioning.		
MODULE - III	DIGITAL MARKETING STRATEGIES	9
Digital marketing fundamentals for new ventures, social media marketing strategies Search engine optimization (SEO) and search engine marketing (SEM), Content marketing and online advertising, Analytics and performance measurement.		
MODULE - IV	INNOVATIVE MARKETING TECHNIQUES	9
Guerrilla marketing and low-cost marketing strategies, Viral marketing and word-of-mouth Leveraging influencers and partnerships, Experiential marketing, Crowdsourcing and crowdfunding.		
MODULE - V	STRATEGIC MARKETING PLANNING AND EXECUTION	9
Strategic marketing plan development, Budgeting and resource allocation, Implementation and execution of marketing plans, Monitoring and controlling marketing activities, Case studies and real-world applications.		
		Total: 45 Periods

REFERENCES

1. M.G. Sasi Kumar, "Marketing Strategies for Small Businesses", Tata McGraw Hill Education, 2018.
2. Vandana Ahuja "Digital Marketing: Strategy, Implementation and Practice", Pearson, 2015.
3. Rajan Saxena, "Innovative Marketing Strategies" McGraw Hill Education, 2019.
4. Tapan Panda "Marketing Management: Text and Cases", Excel Books, 2020.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	Pos								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	2	2	1	33	1	1	1	3		2	
CO 2	1	1	1	3	3	3			1		
CO 3		2	1	3	2	1	2	1		2	
CO 4	3	2	2	2	1	2			1		
CO 5	3	1	2	1	1	1	1	1		2	
CO 6											
	3 - High			2 – Medium				1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment / Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	20	8	8	4
Understand	30	10	10	16
Apply		16	16	20
Analyse		16	16	20
Evaluate				20
Create				20

23PBAS077	INNOVATION LEADERSHIP AND ORGANIZATIONAL CHANGE	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives

The course is intended to

1. Identify the traits and skills essential for innovation leaders.
2. Learn how to align innovation strategies with overall business.
3. Study various theories and models of organizational change.
4. Learn about the relationship between organizational learning and innovation.
5. Learn to use appropriate metrics to measure innovation and change.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Explain the key concepts and significance of innovation leadership.	Understand
CO 2	Use strategic planning tools to integrate innovation with business strategy.	Apply
CO 3	Assess leadership's role in successful organizational change management.	Analyse
CO 4	Assess the influence of leadership on cultivating a culture of innovation in organizations.	Analyse
CO 5	Examine the effectiveness of metrics for measuring innovation and sustaining change.	Analyse
CO 6	Design and implement innovative leadership strategies to drive and sustain organizational transformation.	Create

Course Contents

MODULE - I	INTRODUCTION TO INNOVATION LEADERSHIP	9
Definition and Importance of Innovation Leadership, Theories and Models of Innovation Leadership, Traits and Skills of Effective Innovation Leaders, Case Studies on Innovation Leadership in Indian Context.		
MODULE - II	STRATEGIC MANAGEMENT OF INNOVATION	9
Strategic Planning and Innovation, Aligning Innovation Strategy with Business Strategy, Tools and Techniques for Innovation Management, Role of Technology in Innovation.		
MODULE - III	LEADING ORGANIZATIONAL CHANGE	9
Theories and Models of Organizational Change, Role of Leadership in Change Management, Communication Strategies for Change, Overcoming Resistance to Change.		
MODULE - IV	INNOVATION IN ORGANIZATIONAL CULTURE	9
Building a Culture of Innovation, Innovation and Organizational Learning, Role of Leadership in Shaping Organizational Culture, Case Studies on Organizational Culture in Indian Companies.		
MODULE - V	MEASURING AND SUSTAINING INNOVATION AND CHANGE	9
Metrics for Innovation and Change, Sustaining Innovation in Organizations Continuous Improvement and Innovation, Evaluating the Impact of Innovation and Change.		
Total: 45 Periods		

REFERENCES

1. N.R. Narayana Murthy, "Innovation and Leadership: Lessons from India" Penguin India, 2017.

Passed in Board of Studies


 Chairman – Board of Studies
CHAIRMAN - BOARD OF STUDIES

Approved in Academic Council

2. P.N. Sharma, "Strategic Management of Technology and Innovation" Himalaya Publishing House, 2020.
3. R.K. Suri, "Change Management: A Guide for Effective Implementation", Excel Books, 2019.
4. Rakesh Kumar, "Innovation in Indian Firms: The Dynamics of Successful Entrepreneurship" Sage Publications, 2019.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	Pos								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	1	2	1		3	2	2	2	2	1	
CO 2		2		2	3	1			1		
CO 3	3	1	3		1		2	2		1	
CO 4		1		2		3			1		
CO 5	1	3	2	2	1	2	1	2		2	
CO 6			2			2			2		
	3 - High			2 – Medium				1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment / Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	20	8	8	6
Understand	30	10	10	14
Apply		16	16	20
Analyse		16	16	20
Evaluate				20
Create				20

