

# **BBA (Finance & Marketing)**

## **Programme Educational Objectives (PEO)**

**PEO-01:** To develop the talent and expertise in the area of Finance, Marketing, leadership, interpersonal skills, entrepreneurship, manpower management, digital etc. in corporate world.

**PEO-02:** To empower undergraduate students with knowledge that would enable them to meet the needs at different tier of business in the globalized business environment.

**PEO-03:** To help undergraduate students to become responsible citizen and lead the business with their moral and ethical values.

**PEO-04:** To impart knowledge about strategies to enhance customer handling skills through various digital touch points and nurture the spirit of entrepreneurship.

**PEO-05:** To enable the BBA graduates in the fields of digital marketing, e-marketing, branding, research and consultancy in corporate as well as government organizations in India and abroad.

## **Programme Outcomes (PO)**

At the end of the BBA (Finance and Marketing) Programme, graduate students will be able to

**PO-01:** Acquire basic knowledge and employability skills in the field of finance, management, marketing and human relations through practical knowledge obtained from internship and project work as part of the curriculum.

**PO-02:** Apply entrepreneurial and managerial skills for effective business management.

**PO-03:** Comprehend applicability of management principles to the real-life situations in global financial world.

**PO-04:** Develop legal and ethical value for the continuous development of the business venture from the financial perspective.

## **Programme Specific Outcome (PSO)**

**PSO-01:** Remember the different aspects of Finance and Marketing prevailing in the corporate world which offer theoretical and practical knowledge of work environment with focus on basics of finance and its regulation, demand and supply which are an essential part of economic environment.

**PSO-02:** To remember the managerial knowledge to execute in the business world for effective decision making in critical situations and to communicate effectively through different digital platforms in various business circumstances.

**PSO-03:** Comprehend how to contribute and connect efficiently as team player and as a leader for the overall social development ethically.

**PSO-04:** Demonstrate analytical approach to solve variety of business challenges and to cultivate creative and critical thinking and interrelationship of different functional areas of finance and marketing which will equip the students with technical and practical knowledge in making effective business decisions.

**PSO-05:** To apply acquired skills in solving complex business problems in order to take strategic decisions for a business which promote their product on popular search engine and other social media channels.

**PSO-06:** Develop fundamental awareness of business environment in order to understand and handle different challenging circumstances.

# NEP Curriculum: BBA (Finance & Marketing)

<b>Semester-wise Subject Details</b>											
SEMESTER	No. of:	MC	ME	NM	NV	MDC	AEC	SEC	VAC	INT/PROJ	TOTAL
1	Subje <sup>cts</sup>	2		1	2		1	1	1		8
	Credits	8		4	2		2	3	2		21
2	Subje <sup>cts</sup>	4			2	1	1	1	1		10
	Credits	16			2	3	2	3	2		28
<b>AFTER 1 YEAR OF UG CERTIFICATE</b>									<b>Total no. of Subje<sup>cts</sup></b>		<b>18</b>
									<b>Total no. of Credits</b>		<b>49</b>
SEMESTER	No. of:	MC	ME	NM	NV	MDC	AEC	SEC	VAC	INT/PROJ	TOTAL
3	Subje <sup>cts</sup>	3		1	2	1	1				8
	Credits	13		4	2	3	2				24
4	Subje <sup>cts</sup>	4		1	2	1	1				9
	Credits	17		4	2	3	2				28
<b>AFTER 2 YEARS OF UG DIPLOMA</b>									<b>Total no. of Subje<sup>cts</sup></b>		<b>35</b>
									<b>Total no. of Credits</b>		<b>101</b>
SEMESTER	No. of:	MC	ME	NM	NV	MDC	AEC	SEC	VAC	INT/PROJ	TOTAL
5	Subje <sup>cts</sup>	3			2			1	1		7
	Credits	13			2			3	2		20
6	Subje <sup>cts</sup>	4		1	2					1	8
	Credits	16		4	2					3	25
<b>AFTER 3-YEARS OF UG DEGREE</b>									<b>Total no. of Subje<sup>cts</sup></b>		<b>50</b>
									<b>Total no. of Credits</b>		<b>146</b>
SEMESTER	No. of:	MC	ME	NM	NV	MDC	AEC	SEC	VAC	INT/PROJ	TOTAL
7	Subje <sup>cts</sup>	4		1							5
	Credits	16		4							20
8	Subje <sup>cts</sup>	2	3							1	5
	Credits	8	12							12	20
<b>AFTER 4-YEARS UG HONOURS DEGREE/ 4-YEARS UG HONOURS WITH RESEARCH DEGREE</b>									<b>Total no. of Subje<sup>cts</sup></b>		<b>60</b>
									<b>Total no. of Credits</b>		<b>186</b>

**MC:** Major Program Specific Course – Compulsory

**ME:** Major Program Specific Course – Elective

**NM:** Non-Major Specific Subject Course

**NV:** Non-Major vocational education and training

**MDC:** Multidisciplinary courses

**AEC:** Ability Enhancement Courses

**SEC:** Skill Enhancement Courses

**VAC:** Value Added Courses

**INT:** Internship

**PROJ:** Project





## Semester 7

Major Compulsory	Major Elective	Non-major	Non-major Vocational	Multidisciplinary	Ability Enhancement	Skill Enhancement	Value Added	Internship / Project	Total
Strategic Finance (4)		Psychology for Business (4)							<b>20</b>
Application of Artificial Intelligence in Digital Marketing (4)									
Business Policy & Strategy (4)									
Business Environment (4)									

## Semester 8

Major Compulsory	Major Elective	Non-major	Non-major Vocational	Multidisciplinary	Ability Enhancement	Skill Enhancement	Value Added	Internship / Project	Total
Project Management for Digital Marketing Firms (4)	Influencer Marketing (4)							Research Project & Dissertation (12)	<b>20</b>
Customer Relationship Management & Enterprise Resource Planning (4)	Interpersonal and Group Processes (4)								
	International Marketing (4)								
	Online Reputation Management (4)								
	Management Information System & E-Commerce (4)								

# **Subject: Principles of Management**

**Semester: 1**

**Subject Category: MC**

**Credit: 4 (L: 3, T: 1)**

## **Syllabus**

### **Module 1: Management & Principles**

Management: Meaning, nature and characteristics - Scope and functional areas of management - Management as a science art or profession - Management & Administration – Levels & Skills of Management- Management Process- Management Principles-Evolution of Management Thought- System Approach to management *(10 Sessions)*

### **Module 2: Planning**

Nature importance and purpose of planning, Planning Process, Objectives, Types of plans: Nature & hierarchy of objectives. Management by objectives, Management by exceptions, Management by moving around Decision-making – importance & steps *(5 Sessions)*

### **Module 3: Organizing**

Organizing: Nature and purpose of organization, Principles of organization – Types of organization – Formal and Informal-- Centralization Vs decentralization of authority and responsibility - Span of Control – Organizational Behaviour – nature and significance. *(5 Sessions)*

### **Module 4: Directing**

Meaning and nature of directing - Leadership styles: Theory X and Y; Management of productivity-an overview-Concept & application in manufacturing & service industries application in different areas. Measurement of productivity, partial, multifactor & total factor models - Diagnostic Techniques-Kepner-Tregre problem analysis. Decision analysis & potential Analysis, Practical Application with case studies, Creativity Based Techniques: Brainstorming. Whole brain thinking, Nominal Group techniques, use in creative problem solving with practical applications. Learning Curves -- Concept of learning curve, its applicability, barriers to its application. *(10 Sessions)*

### **Module 5: Motivation**

Concept, importance, contributions of Maslow, Herzberg and McGregor *(5 Sessions)*

## Module 6: Control

Meaning and importance -Meaning and steps in controlling - Essentials of a sound control system - Methods of establishing control. (5 Sessions)

### Suggested Readings:

#### Text Book:

1. Principles Of Management- Provided by ICA Edu skills Pvt. Ltd.

#### Reference Books:

1. Koontz, H., Weihrich, H., & Cannice, M. V. (2020). Essentials of management - An international, innovation and leadership perspective | (11th ed.). McGraw-Hill Education.
2. Robbins. (2009). Fundamentals of management: Essential concepts and applications, 6/E. Pearson Education India.
3. Irwin, R. D., Terry, G. R., & Rue, L. W. (1985). Principles of management. Irwin Professional Pub.

### Course Outcome (CO)

CO #	Course Outcomes (CO)
CO -1	<b>Define</b> and <b>memorize</b> the various thoughts of schools of management.
CO-2	<b>Explain</b> about the structure of business organization
CO-3	<b>Solve</b> various issues with the help of functions of management.

### CO-PO-PSO Mapping

CO #	Course Outcomes (CO)	POs	PSOs
CO -1	<b>Define</b> and <b>memorize</b> the various thoughts of schools of management.	1,2,3	1,2,3,4,5,6
CO-2	<b>Explain</b> about the structure of business organization	1,2,3	1,2,3,4,5,6
CO-3	<b>Solve</b> various issues with the help of functions of management.	1,2,3,4	1,2,3,4,5,6



## CO-PO Matrix

CO/PO	PO 1	PO 2	PO 3	PO 4
CO 1	3	3	3	-
CO 2	3	3	3	-
CO 3	3	3	3	1
Average	3	3	3	1

1: (Slightly Low)

2: Moderate (Medium)

3: Substantial (High)

-: None

## CO-PSO Matrix

Course Outcome	Programme Specific Outcome					
	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	3	3	2	3	3	3
CO 2	3	3	3	3	3	3
CO 3	3	3	3	3	3	3
Average	3	3	2.67	3	3	3

1: (Slightly Low)

2: Moderate (Medium)

3: Substantial (High)

-: None

## **Subject: Business Microeconomics**

**Semester: 1**

**Subject Category: DSE**

**Credit: 6 (L: 5, T: 1)**

**Subject Code:**

## **Syllabus**

### **Module-I: Introduction**

Economics: scope and subject matter. Distinction between Economics and Business Economics, Tools required – Functional relationships, schedules, graphs, concept of slope and its measurement- etc., Resources-scarcity and efficiency - Production Possibility Frontier-it's shifting. *(8 Sessions)*

### **Module 2: Basics of Demand and Supply**

The concept of demand and demand function - Derivation of Individual demand curve and Market demand curve– Shifting of the demand curve – The supply function and the supply curve – Derivation of individual supply curve and market supply curve – Shifting of the supply curve- Determination of equilibrium price. *(8 Sessions)*

### **Module 3: Theory of Consumer Behaviour**

Cardinal analysis – Law of diminishing marginal utility –consumer surplus Ordinal approach – Indifference curve analysis – Budget line – Consumer Equilibrium – Income consumption curve and Price consumption curve – Hicksian decomposition of price effect into substitution effect and income effect – Demand curve for Normal, inferior and Giffen goods Concept of Elasticity of demand – Measurement pf various elasticities of demand – Distinction between slope of a demand curve and the elasticity of demand – Elasticity of supply – Measurement. *(5 Sessions)*

### **Module 4: Theory of Production**

Production Function – The Law of variable proportions – Relationships among TP, AP, and MP, Concept of Isoquant and Isocost – Finding the optimal employment of inputs – Ridge lines: the economic region of production – Output expansion path and homogeneous production function. *(5 Sessions)*

## Module 5: Theory of Cost

Cost analysis – Different concepts – Accounting and Economic costs, Opportunity cost, Private and social costs; Short Run and long run costs. (4 Sessions)

## Module 6: Market for Commodities

Revenue concepts under different market conditions: TR, AR, MR and relationship among AR, MR and elasticity of demand, Perfect competition – Short run and long run equilibrium – Supply curve in the short run (shutdown and breakeven point concepts). Monopoly – Short run and long run equilibrium – Concept of Price discrimination. Monopolistic competition, Oligopoly Market – Short run and long run equilibrium. (5 Sessions)

## Module 7: Factor Price Determination

Theory of Wage Determination – Backward Bending Supply curve of labour; Determination of Rent, Profit and Interest rate. (5 Sessions)

## Suggested Readings

1. Panchanan Das, Anindita Sengupta-Economics I: Oxford.
2. S. Mukherjee, M. Mukherjee & A. Ghose: Microeconomics, Prentice-Hall.
3. Koutsoyianni: Modern Micro-Economics, Macmillan

## Course Outcome (CO)

SI No.	Course Outcome
CO 1	<b>Define</b> the various business economics terms and concepts
CO 2	<b>Classify</b> the various parts of micro economics
CO 3	<b>Illustrate</b> and <b>solve</b> the various economic problems
CO 4	<b>Appraise</b> and <b>evaluate</b> the Economics

## CO-PO-PSO Mapping

CO #	Course Outcomes (CO)	POs	PSOs
CO -1	<b>Define</b> the various business economics terms and concepts	1,2,3,4	1,2,3,4,5,6
CO-2	<b>Classify</b> the various parts of micro economics	1,2,3,4	1,2,3,4,5,6
CO-3	<b>Illustrate</b> and <b>solve</b> the various economic problems	1,2,3,4	1,2,3,4,5,6
CO-4	<b>Appraise</b> and <b>evaluate</b> the Economics	1,2,3,4	1,2,3,4,5,6

## CO-PO Matrix

CO/PO	PO 1	PO 2	PO 3	PO 4
CO 1	3	3	2	1
CO 2	3	2	3	0
CO 3	3	3	3	3
CO 4	3	3	3	3
Average	3	2.75	2.75	1.75

1: (Slightly Low)

2: Moderate (Medium)

3: Substantial (High)

-: None

## CO-PSO Matrix

Course Outcome	Programme Specific Outcome					
	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	3	3	2	3	3	3
CO 2	3	3	3	3	2	3
CO 3	3	3	3	3	3	3
CO 4	2	3	2	3	3	3
Average	2.75	3	2.5	3	2.75	3

1: (Slightly Low)

2: Moderate (Medium)

3: Substantial (High)

-: None

# **Subject: Business Mathematics & Statistics**

**Semester: 1**

**Subject Category: NM**

**Credit: 4 (L: 3, T: 1)**

## **Syllabus**

### **Module 1:**

Matrices: Definition of a matrix. Types of matrices. Algebra of matrices. Applications of matrices operations for solution to simple business and economic problems. *(6 Sessions)*

### **Module 2:**

Differential Calculus: Mathematical functions and their types – linear, quadratic, polynomial. Concept of differentiation. Rules of differentiation – simple standard forms. Applications of differentiation – elasticity of demand and supply. *(6 Sessions)*

### **Module 3:**

Basic Mathematics for Finance: Simple AP and GP Series, Simple and compound interest. Rates of interest – nominal, effective and continuous – and their inter-relationships. Compounding and discounting of a sum using different types of rates. Ratio and proportion. *(8 Sessions)*

### **Module 4:**

Univariate Analysis: Introduction, Functions of Classification, Frequency and Frequency Distribution, Construction of frequency distribution, Presentation of Data – Diagrams, Graphical Presentation, Histogram, Frequency polygon, Ogives. Mode and Median, Box-plots, Measures of Central Tendency, Dispersion, Skewness & Kurtosis. Correlation and Simple Linear Regression. Probability. Set theory. *(20 Sessions)*

### ***Suggested References:***

- ND Vohra, Business Mathematics and Statistics, McGraw Hill Education (India) Pvt. Ltd.
- ET Dowling, Mathematics for Economics, Schaum's Outlines Series, McGraw hill Pub. Co.
- JK Sharma, Business Statistics, Pearson Education.

## Course Outcome (CO)

CO #	Description
CO -1	Have a practical understanding of set theory, logical statements and truth tables, linear, quadratic and polynomial equations.
CO-2	Have a practical understanding of use of Matrices
CO-3	Understand statistical techniques popularly used to describe the data in managerial decision making.
CO-4	Apply appropriate quantitative technique according to nature of data.
CO-5	Learn the computational skill, interpretation of results of the data analysis.
CO-6	Analyse and differentiate various types of data distribution and its probability distribution.
CO-7	Know the procedure involved in inferential statistics and appropriate tests for given data.

## CO-PO-PSO Mapping

CO #	Course Outcomes (CO)	POs	PSOs
CO -1	Have a practical understanding of set theory, logical statements and truth tables, linear, quadratic and polynomial equations.	1,2,3,4	1,2,3,4,5,6
CO-2	Have a practical understanding of use of Matrices	1,2,3,4	1,2,3,4,5,6
CO-3	Understand statistical techniques popularly used to describe the data in managerial decision making.	1,2,4	1,2,3,4,5,6
CO-4	Apply appropriate quantitative technique according to nature of data.	1,2,3,4	1,2,3,4,5,6
CO-5	Learn the computational skill, interpretation of results of the data analysis.	1,2,3,4,6	1,2,3,4,5,6
CO-6	Analyse and differentiate various types of data distribution and its probability distribution.	1,2,3,4,5,6	1,2,3,4,5,6
CO-7	Know the procedure involved in inferential statistics and appropriate tests for given data.	1,2,3,4,5,6	1,2,3,4,5,6

## CO-PO Matrix

Course Outcome	Programme Outcome			
	PO 1	PO 2	PO 3	PO 4
CO 1	2	1	2	3
CO 2	1	2	2	2
CO 3	1	3		1
CO 4	1	3	2	2
CO 5	3	2	2	1
CO 6	1	1	1	1
CO 7	2	2	2	1
Average	1.57	2.00	1.83	1.57

1: (Slightly Low)

2: Moderate (Medium)

3: Substantial (High)

-: None

## CO-PSO Matrix

Course Outcome	Programme Specific Outcome					
	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	3	3	3	2	1	2
CO 2	1	1	3	2	3	3
CO 3	3	2	2	2	1	2
CO 4	3	3	3	3	3	3
CO 5	3	2	2	3	2	2
CO 6	1	3	1	1	1	2
CO 7	3	1	3	2	1	1
Average	2.43	2.14	2.43	2.14	1.71	2.14

1: (Slightly Low)

2: Moderate (Medium)

3: Substantial (High)

-: None

# **Subject: Communicative English-I**

**Semester: 1**

**Subject Category: AEC**

**Credit: 2 (L: 1, T: 1)**

## **Syllabus**

### **Module-I: Basics of the Theory of Communication**

- Types and modes of Communication
- Understanding what are the barriers to Communication
- Knowledge about Intra-personal, Inter-personal and Group communication

### **Module-II: Development of Listening and Speaking Skills**

- Appreciating Effective Communication
- Miscommunication
- Usage of Dialogue

### **Module-III: Writing Skills**

- Basic Grammar
- Letter Writing

### **Module-IV: Training in Reading and Comprehension**

- How to Summarise a text
- Effective Paraphrase
- Precis writing

### **Suggested Readings:**

1. Fluency in English - Part II, Oxford University Press, 2006.
2. Business English, Pearson, 2008.
3. Language, Literature and Creativity, Orient Blackswan, 2013.
4. Language through Literature (forthcoming) ed. Dr. Gauri Mishra, Dr. Ranjana Kaul, Dr. Brati Biswas



## Course Outcome (CO)

CO #	Description
CO -1	Comprehend both the written and spoken texts
CO-2	Develop the listening and speaking skills
CO-3	Develop the ability to write a paragraph around a topic
CO-4	Improve reading and comprehension skill
CO-5	Participate in short group conversations.

## CO-PO-PSO Mapping

CO #	Course Outcomes (CO)	POs	PSOs
CO -1	Comprehend both the written and spoken texts	1,2,4	1,2,3,4,5,6
CO-2	Develop the listening and speaking skills	1,2,3,4	1,2,3,4,5,6
CO-3	Develop the ability to write a paragraph around a topic	1,2,3,4	1,2,3,4,5,6
CO-4	Improve reading and comprehension skill	1,2,3,4	1,2,3,4,5,6
CO-5	Participate in short group conversations.	1,2,3,4	1,2,3,4,5,6

## CO-PO Matrix

Course Outcome	Programme Outcome			
	PO 1	PO 2	PO 3	PO 4
CO 1	2	2	-	3
CO 2	2	3	3	3
CO 3	3	3	2	2
CO 4	2	2	3	2
CO 5	3	2	3	1
Average	2.40	2.40	2.75	2.20

1: (Slightly Low)      2: Moderate (Medium)      3: Substantial (High)      -: None

## CO-PSO Matrix

Course Outcome	Programme Specific Outcome					
	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	3	2	3	2	3	3
CO 2	2	3	3	1	2	3
CO 3	3	3	2	2	1	1
CO 4	2	3	2	3	3	3
CO 5	3	2	3	1	3	3
Average	2.60	2.60	2.60	1.80	2.40	2.60

1: (Slightly Low)      2: Moderate (Medium)      3: Substantial (High)      -: None

## **Subject: Computer Applications**

**Semester: 1**

**Subject Category: SEC**

**Credit: 3 (L:2, T:1)**

## **Syllabus**

### **Module-I: Basic Computer Concepts**

Computer and Its Characteristics, Basic Block Diagram of Computer System, First Generation, Second Generation, Third Generation, Fourth Generation, Fifth Generation, Modern Taxonomy of Computers, Mini Computer, Micro Computer, Mainframe Computer, Super Computer, Laptop, Keyboard, Mouse, Light Pen, Barcode Readers, Scanners, MICR, OCR, Voice Recognition and Handwriting Recognition Systems, Visual Display Terminals, Printers, Plotters, Primary Storage – RAM, ROM, EEROM, PROM, EPROM, Secondary Storage – Direct Access Devices, Serial Access Devices: Hard Disks, CD-ROM, DVD, Cache Memory, Virtual Memory, Control Unit, Arithmetic and Logic Unit, Decoders, Registers, Machine Instructions, Stored Program Concept, Program Execution: Fetch-Decode-Execute Cycle, Arithmetic, Logical and Shift Operations.

### **Module-II: Computer Software**

Meaning of Software, Broad Classification of Software, System Software, Application Software, Utilities. Operating Systems: Basic Idea of Operating System (OS) - DOS, Windows, Unix, Linux, Functions of OS, OS As a Resource Manager – Memory Management, Input /Output Management, Secondary Storage Management, Program Management, Network Management, Application Packages.

### **Module-III: Word Processing Software**

Microsoft Word 2007/10/13: The different functionalities in the Microsoft Word Software 2007/10/13, Creation of a New Document, Editing an Existing Document, Saving and Printing a File, Use of the Different Ribbon Tab and Tools, Handling Tables in MS Word 2007, Mail Merge, Macro.

### **Module-IV: Spreadsheet Software**

Microsoft Excel 2007/10/13: Creating a New Spreadsheet Document, Editing an Existing Document, Saving Spreadsheet in Different Formats, Validation of data in Fields, Different Tools Available in MS Excel 2007/10/13 Ribbon Tabs, Performing Mathematical Calculations (using Formula and Functions), Searching, Sorting and Filtering, Min Media Mode, Reference Operators, Functions: Typing a Function, Creating a

Column Chart: Changing the Size and Position of a Chart Saving a File in Microsoft Excel, Closing a Microsoft Excel Worksheet, Formatting Excel Worksheet for printing.

### Module-V: Presentation Software

Microsoft PowerPoint 2007/10/13: The Different Functionalities of Microsoft PowerPoint 2007/10/13, Creating a PowerPoint Presentation, Creating and Inserting a New Slide, Creating a Title Slide; Applying a Design Template. Creating a Hierarchy, Using a Two-Column Text, Slide Sorter View, Running the Slide Show, Printing the Slides, Slide Transition and Custom Animation.

### Module-VI: DBMS Software

MS Access 2007/10/13: Creating New and Opening Existing Databases, Creating a Database, Forms, /Query, Reports Using a Wizard, Relationships - How to Link Multiple Tables Together.

### Suggested Readings:

1. Leon, Introduction to Computers with MS-Office 2007, TMH
2. Step by Step (Microsoft Office System) 2007 Edition, Prentice -Hall of India
3. P.K.Sinha - Computer Fundamentals, BPB Publication.
4. V.Rajaraman -Fundamentals of Computers, PHI, Sixth Edition

### Course Outcome (CO)

CO #	Description
CO -1	Explain the fundamental concepts of computer concept and software
CO-2	Comprehend various functionalities of Word Processing Software
CO-3	Understand syntaxes and functionalities of the Spreadsheet Software
CO-4	Learn the application of Presentation Software
CO-5	Understand the use of DBMS software

### CO-PO-PSO Mapping

CO #	Course Outcomes (CO)	POs	PSOs
CO -1	Comprehend both the written and spoken texts	1,2,3,4	1,2,3,4,5,6
CO-2	Develop the listening and speaking skills	1,2,3,4	1,2,3,4,5,6
CO-3	Develop the ability to write a paragraph around a topic	1,2,3,4	1,2,3,4,5,6
CO-4	Improve reading and comprehension skill	1,2,3,4	1,2,3,4,5,6
CO-5	Participate in short group conversations.	1,2,3,4	1,2,3,4,5,6

## CO-PO Matrix

Course Outcome	Programme Outcome			
	PO 1	PO 2	PO 3	PO 4
CO 1	2	2	3	3
CO 2	2	3	3	3
CO 3	3	3	2	2
CO 4	2	2	3	2
CO 5	3	2	3	1
Average	2.40	2.40	2.80	2.20

1: (Slightly Low)

2: Moderate (Medium)

3: Substantial (High)

-: None

## CO-PSO Matrix

Course Outcome	Programme Specific Outcome					
	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	3	2	3	2	3	3
CO 2	2	3	3	1	2	3
CO 3	3	3	2	2	1	1
CO 4	2	3	2	3	3	3
CO 5	3	2	3	1	3	3
Average	2.60	2.60	2.60	1.80	2.40	2.60

1: (Slightly Low)

2: Moderate (Medium)

3: Substantial (High)

-: None

# **Subject: Environment Science-I**

**Semester: 1**

**Subject Category: VAC**

**Credit: 2 (L: 1, T: 1)**

## **Syllabus:**

### **Module-I: Introduction to environmental studies**

Multidisciplinary nature of environmental studies; Scope and importance; the need for environmental education. Concept of sustainability and sustainable development. (4 sessions)

### **Module-II: Ecosystems**

Definition of ecosystem; Structure: food chains, food webs and function of ecosystem: Energy flow in an ecosystem, nutrient cycle and ecological succession. Ecological Interactions; Explanation of Forest ecosystem, Grassland ecosystem, Desert ecosystem and Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries) (5 sessions)

### **Module-III: Biodiversity and Conservation**

Levels of biological diversity: genetic, species and ecosystem diversity; Biogeographic zones of India; Biodiversity patterns and global biodiversity hot spots; India as a mega-biodiversity nation; Endangered and endemic species of India; Threats to biodiversity: Habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions; Conservation of biodiversity: *In-situ and Ex-situ* conservation of biodiversity; Nature reserves, tribal populations and rights and human wildlife conflicts in Indian context; Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and Informational value. (5 sessions)

### **Module-IV: Environmental Pollution and Global Environmental Issues**

Environmental pollution: types, causes, effects and controls; Air, water, soil and noise pollution. Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture; Nuclear hazards and human health risks (Chernobyl, 3-mile Island, Daiichi-Fukushima); Solid waste management: Control measures of urban and industrial waste, special reference e-waste, Biomedical waste; Pollution Tragedies: Love canal, Bhopal Gas, Endosulfan, Minamata and Flint water (6 sessions)

## Suggested Readings

### *Text Books:*

1. **Basu, M. and Xavier, S.**, Fundamentals of Environmental Studies, Cambridge University Press, 2016.
2. **Mitra, A. K and Chakraborty, R.**, Introduction to Environmental Studies, Book Syndicate, 2016.
3. **Enger, E. and Smith, B.**, Environmental Science: A Study of Interrelationships, Publisher: McGraw-Hill Higher Education; 12th edition, 2010.
4. **Basu, R.N.**, Environment, University of Calcutta, 2000.