23PBAS078	SOCIAL ENTREPRENEURSHIP	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives

The course is intended to

1. Learn the fundamental concepts and characteristics of social entrepreneurship.
2. Study the Difference between social and commercial entrepreneurship, emphasizing their unique impacts on society.
3. Gain skills on methods for identifying and evaluating social opportunities and needs.
4. Grasp skills on various business models and revenue strategies for social enterprises.
5. Learn to examine strategies for funding, scaling, and sustaining social ventures for long-term impact.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Define and explain the core principles and characteristics of social entrepreneurship.	Understand
CO 2	Distinguish between social and commercial entrepreneurship with real-world examples.	Analyse
CO 3	Identify and assess social opportunities through needs assessments and idea generation.	Analyse
CO 4	Use appropriate business models for social ventures to maximize impact.	Apply
CO 5	Implement various funding sources and strategies to support social ventures.	Apply
CO 6	Develop a comprehensive plan for scaling and sustaining a social venture.	Create

Course Contents

MODULE - I	INTRODUCTION TO SOCIAL ENTREPRENEURSHIP	9
Definition and Characteristics, Differences Between Social and Commercial Entrepreneurship, Role of Social Entrepreneurs, Impact on Society.		
MODULE - II	IDENTIFYING SOCIAL OPPORTUNITIES	9
Social Needs Assessment, Idea Generation and Screening, Evaluating Social Impact, Case Studies of Successful Social Ventures.		
MODULE - III	BUSINESS MODELS FOR SOCIAL ENTERPRISES	9
Hybrid Business Models, Revenue Generation in Social Ventures, Measuring Social Impact, Sustainable Development Goals (SDGs).		
MODULE - IV	FUNDING SOCIAL VENTURES:	9
Sources of Funding, Philanthropy and Grants, Impact Investing, Social Impact Bonds.		
MODULE - V	SCALING AND SUSTAINING SOCIAL VENTURES	9
Strategies for Scaling Impact, Partnerships and Collaborations, Managing Stakeholder Relationships, Long-term Sustainability.		
Total: 45 Periods		

REFERENCES

1. David Bornstein and Susan Davis, "Social Entrepreneurship: What Everyone Needs to Know" Oxford University Press, 2010.

Passed in Board of Studies


 Chairman – Board of Studies
CHAIRMAN - BOARD OF STUDIES

Approved in Academic Council

2. Muhammad Yunus, "Building Social Business", Public Affairs, 2010.
3. John Elkington and Pamela Hartigan "The Power of Unreasonable People", Harvard Business Review Press, 2008.
4. Richard C. Dorf and Thomas H. Byers, "Technology Ventures: From Idea to Enterprise", McGraw-Hill Education, 2019.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	Pos								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	2		2		2	2	1	3	2	2	
CO 2	2	3		1	1	3			3		
CO 3	1	1	1	3	1		3	2		2	
CO 4	1	1	2	3	1	3			2		
CO 5	2	1	1		1		1	3		1	
CO 6				3					2		
	3 - High			2 – Medium				1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment / Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	20	8	10	4
Understand	30	10	20	20
Apply		16	20	20
Analyse		16		20
Evaluate				20
Create				20

23PBAS079	INTELLECTUAL PROPERTY AND ENTREPRENEURSHIP	L	T	P	C
		3	0	0	3
Nature of Course		Professional Elective			
Pre requisites		Nil			

Course Objectives

The course is intended to

1. Provide an overview of different types of Intellectual Property (IP) and their significance in entrepreneurship.
2. Learn the fundamentals and processes involved in patent filing, search, and management.
3. Study the registration, protection, and enforcement of trademarks and copyrights.
4. Learn the trade secrets and industrial design laws, including their legal and practical applications.
5. Learn strategies for the valuation, licensing, and commercialization of IP in a global context.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Describe the different types of Intellectual Property (IP) and their role in business.	Understand
CO 2	Implement the procedures for filing and managing patents, including conducting patent searches and analyses.	Apply
CO 3	Assess the legal frameworks for trademark and copyright protection and implement strategies to safeguard these rights.	Analyse
CO 4	Assess the importance of trade secrets and industrial designs and the legal means to protect them.	Analyse
CO 5	Implement strategies for the valuation, licensing, and international protection of IP in business.	Apply
CO 6	Develop an IP strategy that integrates various forms of IP to enhance competitive advantage in a business context.	Create