### *Reference Books:*

1. Carson, R. 2002. *Silent Spring*. Houghton Mifflin Harcourt.
2. Gadgil, M., & Guha, R. 1993. *This Fissured Land: An Ecological History of India* Univ. of California Press.
3. Odum, E.P., Odum, H.T. & Andrews, J. 1971. *Fundamentals of Ecology*. Philadelphia: Saunders.
4. Pepper, I.L., Gerba, C.P. & Brusseau, M.L. 2011. Environmental and Pollution Science. Academic Press.
5. Agrawal, KM, Sikdar, PK and Deb, SC, A Text book of Environment, Macmillan Publication, 2002.
6. Richard T Wright, Environmental Science: Towards a Sustainable Future, Prentice-Hall Inc., 2008.

## Course Outcome (CO)

CO #	Course Outcomes (CO)
CO -1	Articulate the interconnected and interdisciplinary nature of environmental studies;
CO-2	Demonstrate an integrative approach to environmental issues with a focus on sustainability;
CO-3	Use critical thinking, problem-solving, and the methodological approaches of the social sciences, natural sciences, and humanities in environmental problem solving;
CO-4	Communicate complex environmental information to both technical and non-technical audiences;
CO-5	Understand and evaluate the global scale of environmental problems; and
CO-6	Reflect critically on their roles, responsibilities, and identities as citizens, consumers and environmental actors in a complex, interconnected world.

## CO-PO-PSO Mapping

CO #	Course Outcomes (CO)	POs	PSOs
CO -1	Articulate the interconnected and interdisciplinary nature of environmental studies;	1,2,3,4	1,2,3,4,5,6
CO-2	Demonstrate an integrative approach to environmental issues with a focus on sustainability;	1,2,3,4	1,2,3,4,5,6
CO-3	Use critical thinking, problem-solving, and the methodological approaches of the social sciences, natural sciences, and humanities in environmental problem solving;	1,2,4	1,2,3,4,5,6
CO-4	Communicate complex environmental information to both technical and non-technical audiences;	1,2,3,4	1,2,3,4,5,6
CO-5	Understand and evaluate the global scale of environmental problems; and	1,2,3,4,6	1,2,3,4,5,6
CO-6	Reflect critically on their roles, responsibilities, and identities as citizens, consumers and environmental actors in a complex, interconnected world.	1,2,3,4,5,6	1,2,3,4,5,6

## CO-PO Matrix

Course Outcome	Programme Outcome			
	PO 1	PO 2	PO 3	PO 4
CO 1	2	1	2	3
CO 2	1	2	2	2
CO 3	1	3		1
CO 4	1	3	2	2
CO 5	3	2	2	1
CO 6	1	1	1	1
Average	1.50	2.00	1.80	1.67

1: (Slightly Low)      2: Moderate (Medium)      3: Substantial (High)      -: None

## CO-PSO Matrix

Course Outcome	Programme Specific Outcome					
	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	3	3	3	2	1	2
CO 2	1	1	3	2	3	3
CO 3	3	2	2	2	1	2
CO 4	3	3	3	3	3	3
CO 5	3	2	2	3	2	2
CO 6	1	3	1	1	1	2
Average	2.33	2.33	2.33	2.17	1.83	2.33

1: (Slightly Low)      2: Moderate (Medium)      3: Substantial (High)      -: None

## **Subject: Marketing Management**

**Semester: 2**

**Subject Category: MC**

**Credit: 4 (L: 3, T: 1)**

### **Syllabus**

#### **Course Objective:**

The objectives of the course are to provide:

- Understanding of Basic Concepts of marketing
- Understanding product life cycle.
- Knowing the factors affecting pricing objectives.
- Understanding the concept of advertising and how this effect buying habits of consumers.

#### **Module I: Introduction**

Nature and scope of marketing; Importance of marketing as a business function and in the economy; Marketing concepts – traditional and modern; Selling vs. marketing, Consumer Behaviour and Market Segmentation Nature, scope and significance of consumer behaviour; Market segmentation – concepts and importance; Bases for market segmentation. (5 Sessions)

#### **Module II: Product**

Concept of product, consumer, and industrial goods; Product planning and development; Packaging – role and functions; Brand name and trade mark; After sales service; Product life cycle concept. (10 Sessions)

#### **Module 3: Price**

Importance of price in the marketing mix; Factors affecting price of a product/service; Discounts and rebates. (5 Sessions)



#### Module 4: Distributions Channels and Physical Distribution

Distribution channels – concept and role; Types of distribution channels; Factors affecting choice of a distribution channel; Retailer and wholesaler; Physical distribution of goods; Transportation; Warehousing; Inventory control; Order processing. (10 Sessions)

#### Module 5: Promotion

Methods of promotion; Optimum promotion mix; Advertising media – their relative merits and limitations; Characteristics of an effective advertisement; Personal selling; Selling as a career; Classification of a successful sales person; Functions of salesman. (10 Sessions)

#### Suggested Readings:

1. Kotler, P., & Keller, K. L. (2016). Marketing management. Prentice Hall.
2. Saxena, R. (2005). Marketing management. Tata McGraw-Hill Education.

#### Course Outcomes (CO) Mapping

S.I No	Course Outcome
CO 1	Define and state the various terms of marketing.
CO 2	Explain the various concepts of marketing.
CO 3	Choose the most appropriate method of marketing
CO 4	Compare among the various marketing strategies
CO 5	Evaluate and select the appropriate channel of marketing communication.
CO 6	Formulate and develop strategic marketing plans.

#### CO-PO-PSO Mapping

CO #	Course Outcomes (CO)	POs	PSOs
CO -1	Define and state the various terms of marketing.	1,2,3,	1,2,3,4,5,6
CO-2	Explain the various concepts of marketing.	1,2,3,	1,2,3,4,5,6
CO-3	Choose the most appropriate method of marketing	1,2,3,	1,2,3,4,5,6
CO -4	Compare among the various marketing strategies	1,2,3	1,2,3,4,5,6
CO-5	Evaluate and select the appropriate channel of marketing communication.	1,2,3,4	1,2,3,4,5,6
CO-6	Formulate and develop strategic marketing plans.	1,2,3,4	1,2,3,4,5,6

### CO-PO Mapping

<b>CO/PO</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>
<b>CO 1</b>	3	3	3	2
<b>CO 2</b>	3	3	3	3
<b>CO 3</b>	3	3	3	3
<b>CO 4</b>	3	3	3	2
<b>CO 5</b>	3	3	3	3
<b>CO 6</b>	3	3	3	3
<b>Average</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>2.67</b>

### CO-PSO Matrix

<b>Course Outcome</b>	<b>Programme Specific Outcome</b>					
	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>	<b>PSO 6</b>
<b>CO 1</b>	3	3	3	3	3	3
<b>CO 2</b>	3	3	3	3	3	3
<b>CO 3</b>	3	3	3	3	3	3
<b>CO 4</b>	3	3	3	3	3	3
<b>CO 5</b>	3	3	3	3	3	3
<b>CO 6</b>	3	3	3	3	3	3
<b>Average</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>

**1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) (-): None**

## **Subject: Business Macroeconomics**

**Semester: 2**

**Subject Category: MC**

**Credit: 4 (L: 3, T: 1)**

### **Syllabus**

#### **Module 1: National Income Accounting**

Concepts and measurement of GDP, GNP, NNP, NI and DPI - Circular flow of income – Real and Nominal GDP –Implicit deflator (10 Sessions)

#### **Module 2: Theory of Equilibrium Income Determination:**

Simple Keynesian Model; Consumption, saving and investment functions – National income determination; Investment and Government expenditure multipliers (10 Sessions)

#### **Module 3: Commodity market and Money market equilibrium:**

Derivation of IS and LM curves –Shifts of IS and LM curves-equilibrium in IS-LM model – Effectiveness of monetary and fiscal policies (10 Sessions)

#### **Module 4: Money and Inflation**

Concept of demand for and supply of money. Quantity theory of money and Keynesian theory of demand for money. Measures of money supply – High powered money – Money multiplier. Concept of Inflation – Demand-pull and cost-push theories of inflation – Monetary and fiscal policies to control inflation – Instruments, objectives and limitations. (10 Sessions)

#### **Suggested Readings:**

1. BUSINESS MACROECONOMICS - Provided by ICA Edu skills Pvt. Ltd.
2. H. L. Ahuja: Macroeconomics Theory and Policy, S. Chand.

## Course Outcome (CO)

CO #	Course Outcomes (CO)
CO -1	<b>Discuss and explain</b> the various concepts macro economics
CO-2	<b>Interpret and solve</b> the problems measuring National income, GDP, GNP etc.
CO-3	<b>Distinguish</b> between Individual and aggregate economic activities.
CO-4	<b>Evaluate</b> different BOP tools and policies

## CO-PO-PSO Mapping

CO #	Course Outcomes (CO)	POs	PSOs
CO -1	<b>Discuss and explain</b> the various concepts macro economics	1,2,3,6,7,9	1,2,3,4,5,6
CO-2	<b>Interpret and solve</b> the problems measuring National income, GDP, GNP etc.	1,2,3,4,6,7,9	1,2,3,4,5,6
CO-3	<b>Distinguish</b> between Individual and aggregate economic activities.	1,2,3,4,6,7,8,9	1,2,3,4,5,6
CO-4	<b>Evaluate</b> different BOP tools and policies	1,2,3,6,7,8,9	1,2,3,4,5,6

## CO-PO Matrix

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
<b>CO 1</b>	3	3	2	-	-	2	2	-	3
<b>CO 2</b>	3	3	3	2	-	3	2	-	3
<b>CO 3</b>	3	3	3	2	-	3	2	2	3
<b>CO 4</b>	3	3	3	-	-	3	3	2	3
<b>Average</b>	<b>3</b>	<b>3</b>	<b>2.75</b>	<b>2</b>	<b>-</b>	<b>2.75</b>	<b>2.25</b>	<b>2</b>	<b>3</b>

1: (Slightly Low)      2: Moderate (Medium)      3: Substantial (High)      -: None

## CO-PSO Matrix

Course Outcome	Programme Specific Outcome					
	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
<b>CO 1</b>	3	1	3	3	3	3
<b>CO 2</b>	3	3	3	3	2	3
<b>CO 3</b>	3	2	3	3	2	3
<b>CO 4</b>	3	3	3	3	3	3
<b>Average</b>	<b>3</b>	<b>2.25</b>	<b>3</b>	<b>3</b>	<b>2.5</b>	<b>3</b>

1: (Slightly Low)      2: Moderate (Medium)      3: Substantial (High)      -: None

# **Subject: Indian Financial Market**

**Semester: 2**

**Subject Category: MC**

**Credit: 4 (L: 3, T: 1)**

## **Syllabus**

### **Module 1: Introduction to Indian Financial System**

Meaning and types of finance, Rudimentary Finance; Direct Finance; Indirect Finance; Financial System: meaning, definitions, and Significance, Features and components of Indian Financial System, functions of Indian financial system; to understand role of financial system in Economic development

Structure of Indian Financial System

Phase 1: Pre-1951 or Pre-planning Era; Phase 2: 1951 to Late 1980s

Phase 3: Post-1990 or Post liberalization Era Organizational Structure of the Indian Financial System

(10 Sessions)

### **Module 2: Financial Market**

Introduction of financial market; Features of the Indian Financial Market; Classification of Financial Markets in India

Money Market: Concept and Significance, Features or Characteristics of Indian Money Market, Importance/Functions of the Money Market; Indian Money Market; Participants in the Money Market ; Conditions for Developed Money Market; Money Market Instruments; Treasury Bill Market ; Commercial Bill Market; Certificate of Deposit(CD); Commercial Paper Market; Repo and Reverse Repo; Call Money Market; Acceptance House; Importance/Functions of Acceptance House; Discount House; Features of Discount House ; Importance and Functions of Discount House in India, Financial Instruments of Indian Money Market, Risk Exposure in Money Market

Capital Market: Features, classification; Broad Structure in the Indian Capital Markets, Functions and Role of Indian Capital Market, Capital market instruments- Shares, debentures, Government bonds, Gold Bonds derivatives. GDR, ADR, IDR; Primary market meaning and functions, Structure of Primary Market in India

Secondary market: Meaning, Objectives and Functions of Secondary Market, Importance of Secondary Market, Stock Market, Functions of a Stock Exchange, Listing of Securities, Listing Agreement, Trading System in Stock Market, Role of NSCCL

(10 Sessions)

### Module 3: Financial Institutions and Services:

Financial Institutions: Classification- Banking and Non-Banking Institutions. Banking structure in India. Commercial, Rural and Cooperative Banks – meaning, features and functions; Non-Banking Institutions- Meaning, features and classifications, Role of Non-Banking Financial Institutions;

Financial Services: Meaning and features of financial services. Classification of financial services-Fund based/ asset-based and fee-based services, Importance of financial services, concept of emerging financial services-leasing, hire purchase, merchant banking, depository, credit rating, mutual funds, venture capital

(10 sessions)

### Module 4: Regulators:

Regulators of Indian Financial Market; Central Government; Reserve Bank of India; Company Law Board; Security and Exchange Board of India (SEBI); SEBI and Investors' protection measures IRDA: Its functions and role, Pension Fund Regulatory and Development Authority (PFRDA)Its functions and role. (10 Sessions)

### Reference Books:

1. Bhole L.M , (2009), *Financial Market & Instruments*, Tata McGraw Hill, New Delhi
2. Khan, MY;(2016), *Indian Financial System*, Tata McGraw Hill, New Delhi.
3. Pathak, B (2007). *The Indian financial system: Markets, institutions and services, 2/E*. Pearson Education India.
4. Gurusamy. (2009). *Indian financial System, 2E*. Tata McGraw-Hill Education.

### Course Outcome:

CO #	Course Outcomes (CO)
CO -1	<b>Explain</b> the concepts of Financial System
CO-2	<b>Compare</b> and <b>examine</b> the various financial instruments.
CO-3	<b>Evaluate</b> the working of the numerous financial institutions in the country.

### CO-PO-PSO Mapping

CO #	Course Outcomes (CO)	POs	PSOs
CO -1	<b>Explain</b> the concepts of Financial System	1,2,3,4,6,9	1,2,3,4,5,6
CO-2	<b>Compare</b> and <b>examine</b> the various financial instruments.	1,2,3,4,6,7,8,9	1,2,3,4,5,6
CO-3	<b>Evaluate</b> the working of the numerous financial institutions in the country.	1,2,3,4,5,6,7,8,9	1,2,3,4,5,6

### CO-PO Mapping

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
CO 1	3	3	3	2	-	2	2	2	3
CO 2	3	3	3	3	2	3	3	3	3
CO 3	3	3	3	3	2	3	3	3	3
Average	3	3	3	2.67	2	2.67	2.67	2.67	3

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) (-): None

### CO-PSO Matrix

Course Outcome	Programme Specific Outcome					
	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	3	3	3	3	3	3
CO 2	3	3	3	3	3	3
CO 3	3	3	3	3	3	3
Average	3	3	3	3	3	3

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) (-): None

## **Subject: Digital Marketing Basics & Search Engine Optimization**

**Semester: 2**

**Subject Category: MC**

**Credit: 4 (L: 3, T: 1)**

### **Syllabus**

#### **Module 1: Introduction to Digital Marketing and its Significance**

What is Digital Marketing, Digital Marketing platforms, Digital Marketing – Organic & Paid Digital Marketing era and the way forward, Digital Marketing for students, professionals and businesses, Definition of digital marketing; origin of digital Marketing. (5 Sessions)

#### **Module 2: Traditional Marketing Vs Digital Marketing**

Traditional VS Digital Marketing, Benefits of Digital marketing e.g., reach, scope, immediacy, interactivity

The internet micro- and macro-environment, Internet users in India. The internet marketing mix: product and branding; place e.g., channels, virtual organizations; price e.g., auctions; promotions; people; processes; physical evidence. (5 Sessions)

#### **Module 3: Digital Marketing Process**

Design a Digital Marketing plan, Design digital marketing plan, SWOT, situational analysis, key performance, Indicators in internet marketing, Digital Landscape, P-O-E-M Framework, Segmenting and Customizing Messages, Digital Advertising Market in India, Digital marketing tools/e-tools; the online marketing matrix including business and Consumer markets; the online customer. (5 Sessions)

#### **Module 4: Understanding Markets & Marketing Environment**

Segmentation, Targeting and Positioning Product, Price, Place, Promotion People, process, Physical Evidence

Understanding sales process Creating Customer Value, Analysing Macro and Micro environment, Consumer and Business Markets, Consumer decision-making process, Omni-channel consumer



behaviour, Consumer information acquisition and Processing, Attitude, intention, Perception, Lifestyle and personality. (5 Sessions)

### **Module 5: Introduction to SEO**

What is SEO? Google Replaces the Phone Book; How Search Engines Work; What it Takes to Rank; Long-Tail Concept & Theory; Content is King; How to Approach Your SEO Strategy, On-Page SEO, Website Content; URL Structure; Pictures; Title Tags & Meta Tags; Headline Tags; Internal Linking, Off-Page SEO, Who's Linking to You; How are they Linking to You? Using social media to Spread Content; Using Email to Spread Content, Identifying Keywords, How to Identify Long-Tail Keywords; Check Your Web Analytics; Keyword Research Tools; Search for Keywords. (10 Sessions)

### **Module 6: Measuring Success**

Traffic; Leads/ROI; Indexed Pages; Inbound Links; Keywords; Rankings, Ad-words & Keyword: Selection; Explore how Google AdWords is organized and plan a Google AdWords campaign using keyword research. Create Text Ads: Search text ads are one ad type one can utilize in AdWords. how to write compelling search text ads, align text ads with the target keywords, and optimize landing pages to boost search engine marketing campaigns. CPC Bidding: how AdWords bidding works, Google's ad placement formula, and plan the AdWords spend by calculating a max cost-per-click (CPC) bid. Navigate AdWords: AdWords is the largest Search Engine Advertising platform. (10 Sessions)

### **Course Outcomes:**

<b>CO #</b>	<b>Course Outcomes (CO)</b>
CO -1	<b>Define the</b> various digital marketing terms
CO-2	<b>Discuss</b> and <b>explain</b> the basic concepts of digital platform.
CO-3	<b>Differentiate</b> between the marketing and virtual marketing.
CO-4	<b>Evaluate</b> the working of SEO organizations.

### CO-PO-PSO Mapping

CO #	Course Outcomes (CO)	POs	PSOs
CO -1	<b>Define the</b> various digital marketing terms	1,2,3,5,6,7,9	1,2,3,4,5,6
CO-2	<b>Discuss and explain</b> the basic concepts of digital platform.	2,3,6,9	1,2,3,4,5,6
CO-3	<b>Differentiate</b> between the marketing and virtual marketing.	1,2,3,4,6,9	1,2,3,4,5,6
CO-4	<b>Evaluate</b> the working of SEO organizations.	1,2,3,4,5,6,7,8,9	1,2,3,4,5,6

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) (-): None

### CO-PO Mapping

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
CO 1	3	3	2	1	-	2	2	2	3
CO 2	2	3	3	-	-	3	2	-	3
CO 3	3	3	3	3	2	3	2	2	3
CO 4	3	3	3	3	3	3	3	3	3
Average	2.75	3	2.75	2.33	2.5	2.75	2.25	2.33	3

### CO-PSO Matrix

Course Outcome	Programme Specific Outcome					
	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	3	3	3	3	3	3
CO 2	3	3	3	3	2	3
CO 3	3	3	3	3	3	3
CO 4	3	3	3	3	3	3
Average	3	3	3	3	2.75	3

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) (-): None

# **Subject: Financial Management**

**Semester: 3**

**Subject Category: MC**

**Credit: 5 (L:4, T:1)**

## **Syllabus**

### **Course Objective:**

The objectives of the course are to provide:

- Understanding of Basic Concepts of Financial Management.
- With the knowledge and application of Financial Management in solving real life accounts problems in corporate world.

### **Module-I: Investment Decision**

Meaning, purpose, Types of Investment decision, Time Value of Money *(13 Sessions)*

### **Module-II: Capital Budgeting**

ARR, Payback, NPV, IRR, MIRR, Capital Rationing (Divisible & Indivisible), Machine Replacement.  
*(12 Sessions)*

### **Module III: Management of Inventory**

Major Determinants of the Volume of Inventory; Objectives of Inventory Management; Costs and Benefits of Inventory; Inventory Control and Planning; Inventory Control Techniques. *(13 Sessions)*

### **Module IV: Management of Cash**

Motives for Holding Cash; Need and Objectives of Cash Management; Cash Forecasting and Budgets; Cash Management Models. *(12 Sessions)*

### **Suggested Readings:**

#### **Text Book**

1. Financial Management - Provided by ICA Eduskills Pvt. Ltd.

#### **Reference Books:**

1. Horne, V. (1974). *Financial Management and policy*, 12e. Pearson Education India
2. Bringham, E. F., & Houston, J.F. (2015). *Fundamentals of Financial Management*. Cengage Learning.
3. Khan, M. Y., & Jain, P.K. (2018). *Financial Management: Text, problems and cases*, 8e. McGraw-Hill Ed

## Course Outcomes (CO) Mapping

SI No.	Course Outcomes
CO 1	<b>Discuss</b> and <b>explain</b> the various concepts of Financial Management
CO 2	<b>Interpret</b> and <b>solve</b> the financial problems relating to investment with the application of the concepts of Financial Management like Time value of money.
CO 3	<b>Distinguish</b> between the various functional areas of Financial Management
CO 4	<b>Evaluate</b> fund management techniques of an organization with the application of the concepts of Financial Management.

## CO-PO-PSO Mapping

CO #	Course Outcomes (CO)	POs	PSOs
CO -1	<b>Discuss</b> and <b>explain</b> the various concepts of Financial Management	1,2,3	1,2,3,4,5,6
CO-2	<b>Interpret</b> and <b>solve</b> the financial problems relating to investment with the application of the concepts of Financial Management like Time value of money.	1,2,3	1,2,3,4,5,6
CO-3	<b>Distinguish</b> between the various functional areas of Financial Management	1,2,3,4	1,2,3,4,5,6
CO-4	<b>Evaluate</b> fund management techniques of an organization with the application of the concepts of Financial Management.	1,2,3,4	1,2,3,4,5,6

## CO-PO Mapping

CO/PO	PO 1	PO 2	PO 3	PO 4
CO 1	3	3	2	-
CO 2	3	3	3	-
CO 3	3	3	3	2
CO 4	3	3	3	2
Average	3	3	2.75	2

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) (-): None

## CO-PSO Matrix

Course Outcome	Programme Specific Outcome					
	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	3	3	3	3	3	3
CO 2	3	3	3	3	2	3
CO 3	3	2	3	3	3	3
CO 4	3	3	3	3	3	3
Average	3	2.75	3	3	2.75	3

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) (-): None

# **Subject: Tally Prime and Goods & Services Tax**

**Semester: 3**

**Subject Category: NC**

**Credit: 4 (L: 2, T: 1 P:1)**

## **Syllabus**

### **Course Objective:**

The objectives of the course are to provide:

- Understanding of Basic Concepts of GST
- With the knowledge and application of GST in solving real life accounts problems.

### **Module-I: Introduction**

Basic concepts of GST, Objectives of implementation of GST, Benefits of GST, Components of GST, Person liable to pay GST, Difference between present tax structure and GST structure, Important Definitions.

8 Sessions

### **Module-II: Levy & Collection of Tax**

Meaning and Scope of supply, Supplies neither a supply of goods nor a supply of services, Tax liability on Composite Supply, Tax liability on Mixed Supply, Levy and collection of tax, Composition Scheme, Exemption from Tax

**Time and Place of Supply:** Time of Supply, Place of Supply

**Value of Supply:** Value of Supply, Discount

8 Sessions

### **Module-III: Input Tax Credit**

Eligibility and conditions, Utilization of ITC, ITC not available, Apportionment of credit, Input Tax Credit on advance payment, Input Tax credit on supplies for which payment is not made within 180 days, ITC on Capital Goods, ITC on stock held as on the date of registration, ITC in case of goods sent for Job Work

8 Sessions

### **Module-IV: General Procedures**

Registration, Tax Invoice, Accounts & Records, Payment of Tax, Returns, ITC Matching and Auto-Reversal, Refund of Tax, E-Way Bill, Transitional Provisions

**GST Accounting:** Accounting treatment of GST, GST using Tally, GSTN

8 Sessions

**Module-V: TALLY Prime:**

Introduction to Tally Prime, recording and maintaining accounting transactions, Billing, Payroll, Banking, Taxation, and Inventory etc. 8 Sessions

**Suggested Readings:****Text Book:**

Goods and Service Tax - Provided by ICA Edu skills Pvt. Ltd.