Course Contents

MODULE - I	INTRODUCTION TO INTELLECTUAL PROPERTY	9
Types of Intellectual Property (IP), Importance of IP in Entrepreneurship, Overview of IP Laws, Case Studies of IP in Business.		
MODULE - II	PATENTS	9
Understanding Patents, Patent Filing Process, Patent Search and Analysis, Managing and Licensing Patents.		
MODULE - III	TRADEMARKS AND COPYRIGHTS	9
Trademark Registration Process, Brand Protection through Trademarks, Copyright Basics, Copyright Infringement and Protection.		
MODULE - IV	TRADE SECRETS AND INDUSTRIAL DESIGN	9
Trade Secret Laws, Protecting Trade Secrets, Industrial Design Registration, Legal Aspects of Industrial Design.		
MODULE - V	COMMERCIALIZING IP	9
IP Valuation, IP Licensing and Franchising, IP Strategy in Business, International IP Protection		
		Total: 45 Periods

REFERENCES

1. Deborah E. Bouchoux "Intellectual Property Rights", Cengage Learning India, 2023.
2. Robert Patrick Merges "Patent Law and Policy", Routledge, 2021.
3. Graeme B. Dinwoodie and Mark D. Janis, "Trademark and Unfair Competition Law, Wolters Kluwer, 2022.
4. Rohit Prasad, "Start-Up Sutra: What the Angels Won't Tell You About Business and Life", Hachette India, 2013.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	Pos								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	1	1	2	1	3		2	1	1		
CO 2		3	1	1	3	3	2	2		1	
CO 3	2	3	2	1	3	1		1	2		
CO 4	2	3		1		1	2	1		2	
CO 5	1		2		3	1	1	1	2		
CO 6											
	3 - High			2 – Medium				1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment / Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	20	8	8	4
Understand	30	10	10	16
Apply		16	16	20
Analyse		16	16	20
Evaluate				20
Create				20

23PBAS080	INNOVATION AND NEW PRODUCT DEVELOPMENT	L	T	P	C
		3	0	0	3
Nature of Course	Professional Elective				
Pre requisites	Nil				

Course Objectives

The course is intended to

1. Learn the fundamental concepts and importance of New Product Development (NPD).
2. Study the stages and processes involved in NPD, including idea generation and screening.
3. Learn various methods for concept development, market research, and feasibility testing in NPD.
4. Asses the design, prototyping, and testing approaches for product development.
5. Create strategies for commercializing new products and managing the NPD process effectively.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Explain the importance and role of New Product Development in a competitive market.	Understand
CO 2	Identify and describe the key stages in the NPD process, from idea generation to commercialization.	Analyse
CO 3	Implement concept development and testing techniques to evaluate the feasibility of new products.	Apply
CO 4	Utilize design thinking, agile, and lean methodologies in the product design and development phase.	Apply
CO 5	Assess the effectiveness of marketing strategies and post-launch evaluation for new products.	Analyse
CO 6	Develop an integrated NPD plan that incorporates cross-functional collaboration and innovation culture in organizations.	Create

Course Contents

MODULE - I	INTRODUCTION TO NEW PRODUCT DEVELOPMENT (NPD)	9
Importance of NPD, NPD Process, Types of New Products, Idea Generation and Screening.		
MODULE - II	CONCEPT DEVELOPMENT AND TESTING	9
Concept Development, Market Research for NPD, Concept Testing, Feasibility Analysis.		
MODULE - III	DESIGN AND DEVELOPMENT	9
Product Design and Prototyping, Design Thinking, Agile and Lean Development, Testing and Refinement.		
MODULE - IV	COMMERCIALIZATION	9
Marketing Strategies for New Products, Launch Planning, Distribution and Sales Channels, Post-launch Evaluation.		
MODULE - V	MANAGING THE NPD PROCESS	9
NPD Metrics and KPIs, Cross-functional Teams, Innovation Culture in Organizations, Case Studies of Successful NPD.		
		Total: 45 Periods

REFERENCES

1. C. Merle Crawford and C. Anthony Di Benedetto "New Products Management", McGraw Hill Education, 2023.
2. Robert G. Cooper "Winning at New Products", Basic Books, 2022.

Passed in Board of Studies


 Chairman – Board of Studies
CHAIRMAN - BOARD OF STUDIES

Approved in Academic Council

3. John Bessant and Joe Tidd "Innovation and Entrepreneurship", Wiley India Pvt. Ltd., 2021.
4. Richard C. Dorf and Thomas H. Byers, "Technology Ventures: From Idea to Enterprise", McGraw-Hill Education, 2019.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	Pos								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	1	1	3	1	1	1	1	1			
CO 2	1	1	2		3	3			2	1	
CO 3	1	2	1	1	2	1	1	1			
CO 4	1	1	2				3		2	1	
CO 5	2	2	1	1	2	2	3	1			
CO 6	3		1		2		2				
	3 - High			2 – Medium				1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment / Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	30	8	8	
Understand	20	10	10	20
Apply		16	16	20
Analyse		16	16	20
Evaluate				20
Create				20