**Reference Books:**

Garg, R., & Garg, S. (2020). *GST laws manual: Acts, rules and forms*. Bloomsbury Publishing.

**Course Outcomes**

CO #	Course Outcomes (CO)
CO -1	<b>Define</b> and <b>state</b> the various concepts and terminologies of GST
CO-2	<b>Explain</b> the various concepts of GST
CO-3	<b>Use</b> the concepts of GST in real life business situations.

**CO-PO-PSO Mapping**

CO #	Course Outcomes (CO)	POs	PSOs
CO -1	<b>Define</b> and <b>state</b> the various concepts and terminologies of GST	1,2,3,4	1,2,3,4,5,6
CO-2	<b>Explain</b> the various concepts of GST	1,2,3,4	1,2,3,4,5,6
CO-3	<b>Use</b> the concepts of GST in real life business situations.	1,2,3,4	1,2,3,4,5,6

**CO-PO Mapping**

CO/PO	PO 1	PO 2	PO 3	PO 4
CO 1	3	3	3	2
CO 2	3	3	3	3
CO 3	3	3	3	3
Average	3	3	3	2.67

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

**CO-PSO Matrix**

Course Outcome	Programme Specific Outcome					
	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	3	3	3	3	3	3
CO 2	3	3	3	3	3	3
CO 3	3	3	3	3	3	3
Average	3	3	3	3	3	3

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

# **Subject: Content & Affiliate Marketing**

**Semester: 3**

**Subject Category: MC**

**Credit: 4 (L: 3 T: 1)**

## **Syllabus**

### **Module I: What is content Marketing**

Introduction content marketing- Content marketing is used by leading brands- Content marketing is good for your bottom line and your customers-Content is the present and future of marketing- Marketing is impossible without great content-Building Your Professional Brand. 5 Sessions

### **Module II: How to Get Your Content to Stick**

How to Keep it super simple- Snatch attention using the unexpected- Practice concreteness and reject abstraction- Use of emotions to connect story – Best fonts and presentation. 5 Sessions

### **Module III: The Strategic Types of Content**

Strategic Types of Content- Attraction Content- Affinity Content & Action Content-How to Write Magnetic Headlines-Keyword Research-How to Create Compelling Content 5 Sessions

### **Module IV: Managing Your Content**

Ethics and Professionalism- Plagiarism and Copyright Law introduction to Metrics- What Data Should Pay More Attention To- Multimedia Content 5 Sessions

### **Module V: Copywriting- Quick Overview**

A Broader look into Copywriting- Content Writing Vs Copywriting- Copywriting techniques and styles-Proofing and checking your work- Core Pillars of Copywriting-Online copywriting- Offline copywriting- Setting up your copywriting business 10 Sessions

**Module VI: Partnership with Affiliate Networks, AdSense& Ad Networks** Compensation Methods Current and past issues-Email Spam-Search engine spam- Google slap- Adware- Trademark bidding- Cookie stuffing- Lack of self-regulation and Industry standards 5 Sessions

## Module VII: Affiliate Website: Strategy / Planning & case studies

Web design and development Capturing visitor credentials- Integrating social plugins- integrating third party tools- Developing plugins - Locating and signing up with Affiliate Networks-Implementing outbound tracking

5 Sessions

### Suggested Readings:

- Latest edition readings shall be used.

### Course Outcomes (CO) Mapping

CO #	Course Outcomes (CO)
CO -1	<b>Define</b> the Concept of Content Marketing
CO-2	<b>Understand</b> about present and future of content and affiliate Marketing
CO-3	<b>Use</b> the idea of ethics and professionalism
CO-4	<b>Evaluate</b> the working of SEO organizations.

### CO-PO-PSO Mapping

CO #	Course Outcomes (CO)	POs	PSOs
CO -1	<b>Define</b> the Concept of Content Marketing	1,2,3	1,2,3,4,5,6
CO-2	<b>Understand</b> about present and future of content and affiliate Marketing	1,2,3	1,2,3,4,5,6
CO-3	<b>Use</b> the idea of ethics and professionalism	1,2,3,4	1,2,3,4,5,6
CO-4	<b>Evaluate</b> the working of SEO organizations.	1,2,3,4	1,2,3,4,5,6

### CO-PO Mapping

CO/PO	PO 1	PO 2	PO 3	PO 4
CO 1	3	3	2	1
CO 2	2	3	3	-
CO 3	3	3	3	2
CO 4	3	3	3	3
Average	2.75	3	2.75	2

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

### CO-PSO Matrix

Course Outcome	Programme Specific Outcome					
	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	3	3	3	3	3	3
CO 2	3	3	3	3	2	3
CO 3	3	3	3	3	3	3
CO 4	3	3	3	3	3	3
Average	3	3	3	3	2.75	3

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None



# **Subject: Cost & Management Accounting**

**Semester: 3**

**Subject Category: NM**

**Credit: 4 (L: 3, T: 1)**

## **Syllabus**

### **Module-I: Introduction to Cost Accounting**

Objectives and scope of Cost Accounting, Cost centres and Cost units, Profit measurement, Elements of Cost, Separating the components of semi-variable costs, Installation of a Costing system, Relationship of Cost Accounting, Financial Accounting, Management Accounting and Financial Management. *5 sessions*

### **Module II: Cost Ascertainment**

Material Cost, Labour Cost & Overheads *2 sessions*

### **Module III: Job Costing, Batch Costing, Contract Costing and Process Costing**

Job Costing - Ascertainment of Job based Cost, attributing overhead costs to jobs, Batch Costing - Ascertainment of Batch based cost, Contract Costing - Progress payments, Retention money, Escalation clause, Contract accounts, Accounting for material, Accounting for plant used in a contract, Contract Profit and Balance sheet entries.

Process Costing - Meaning, Features, Process vs Job Costing, Principles of cost ascertainment for Materials, Labour & Overhead; Normal loss, Abnormal loss and gain and preparation of process accounts, Need for Valuation of WIP, Equivalent Production (units) and preparation of process and other relevant accounts valuing WIP under average method and FIFO method. *8 sessions*

### **Module-IV: Marginal Costing**

Marginal Cost, Contribution, P/V ratio, Break Even Point, Production or Buy decision. *3 sessions*

### **Module-V: Budgetary Control**

Budget and Budgetary Control, the budget manual, principal budget factor, preparation and monitoring procedures, preparation of functional budgets (Production, Sales, Materials), cash budget, (idea of master budget), flexible budget, Standard Costing & Variance Analysis. *5 sessions*

## **Module-VI: Introduction to Financial Statements**

Nature and Component of Financial Statement; Meaning and Need for FSA, Traditional & Modern approaches to FSA, Parties interested in FSA.

Comparative Statement – meaning, preparation, uses, merits and demerits, Common-size Statement - meaning, preparation, uses, merits and demerits, Trend Analysis - meaning, determination, uses, merits and demerits.

*6 sessions*

## **Module-VII: Accounting Ratios for FSA**

Meaning, objective, Classification of Accounting Ratios, Advantages & Limitations, Preparation of Financial Statement and Statement of Proprietor's Fund from the given Ratios. Computation, Analysis and Interpretation of important ratios for measuring – Liquidity, Solvency, Capital Structure, Profitability and Managerial Effectiveness.

*6 sessions*

## **Module-VIII: Fund Flow Statement**

Concept of fund, meaning, nature, various sources, advantages & limitations of Fund Flow Statement and its preparation

*5 sessions*

## **Suggested Readings:**

### **Text Book:**

1. Cost and Management Accounting- Provided by ICA Eduskills Pvt. Ltd.

### **Reference Books:**

1. Banerjee, B. (2014). Cost accounting theory and practice. PHI Learning Pvt.
2. Lal, J., Srivastav, S., & Singh, M. (2019). Cost accounting: Text, problems and cases. McGraw-Hill Education.
3. Khan. (2014). Cost accounting. McGraw Hill Education (India) Pvt.
1. Cost Accounting – Theory and Problems Maheshwari, S. N. and Mittal, S. N. (2009), 22<sup>nd</sup> Revised Edition, Shri Mahavir Book Depot.
2. Cost Accounting, Rajasekaran, (2010), 1st edition, Pearson Education.
3. Cost Accounting - Principle Practices Dutta, Mahesh, (2006), 1st edition, Pearson Education.
4. Cost Accounting, Arora, M.N., (2009), Vikas Publishing House.

## Course Outcome (CO)

SI No	Course Outcomes
CO 1	<b>Define</b> the various concepts of cost and management accounting
CO 2	<b>Illustrate</b> solutions to numerous accounting problems of a company.

## CO-PO-PSO Mapping

CO #	Course Outcomes (CO)	POs	PSOs
CO -1	<b>Define</b> the various concepts of cost and management accounting	1,2,3,6,9	1,2,3,4,5,6
CO-2	<b>Illustrate</b> solutions to numerous accounting problems of a company.	1,2,3,6.9	1,2,3,4,5,6

## CO-PO Matrix

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
CO 1	3	3	3	-	-	3	1	1	3
CO 2	3	3	3	-	-	3	1	-	3
Average	3	3	3	-	-	3	1	1	3

1: (Slightly Low)      2: Moderate (Medium)      3: Substantial (High)      -: None

## CO-PSO Matrix

Course Outcome	Programme Specific Outcome					
	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	3	3	2	3	3	3
CO 2	3	3	3	3	3	3
Average	3	3	2.5	3	3	3

1: (Slightly Low)      2: Moderate (Medium)      3: Substantial (High)      -: None

## **Subject: Human Resource Management**

**Semester: 4**

**Subject Category: MC**

**Credit: 5 (L:4, T:1)**

### **Syllabus**

#### **Course Objective:**

The objectives of the course are to provide:

- Understanding of Basic Concepts of Human Resources.
- With the knowledge and application of HR Planning in solving Organizational problems in corporate world.

#### **Module-I: Fundamentals of HR Management**

Corporate objectives and challenges of HR in a dynamic environment; Structure and functions of HR Department, Role of HR Manager, HRD *(7 Sessions)*

#### **Module-II: Human Resource Planning**

Demand and Supply, Downsizing and Retention; Supply and Demand Forecasting Methods, Manpower Inventory, Career Planning, Succession Planning, Personnel Policy, Human Resource Information System (HRIS), Job Analysis, Case study *(12 Sessions)*

#### **Module-III: Recruitment and Selection**

Concept of Recruitment, Factors Affecting Recruitment, Types of Recruitment; Selection: Concept of Selection, Process of Selection, Selection Tests, and Barriers in Selection, Case study *(10 Sessions)*

#### **Module-IV: Performance Appraisal**

Introduction, Concept of Performance Appraisal, Purpose, Process, Methods, and Major Issues in Performance Appraisal *(7 Sessions)*

### **Module-V: Training and Development**

Training Process and Methods, HRD, Case study

*(7 Sessions)*

### **Module-VI: Compensation and Reward Management**

Wages, Components, System of Wage Payment, Fringe Benefits, and Retirement Benefits, Case Study

*(7 Sessions)*

### **Module VII: Industrial Relations in India**

Parties; Management and Trade Unions, Industrial Disputes: Trends, Collective Bargaining, Settlement Machineries, Role of Government, Labour Policy in India Grievance Redressal, Dispute Resolution and Conflict Management. Case Study

*(10 Sessions)*

### **Module VIII: Strategic HRM**

Meaning, Strategic HRM vs Traditional HRM, SHRM Process, Nature of e-HRM, e-Recruitment & Selection, e-Performance Management, e-Learning.

*(10 Sessions)*

### **Suggested Readings:**

#### **Text Book:**

1. C.B. Gupta, Human Resource Management, Sultan Chand & Sons, New Delhi.

#### **Reference Books:**

1. M.N. Mishra Organizational Behavior, Vikas Publishing House, New Delhi, 2001.
2. K. Ashwathappa, Human Resource Management, Tata McGraw Hill, New Delhi.

### **Course Outcomes (CO) -PO-PSO Mapping**

<b>CO #</b>	<b>Course Outcomes (CO)</b>
CO -1	<b>Discuss and explain</b> the various concepts of Human Resource Management
CO-2	<b>Interpret and solve</b> the issues of recruitment and selection with proper job designing
CO-3	<b>Distinguish</b> between the various functional areas of Training and Development
CO-4	<b>Evaluate</b> Compensation and performance Appraisal management techniques of an organization with the application of the concepts of Human Resource Management.

### CO-PO-PSO Mapping

CO #	Course Outcomes (CO)	POs	PSOs
CO -1	<b>Discuss</b> and <b>explain</b> the various concepts of Human Resource Management	1,2,3	1,2,3,4,5,6
CO-2	<b>Interpret</b> and <b>solve</b> the issues of recruitment and selection with proper job designing	1,2,3,4,	1,2,3,4,5,6
CO-3	<b>Distinguish</b> between the various functional areas of Training and Development	1,2,3	1,2,3,4,5,6
CO-4	<b>Evaluate</b> Compensation and performance Appraisal management techniques of an organization with the application of the concepts of Human Resource Management.	1,2,4	1,2,3,4,5,6

### CO-PO Mapping

CO/PO	PO 1	PO 2	PO 3	PO 4
CO 1	3	3	2	-
CO 2	3	3	3	2
CO 3	2	3	3	3
CO 4	3	3	3	3
Average	2.75	3	2.75	2.67

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) (-): None

### CO-PSO Matrix

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	3	3	2	1	3	3
CO 2	3	3	3	2	2	3
CO 3	2	3	3	3	3	2
CO 4	3	3	3	3	3	3
Average	2.75	3	2.75	2.67	2.75	2.75

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) (-): None

# **Subject: Organizational behaviour**

**Semester: 4**

**Subject Category: MC**

**Credit: 4 (L: 2, T: 2)**

## **Syllabus**

### **Module-I: Focus and Purpose**

Definition, need and importance of organizational behaviour – Nature and scope – Frame work – Organizational behaviour models. *(8 Sessions)*

### **Module-II: Individual Behaviour**

Personality – types – Factors influencing personality – Theories – Learning – Types of learners – The learning process – Learning theories – Organizational behaviour modification. Misbehaviour – Types – Management Intervention. Emotions, Emotional Labour – Emotional Intelligence – Theories.

Attitudes – Characteristics – Components – Formation – Measurement- Values.

Perceptions – Importance – Factors influencing perception – Interpersonal perception- Impression Management. Motivation – importance – Types – Effects on work behaviour. *(8 Sessions)*

### **Module-III: Group Behaviour**

Organization structure – Formation – Groups in organizations – Influence – Group dynamics – Emergence of informal leaders and working norms – Group decision making techniques – Team building - Interpersonal relations – Communication – Control. *(8 Sessions)*

### **Module-IV: Leadership and Power**

Meaning – Importance – Leadership styles – Theories – Leaders Vs Managers – Sources of power – Power centres – Power and Politics. *(8 Sessions)*

### **Module-V: Dynamics of Organizational Behaviour**

Organizational culture and climate – Factors affecting organizational climate – Importance.

Job satisfaction – Determinants – Measurements – Influence on behaviour. Organizational change – Importance – Stability Vs Change – Proactive Vs Reaction change – the change process – Resistance to change – Managing change. Stress – Work Stressors – Prevention and Management of stress – Balancing work and Life  
Organizational development – Characteristics – objectives –. Organizational effectiveness. *(8 Sessions)*

## Suggested Readings:

### Text Book:

1. Will be provided by ICA Edu skills Pvt. Ltd.

### Reference Books:

1. Essentials of Organizational Behavior by Stephen Robbins and Timothy Judge
2. Organizational Behavior: A Skill-Building Approach by Dr. Christopher P. Neck, Jeffery D. Houghton, and Emma L. Murray

## Course Outcomes (CO)

CO -1	<b>Define</b> the various forms of individual behaviour
CO-2	<b>Explain</b> personality attitude and perception
CO-3	<b>Employ</b> the concepts of motivational theories in the context of the current scenario.
CO-4	<b>Evaluate</b> the element of group behaviour

## CO-PO-PSO Mapping

CO #	Course Outcomes (CO)	POs	PSOs
CO -1	<b>Define</b> the various forms of individual behaviour	1,2,3,4,5,6,7,9	1,2,3,4,5,6
CO-2	<b>Explain</b> personality attitude and perception	1,2,3,5,6,9	1,2,3,4,5,6
CO-3	<b>Employ</b> the concepts of motivational theories in the context of the current scenario.	1,2,3,4,5,6,7,9	1,2,3,4,5,6
CO-4	<b>Evaluate</b> the element of group behaviour	1,2,5,6,7,8,9	1,2,3,4,5,6

## CO-PO Mapping

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
CO 1	3	3	2	2	2	2	2	-	1
CO 2	3	3	3	-	3	3	2	-	2
CO 3	3	3	3	3	3	3	2	-	2
CO 4	3	3	3	-	3	3	3	2	3
Average	3	3	2.75	2.5	2.75	2.75	2.25	2	2

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) (-): None

## CO-PSO Matrix

Course Outcome	Programme Specific Outcome					
	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	3	2	3	2	3	3
CO 2	3	3	3	3	2	3
CO 3	2	3	2	3	3	2
CO 4	3	2	3	3	3	3
Average	2.75	2.5	2.75	2.75	2.75	2.75

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) (-): None



# **Subject: E-mail Marketing & Social Media Marketing**

**Semester: 4**

**Subject Category: MC**

**Credit: 4 (L: 3 T: 1)**

## **Syllabus**

### **Course Objective:**

The objectives of the course are to provide:

- Understanding about social media strategy and management tools
- Learn specifically about Facebook, twitter, Instagram etc marketing
- Email marketing usefulness and email analytics to develop business strategies.

### **Module I: Why is social media marketing important**

Introduction to social media advertising; Developing Social Media strategy- Social Media Management Tools:  
How to Cut Posting Time in Half-Different types of Social Media Platforms **(6 Sessions)**

### **Module II: Facebook Marketing-**

Introduction to Facebook Marketing- Create Facebook Page and Cover Pages-Page Settings, Description and About Page- Post Formulas Guaranteed to Drive Engagement-Facebook Ads and Campaign- Types of Facebook Ads – In Depth Analysis; Facebook Engagement, Reporting and Insights- Facebook Analytics-  
How to Start a Facebook Ads Business/Age **(10 Sessions)**

### **Module III: Twitter and LinkedIn**

–Introduction to Twitter Marketing- How Twitter Works- What Not to Do on Twitter- Ways to Get More Re Tweet- Steps to Optimize Your Profile- Hashtags to Increase Discoverability- Twitter Advertisement-  
Introduction to LinkedIn Marketing- Optimize Your LinkedIn Profile-LinkedIn for Advertisement- Reach Your Target Audience with LinkedIn-How to Get 500+ Connections and Why you Should- How to Make Sales on LinkedIn Advanced LinkedIn Strategies for B2B Marketing YouTube- Introduction to YouTube Marketing- YouTube Marketing Strategy-The Subscriber Advantage- Account Set Up, Optimization, Keyword Research and Video Structure- YouTube SEO, Thumbnails, Annotations and Cards- YouTube Promotion and Analytics- YouTube Monetization **(8 Sessions)**

## Module IV: Instagram

How to Create an Instagram Business Profile- Optimize your Instagram Bio & Profile Image- Instagram Captions & Hashtags -Reposting Instagram Content- How to Increase your Instagram Followers & Exposure- Ways to Convert Instagram Followers to Sales & Leads Sponsored Posts -Instagram Ads via Facebook - Instagram Analytics -Instagram Profile + Instagram Post Captions- Instagram Ads-Engagement + Instagram Algorithm- Instagram Stories + Instagram Reels + IGTV-Shopping on Instagram (8 Sessions)

## Module V: Email Marketing-

Introduction to Advanced Email Marketing- Write Better Subject Lines Develop Emails that Drive Results- Introduction to Email Marketing- Why List Building is so Important- How to Integrate ESP with WordPress- How to Track Email Sign Ups with Google Analytics- How to Add a Lead Magnet to Your Sign-Up Form- How to Turn Your Homepage into a Landing Page (6 Sessions)

## Module VI: Email Analytics

Optimize Your Email Content -List Management Strategies -Automating Your Emails -Mail Chimp & Configuration- Create Optimal Landing Pages - Create an Email Campaign Checklist -GDPR for Digital Marketers (2 Sessions)

### Suggested Readings:

Latest edition of the readings shall be used

### Course Outcomes

SI No	Course Outcome
CO 1	Define management tools of social media
CO 2	Explain different types of social media platforms
CO 3	Analyze how to optimize email content for better management strategies

### CO-PO-PSO Mapping

CO #	Course Outcomes (CO)	POs	PSOs
CO -1	Define management tools of social media	1,2,3,4	1,2,3,4,5,6
CO-2	Explain different types of social media platforms	1,2,3	1,2,3,4,5,6
CO-3	Analyse how to optimize email content for better management strategies	1,2,3,4	1,2,3,4,5,6

### CO-PO Mapping

CO/PO	PO 1	PO 2	PO 3	PO 4
CO 1	3	3	3	3
CO 2	3	3	3	2
CO 3	3	3	3	2
Average	3	3	3	2.33

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

### CO-PSO Matrix

Course Outcome	Programme Specific Outcome					
	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	3	3	3	3	3	3
CO 2	3	3	3	3	2	3
CO 3	3	3	3	3	3	3
Average	3	3	3	3	2.67	3

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

## **Subject: Advanced Excel**

**Semester: 4**

**Subject Category: MC**

**Credit: 4 (L:2, P:2)**

### **Syllabus**

#### **Course Objective:**

The objectives of the course are to provide:

- Develop ideas of the basic characteristics of Advance Excel functions and applications
- Develop an understanding of Excel in Finance and Accounts.

#### **Module I: Advanced Excel Applications**

Flash Fill, Advance Number Formatting, Advance Conditional Formatting, Data Validation – Advanced Application, Quick Analysis, Lookup Functions, Match & Index, V lookup from Multiple Table, Dynamic V Lookup, SUMPRODUCT Function, DATA Table, Solver, Depreciation Functions, Financial Functions [NPV, IRR, MIRR], Power Pivot, Creating Dashboard, Power View, Power Map, Power Query, Common Error Messages in Excel, Advanced uses of Macro, Array Functions, Apps for Office, Other Functions 10 Sessions

#### **Module II: ASAP Utilities**

Introduction to ASAP Utilities, Select cells with the smallest & largest number, Insert multiple sheets (uses the cell values as sheet names), Create an index page with links to all sheets (clickable), Print Multiple sheets at once, Set print area on selected worksheets, Protect & Unprotect multiple sheets at once, Count and/or color duplicates in selection, Quick numbering of selected cells, Insert before and/or after current value, Merge column data (join cells), Insert multiple empty rows at once, Remove all empty columns & Rows, Put together rows or column from several sheets, Change Case, Delete all after a given number of characters, Spell/write out numbers or amounts, Some useful formulae of ASAP, Store files in One Drive, Introduction to Google Drive, Managing files in Google Drive. 10 Sessions

#### **Module III: Google Drive**

Files in Google Drive, Form Creation, Sending and receiving response 10 Sessions

#### **Module IV: Dashboard**

Using Interactive Control in Excel Dashboards (Scroll bar, Check Box, Radio Button, Drop Down list, etc.) 10 Sessions

### Suggested Readings:

Advance Excel will be provided by ICA Eduskills Pvt. Ltd.

### Reference Books:

1. Leon, A. L. (2009). *Fundamentals of information technology*, 2E. Vijay Nicole
2. Saxena, S. (2009). *Introduction to information technology*. Vikas Publishing House.

### Course Outcomes (CO)

SI No:	Course Outcomes
CO 1	<b>Solve</b> the various business problems using computer applications.
CO 2	<b>Examine</b> the effectiveness and efficiency of work using computer software.
CO 3	<b>Evaluate</b> and <b>judge</b> the effectiveness of a business decision using computer applications and software.

### CO-PO-PSO Mapping

CO #	Course Outcomes (CO)	POs	PSOs
CO -1	<b>Solve</b> the various business problems using computer applications.	1,2,3	1,2,3,4,5,6
CO-2	<b>Examine</b> the effectiveness and efficiency of work using computer software.	1,2,3	1,2,3,4,5,6
CO-3	<b>Evaluate</b> and <b>judge</b> the effectiveness of a business decision using computer applications and software.	1,2,3,4	1,2,3,4,5,6

### CO-PO Mapping

CO/PO	PO 1	PO 2	PO 3	PO 4
CO 1	3	3	3	1
CO 2	3	3	3	-
CO 3	3	3	3	2
Average	3	3	3	1.5

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

### CO-PSO Matrix

Course Outcome	Programme Specific Outcome					
	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	3	3	3	3	3	3
CO 2	3	3	3	3	2	3
CO 3	3	3	3	3	3	3
Average	3	3	3	3	2.67	3

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

## **Subject: Income Tax Laws & Practice**

**Semester: 4**

**Subject Category: NM**

**Credit: 4 (L:3: 1)**

### **Syllabus**

#### **Course Objective:**

The objectives of the course are to provide:

- Understanding of Basic concepts and definition of Taxation.
- With the knowledge of residential status and Incidence of Tax.
- The knowledge of assessment of returns.
- Recognize ethical, practical and legal issues as they arise in an income tax practice.
- Understand Income tax procedures and its sources.

#### **Module I: Basic Concepts and Definitions**

Assess, Previous year, Assessment year, Sources of income, Heads of income, Gross total income, Total income, Tax Evasion, Tax avoidance, Tax planning

Residential Status and Incidence of Tax

Incomes which do not form part of Total Income

10 Sessions

#### **Module II: Heads of Income and Provisions governing Heads of Income**

Salaries, Income from House property, Profits and Gains of Business or Profession, Capital Gains. Income from Other Sources, Tax Planning for Individuals (Salaried Persons, Business Persons), Tax Planning at different stages of Life

Income of other Persons included in Assesses Total Income

Remuneration of spouse, income from assets transferred to spouse and Son's wife, income of minor

10 Sessions

### **Module III: Set off and Carry Forward of Losses**

Mode of set off and carry forward, inter source and inter head set off, Carry forward and set off of losses

Deductions from Gross Total Income

Computation of Total Income and Tax Payable

Rate of tax applicable to different assesses, Computation of tax liability of an individual, firm and company

Provision for Filing of Return

Date of filing of return, relevant forms of return, different types of returns, return by whom to be signed, PAN, TAN, Online application of PAN, E-filing of ITR

10 Sessions

### **Module IV: Assessment of Return**

Self-assessment, summary assessment u/s 143(1), scrutiny assessment u/s 143(3) and best judgment assessment u/s 144

Advance Tax

When liable to pay, due dates and computation of advance tax

Interest

Interest u/s 234A, 234B, 234C

TDS Provisions, Rate of TDS, Rates of TDS, Accounting treatments, e-TDS, Payment of TDS, Generation and filing of TDS Return

10 Sessions

### **Suggested Readings:**

Income Tax Laws and Practice: – To be delivered by ICA Eduskills Pvt. Ltd.

### **Reference Books:**

1. Singhania, V. K. (2009). *Direct taxes - Law & practice*. Taxmann Publications Private Limited
2. Lal, B. B. (1983). *Income tax law and practice*. Taxmann Publications Private Limited

NOTE: Latest edition of the readings shall be used

### Course Outcomes (CO)

SI No	Course Outcome
CO 1	<b>Define</b> the various issues and problems of taxation in the context of current economic situation.
CO 2	<b>Explain</b> the various concepts of taxation.
CO 3	<b>Solving</b> the real-life taxation problems by using the concepts of taxation.

### CO-PO-PSO Mapping

CO #	Course Outcomes (CO)	POs	PSOs
CO -1	<b>Define</b> the various issues and problems of taxation in the context of current economic situation.	1,2,3,4	1,2,3,4,5,6
CO-2	<b>Explain</b> the various concepts of taxation.	1,2,3,4	1,2,3,4,5,6
CO-3	<b>Solving</b> the real-life taxation problems by using the concepts of taxation.	1,2,3,4	1,2,3,4,5,6

### CO-PO Mapping

CO/PO	PO 1	PO 2	PO 3	PO 4
CO 1	3	3	3	3
CO 2	3	3	3	3
CO 3	3	3	3	3
<b>Average</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

### CO-PSO Matrix

Course Outcome	Programme Specific Outcome					
	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	3	3	3	3	3	3
CO 2	3	3	3	3	2	3
CO 3	2	3	2	3	3	3
<b>Average</b>	<b>2.67</b>	<b>3</b>	<b>2.67</b>	<b>3</b>	<b>2.67</b>	<b>3</b>

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None



# **Subject: Production & Operation Management**

**Semester: 5**

**Subject Category: MC**

**Credit: 5 (L:4 T:1)**

## **Syllabus**

### **Module-I**

**Introduction to Production:** Scope and characteristics of modern operations management, recent trends in operations management, types of the production system, lean production concept, bottleneck operations, and the concept of QOTC. *(15 Sessions)*

### **Module-II**

Demand forecasting with numerical exposure, capacity planning requirement with measurement of efficiency & utilization, facility location, facility layout, resource aggregate planning, EOQ, ROL, Maximum, Minimum, Avg. Inventory Level with numerical exposure. *(12 Sessions)*

### **Module III**

Product Design, process design, product life cycle, process planning, process selection; Introduction, control measures, time study, work-study, method study, job evaluation, job allocation, Assignment Technique, Scheduling queuing models, sequencing with Johnson Bellman rule -numerical exposure. *(13 Sessions)*

### **Module IV**

Preventive maintenance, Breakdown maintenance, Routine maintenance, Replacement of machines, Spare parts management, TQM. *(10 Sessions)*

### **Suggested Readings:**

1. Production & Operations Management- R. Panneerselvam
2. Production & Operations Management- S.N.Chary

3. Production & Operations Management- N.Suresh, S.Anil Kumar
4. Production & Operations Management- John Oakland

### Course Outcomes (CO)

SI No	Course Outcome
CO 1	<b>Define</b> the various characteristics of modern operational management.
CO 2	<b>Explain</b> the various concepts of operational management.
CO 3	<b>Solving</b> the real - life product and process designing problems by using the concepts.

### CO-PO-PSO Mapping

CO #	Course Outcomes (CO)	POs	PSOs
CO -1	<b>Define</b> the various characteristics of modern operational management.	1,2,3	1,2,3,4,5,6
CO-2	<b>Explain</b> the various concepts of operational management.	1,2,3	1,2,3,4,5,6
CO-3	<b>Solving</b> the real-life product and process designing problems by using the concepts.	1,2,3,4	1,2,3,4,5,6

### CO-PO Mapping

CO/PO	PO 1	PO 2	PO 3	PO 4
CO 1	3	3	2	-
CO 2	3	3	3	-
CO 3	3	3	3	3
Average	3	3	2.67	3

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

### CO-PSO Matrix

Course Outcome	Programme Specific Outcome					
	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	3	3	3	3	3	3
CO 2	3	3	3	3	2	3
CO 3	3	2	3	3	3	3
Average	3	2.67	3	3	2.67	3

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

# **Subject: Handling Human Resource at Workplace**

**Semester: 5**

**Subject Category: MC**

**Credit: 4 (L:0 T:0 P: 8)**

## **Syllabus**

### **Module I**

**Understanding Strategic HRM:** Traditional Vs. Strategic HR, Typology of HR activities, 'Best Fit' approach Vs. 'Best Practice' approach, HR strategy and the role of national context, sectoral context and organizational context on HR strategy and organizational context on HR Strategy and practices, investment perspective of human resources.

**Aligning HR Systems with business strategy :** Sustained competitive advantage – how HR adds value to the firm – HR as scarce resource – inimitable resource – non-substitutable resource, linking HRM practices to organizational outcomes – assessing and reducing costs – behavioral impact of HR practices – marginal utility models – auditing HR practices and departments, linking strategy to HRM practices – corporate HR philosophy and companywide HR standards – HRM leading strategy formulation, alternative HR systems – universalistic – contingency – configurational, congruence and integrated HR systems, designing congruent HR systems.

### **Module II**

**HR strategy formulation:** Brief overview of strategic planning and planning in SBU's HR strategy and HR planning, HR strategy in multinational, global and transnational companies, HR contributions to strategy – competitive intelligence – resource reallocation decisions.

**HR Strategy in workforce utilization: Efficient** utilization of Human Resource – cross – training and flexible work assignment – work teams – non-unionisation, strategies for employee shortages, strategies for employee surpluses.

**Strategies for performance and development:** Strategic dimensions of performance management, balanced scorecard, EVA etc.

### **Module III**

**HR strategy for training and development:** Benefits, planning and strategizing training, integrated learning with performance management system and compensation.

**HR Strategy in Global Economy:** Strategy and structure of divisionalised company, HR implications of divisionalisation – forms of control – HRM in corporate office, HR implications of mergers and acquisitions – employee expectations – consequences of acquisitions on HR practices.

**High Performance Work Practices:** Individual high-performance practices, limitations of individual HPWP, systems of HPWP – skill system – motivating system, individual practices vs. systems of practices, universal practices vs. contingency perspectives

### **Module IV**

**Evaluating HR function :** Overview of evaluation – scope – strategic impact – level of analysis – criteria – level of constituents – ethical dimensions, approaches to evaluation – audit approach – analytical approach – quantitative and qualitative measures – outcome and process criteria, balanced scorecard perspective, benchmarking, accounting for HRM – purpose of measuring cost and benefits of HRM – approaches to HRM performance – employee wastage and turnover rates – cost of absenteeism – measuring human recourse cost.

**HR Scorecard:** HR as a strategic partner and measurement channel, 7 step model for implementing HR's strategic role, creating an HR scorecard, measuring HR alignment – 2 dimensions of alignment – assessing internal and external alignment – systems alignment Map.

### **Module V**

**Strategic HRM in emerging HR issues:** HR strategy in workforce diversity – virtual teams – flexitime and telecommuting – HR outsourcing – contingent and temporary workers – global sourcing of labour, expatriation and repatriation management in global HRM, gender discrimination and glass ceiling effect, employee engagement strategies, talent management and retention.

Cases Studies

### **Suggested Readings:**

1. Agarwala T. - Strategic Human Resource Management, OUP
2. Aswathappa, K. - Human Resource Management, Tata McGraw Hill
3. Jyothi P. & Venkatesh, D.N. - Human Resource Management, OUP
4. Pattanayek, B. - Human Resource Management, PHI

## Course Outcomes (CO)

CO #	Course Outcomes (CO)
CO -1	<b>Define</b> the various concepts, issues and problems of HR
CO-2	<b>Evaluate</b> how to adopt the policies of HR to the needs of Organization.
CO-3	<b>Understanding</b> the ethical, practical and legal issues as they arise in an HR practice.
CO-4	<b>Using</b> the procedures and its sources in practical field of work.

## CO-PO-PSO Mapping

CO #	Course Outcomes (CO)	POs	PSOs
CO -1	<b>Define</b> the various concepts, issues and problems of HR	1,2,3,4	1,2,3,4,5,6
CO-2	<b>Evaluate</b> how to adopt the policies of HR to the needs of Organization.	1,2,3,4	1,2,3,4,5,6
CO-3	<b>Understanding</b> the ethical, practical and legal issues as they arise in an HR practice.	1,2,3,4	1,2,3,4,5,6
CO-4	<b>Using</b> the procedures and its sources in practical field of work.	1,2,3,4	1,2,3,4,5,6

## CO-PO Matrix

CO/PO	PO 1	PO 2	PO 3	PO 4
CO 1	3	3	3	3
CO 2	3	3	3	3
CO 3	3	3	3	3
CO 4	3	3	3	3
Average	3	3	3	3

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

## CO-PSO Matrix

Course Outcome	Programme Specific Outcome					
	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	3	3	3	3	3	3
CO 2	3	3	3	3	2	3
CO 3	2	3	2	3	3	3
CO 4	3	3	3	3	3	3
Average	2.75	3	2.75	3	2.75	3

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

# Subject: Leadership Skill Development at Workplace

Semester: 5

Subject Category: MC

Credit: 4 (L:0 T:0 P:8)

## Syllabus

### Module I

What are management and leadership? What is the purpose of studying how to lead a team? Aren't all leaders born and not made? If that is the truth, then millions of people are wasting their time trying to improve their leadership skills. Fortunately, trying to become a better leader is not a waste of time. While it is true that some leaders are born, most are made by studying what makes an effective leader. *(20 Sessions)*

### Module II.

Distinction between management and leadership and where they overlap  
Leadership models and styles (Maslow, Herzberg, McGregor, Blanchard, Kouzes, Block, Collins, Transformational, EQ), The 5 Dynamics Assessment, Johari Window. *(20 Sessions)*

### Module III

Characteristics of high-performing teams and how to create one, Team development, Team projects *(20 Sessions)*

### Module IV

Diversity and culture, Organizational culture, structure and design, Decision-making strategies *(20 Sessions)*

## Course Outcomes (CO)

SI No	Course Outcomes
CO 1	<b>Define</b> various leadership and management styles and approaches and how they influence organizational structures
CO 2	<b>Evaluate</b> personal leadership style and assess how to adapt leadership style to the needs of the organization and staff
CO 3	<b>Use</b> leadership style to create and manage teams and organizational culture
CO 4	<b>Understand</b> how to manage cultural and individual differences among Millennials, Gen-Xers, Boomers and Seniors

## CO-PO-PSO Mapping

CO #	Course Outcomes (CO)	POs	PSOs
CO -1	<b>Define</b> various leadership and management styles and approaches and how they influence organizational structures	1,2,3	1,2,3,4,5,6
CO-2	<b>Evaluate</b> personal leadership style and assess how to adapt leadership style to the needs of the organization and staff	1,2,3	1,2,3,4,5,6
CO-3	<b>Use</b> leadership style to create and manage teams and organizational culture	1,2,3,4	1,2,3,4,5,6
CO-4	<b>Understand</b> how to manage cultural and individual differences among Millennials, Gen-Xers, Boomers and Seniors	1,2,3,4	1,2,3,4,5,6

## CO-PO Mapping

CO/PO	PO 1	PO 2	PO 3	PO 4
CO 1	3	3	2	1
CO 2	2	3	3	-
CO 3	3	3	3	2
CO 4	3	3	3	3
Average	2.75	3	2.75	2

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High)-: None

## CO-PSO Matrix

Course Outcome	Programme Specific Outcome					
	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	3	3	3	3	3	3
CO 2	3	3	3	3	2	3
CO 3	3	3	3	3	3	3
CO 4	3	3	3	3	3	3
Average	3	3	3	3	2.75	3

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High)-: None

## **Subject: Business Research**

**Semester: 6**

**Subject Category: MC**

**Credit: 4 (L:3, T:1)**

## **Syllabus**

### **Course Objective:**

The objectives of the course are to provide:

- Understanding about the importance of business research process and research tools
- Learn specifically about exploratory research, problem- discovery, casual research
- Case Study Method usefulness and reporting – concluding to develop business strategies.

### **Module-I**

Introduction to Business Research, Definitions, Nature, Scope, Concept, Significance, Research Process, Research Design *(10 Sessions)*

### **Module-II**

Exploratory Research: Focus Group, Projective Techniques, Depth Interview, Observation, Case Study Method, Secondary Data Collection and Analysis, Problem Discovery -Problem Definition, Hypothesis Formulation, Causal Research, Experimental Designs *(10 Sessions)*

### **Module-III**

Questionnaire Construction, Measurement, Basic Scales, Validity Analysis, Reliability Analysis, Sampling *(10 Sessions)*

### **Module-IV**

Field work, Non-sampling Errors, how to overcome them, Data Preparation and Preliminary Analysis, Introduction to Multivariate Analysis, Factor Analysis, Regression Analysis, Cluster Analysis, Reporting and Concluding Integration *(10 Sessions)*



### Suggested Readings:

1. Business Research Methods - Donald Cooper & Pamela Schindler, TMGH, 9<sup>th</sup> edition.
2. Business Research Methods – Alan Bryman & Emma Bell, Oxford University Press.
3. Research Methodology - C.R. Kothari

### Course Outcomes (CO)

SI No	Course Outcome
CO 1	Define importance of business research process and research tools
CO 2	Explain different types of business research methods
CO 3	Analyze how to optimize business research process for better management strategies

### CO-PO-PSO Mapping

CO #	Course Outcomes (CO)	POs	PSOs
CO -1	Define importance of business research process and research tools	1,2,3,4	1,2,3,4,5,6
CO-2	Explain different types of business research methods	1,2,3	1,2,3,4,5,6
CO-3	Analyze how to optimize business research process for better management strategies	1,2,3,4	1,2,3,4,5,6

### CO-PO Mapping

CO/PO	PO 1	PO 2	PO 3	PO 4
CO 1	3	3	3	3
CO 2	3	3	3	2
CO 3	3	3	3	2
<b>Average</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>2.33</b>

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

### CO-PSO Matrix

Course Outcome	Programme Specific Outcome					
	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	3	3	3	3	3	3
CO 2	3	3	3	3	2	3
CO 3	3	3	3	3	3	3
<b>Average</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>2.67</b>	<b>3</b>

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

# **Subject: Search Engine Marketing**

**Semester: 6**

**Subject Category: MC**

**Credit: 4 (L:3, T:1)**

## **Syllabus**

### **Module-I**

SEM Metrics & Optimization

Measuring, monitoring, and optimizing your search advertising campaigns is the key to a successful return on investment (ROI). Discover key metrics to monitor and optimize your campaign performance. *(8 Sessions)*

### **Module-II**

Introduction to Ad Words

About Google and Google AdWords; AdWords fundamentals; Overview of search ad positions; Introduction to the Google network

Account management: Setting up an AdWords account; Account management

Campaign and ad group management: Campaign strategy; Campaign set-up; Managing campaigns; Introduction to ad group management

Keyword targeting: Introduction to keyword targeting; Keyword management & troubleshooting; Keywords and the display network *(8 Sessions)*

### **Module-III**

Language & location targeting: Introduction to language and location targeting; Location targeting; Language targeting

Ad formats: Overview of ad formats; Text ad formats; Image ad formats; Video ad formats; Mobile ad formats; Introduction to ad extensions; Social ad extensions; Ad policy review

Budgets and bidding: Introduction to bidding; Bidding types; Bidding on the display network; Introduction to budgets; Quality score and ad rank *(8 Sessions)*

### **Module-IV**

Measurement and optimization

Overview of AdWords measurement; Optimization fundamentals; Optimizing keywords; Optimizing ads; Optimization tools; Conversion tracking basics. *(8 Sessions)*

## Module-V

Performance, profitability, and growth, Budget growth; Bidding for performance; Profitability and lifetime value  
(8 Sessions)

### Course Outcomes (CO):

CO #	Course Outcomes (CO)
CO -1	<b>Define the</b> various SEO/SEM terms
CO-2	<b>Discuss and explain</b> the basic concepts of SEO platform.
CO-3	<b>Differentiate</b> between SEO and SEM.
CO-4	<b>Evaluate</b> the working of SEO organizations.

### CO-PO-PSO Mapping

CO #	Course Outcomes (CO)	POs	PSOs
CO -1	<b>Define the</b> various SEO/SEM terms	1,2,3,6,7,9	1,2,3,4,5,6
CO-2	<b>Discuss and explain</b> the basic concepts of SEO platform.	1,2,3,6,7,8,9	1,2,3,4,5,6
CO-3	<b>Differentiate</b> between SEO and SEM.	1,2,3,4,6,9	1,2,3,4,5,6
CO-4	<b>Evaluate</b> the working of SEO organizations.	1,2,3,4,5,6,7,8,9	1,2,3,4,5,6

### CO-PO Matrix

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
CO 1	3	3	2	1	-	2	2	1	3
CO 2	2	3	3	-	-	3	2	-	3
CO 3	3	3	3	2	2	3	2	2	3
CO 4	3	3	3	3	3	3	1	2	3
Average	2.75	3	2.75	2	2.5	2.75	1.75	1.67	3

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

### CO-PSO Matrix

Course Outcome	Programme Specific Outcome					
	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	3	3	3	3	3	3
CO 2	3	3	3	3	2	3
CO 3	3	3	3	3	3	3
CO 4	3	3	3	3	3	3
Average	3	3	3	3	2.75	3

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

# **Subject: Project on Accounting & Taxation at Workplace**

**Semester: 6**

**Subject Category: MC**

**Credit: 4 (L: 0, T:0, P: 8)**

## **Syllabus**

### **Module-I**

Basic Accounting Concepts, Background of accounting and accountancy: knowledge and understanding of GAAP; accounts - types and classification; basic terms used in accounting, Accounting Standards and Accounting Equation, Final Accounts and Manufacturing Accounts –Concept of Manufacturing, Trading, Profit and Loss account and Balance Sheet (with and without adjustments) *(10 Sessions)*

### **Module-II**

Introduction: Cannons of Taxation, Assesses, Income, Previous Year, Assessment Year, Residential Status & Tax Incidence, Income Exempted from Tax.

Computation of Taxable Income of Individual, HUF, Firm & Corporate: Income from Salaries, Income from House Property, Profits & Gains from Business & Profession, Income from Other Sources

Deduction from Gross Total Income: 80CCC,80D,80DDB,80E,80G,80GG,80GGA,80C,80U

Set off & Carry Forward of losses: Inter Sources and Inter Head Adjustment. *(20 Sessions)*

### **Module-III**

#### **Levy & Collection of Tax**

Meaning and Scope of supply, Supplies neither a supply of goods nor a supply of services, Tax liability on Composite Supply, Tax liability on Mixed Supply, Levy and collection of tax, Composition Scheme, Exemption from Tax

**Time and Place of Supply:** Time of Supply, Place of Supply

**Value of Supply:** Value of Supply, Discount *(20 Sessions)*

### **Module-IV**

#### **General Procedures**

Registration, Tax Invoice, Accounts & Records, Payment of Tax, Returns, ITC Matching and Auto-Reversal, Refund of Tax, E-Way Bill, Transitional Provisions

**GST Accounting:** Accounting treatment of GST, GST using Tally, GSTN *(10 Sessions)*

## Module-V

Introduction to Corporate Finance

Capital Budgeting and Risk: NPV as Investment Decision Criteria, Sensitivity Analysis, Monte Carlo Simulation, Real Options and Decision Trees

Economic Value Added, Agency Problem

The Financing Decision: Financing Process, Financing Mix Trade-offs and Theory, Optimal Financing Mix, Financing Mix and Choices.

*(10 Sessions)*

### Suggested Readings:

Corporate Tax Planning & Business Tax Procedures (Direct Taxes Planning and Management) by Dr. Vinod Kumar Singhania & Dr. Monica Singhania, Taxmann Publication

### Course Outcomes (CO)

SI No	Course Outcomes
CO 1	<b>Define</b> and <b>state</b> the various concepts and terminologies of accounting and taxation
CO 2	<b>Explain</b> the various concepts accounting and taxation
CO 3	<b>Use</b> the concepts of accounting and taxation in real life business situations

### CO-PO-PSO Mapping

CO #	Course Outcomes (CO)	POs	PSOs
CO -1	<b>Define</b> and <b>state</b> the various concepts and terminologies of accounting and taxation	1,2,3,4	1,2,3,4,5,6
CO-2	<b>Explain</b> the various concepts accounting and taxation	1,2,3,4	1,2,3,4,5,6
CO-3	<b>Use</b> the concepts of accounting and taxation in real life business situations	1,2,3,4	1,2,3,4,5,6

## CO-PO Matrix

CO/PO	PO 1	PO 2	PO 3	PO 4
CO 1	3	3	3	2
CO 2	3	3	3	3
CO 3	3	3	3	3
Average	3	3	3	2.67

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -:None

## CO-PSO Matrix

Course Outcome	Programme Specific Outcome					
	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	3	3	3	3	3	3
CO 2	3	3	3	3	3	3
CO 3	3	3	3	3	3	3
Average	3	3	3	3	3	3

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -:None

# **Subject: Project on Industrial Relations at Workplace**

**Semester: 6**

**Subject Category: MC**

**Credit:4 (L:0, T:0, P: 8)**

## **Syllabus**

### **Module-I**

Industrial Relation: Origin, Definition, Scope, Determinant, Socio-Economic, Technical, Political factors affecting IR in changing Environment, Approaches to the study of IR –Psychological, Human Relation, Socio, Gandhian approach &It’s Effect on Management

Trade Union: - Function of Trade Union, Types & structure of Trade Union, Impact of globalization on Trade union movement. *(20 Sessions)*

### **Module-II**

Industrial Dispute-Meaning, Causes.

Industrial Relation Machinery to solve Industrial Dispute: - Negotiation, Mediator. 67Arbitration- Work Committees, Conciliation, Board of Conciliation, Court of enquiry, Labour Court, Industrial Tribunal, National Tribunal, Role of Judiciary & its impact on industrial relation. *(20 Sessions)*

### **Module-III**

Collective Bargaining-Meaning, Characteristics, Need, Importance, Essential Conditions for Success of Collective Bargaining, Process of Collective Bargaining, Causes for Failure of Collective Bargaining, Options in Case of Collective Bargaining.

Workers Participation in Management-Concept, Pre-Requisites, Levels of Participation, Benefits of Participation. *(20 Sessions)*

### **Module-IV**

Impact of Globalization &Information Technology on IR.

Role of Human Resource Development in Developing Industrial Relation- Industrial Relation Democracy, Industrial peace.

Salient features of Industrial Employment (Standing order) Act1946. *(20 Sessions)*

### Suggested Readings:

1. Dynamic Personnel Administration - Prof. M.N.Rudrabasavraj.
2. Personnel Management and Industrial Relations –P.C.ShejwalkarandS.B.Malegaonkar
3. Labour Management Relations in India – K.M.Subramanian
4. Trade Unionism. Myth and Reality, New Delhi, Oxford University Press, 1982.Mamkoottam
5. Management of Industrial Relations – PramodVerma

### Course Outcomes (CO)

CO #	Course Outcomes (CO)
CO -1	<b>Discuss</b> and <b>explain</b> various concepts of Industrial Relations
CO-2	<b>Interpret</b> and <b>solve</b> the problems relating to Industrial Relations with the application of the concepts of IR Policies.
CO-3	<b>Distinguish</b> between knowledge and application of Industrial Relations in solving real life accounts problems in corporate world.
CO-4	<b>Evaluate</b> management techniques of an organization with the application of the concepts of Industrial Relations.

### CO-PO-PSO Mapping

CO #	Course Outcomes (CO)	POs	PSOs
CO -1	<b>Discuss</b> and <b>explain</b> various concepts of Industrial Relations	1,2,3	1,2,3,4,5,6
CO-2	<b>Interpret</b> and <b>solve</b> the problems relating to Industrial Relations with the application of the concepts of IR Policies.	1,2,3	1,2,3,4,5,6
CO-3	<b>Distinguish</b> between knowledge and application of Industrial Relations in solving real life accounts problems in corporate world.	1,2,3,4	1,2,3,4,5,6
CO-4	<b>Evaluate</b> management techniques of an organization with the application of the concepts of Industrial Relations.	1,2,3,4	1,2,3,4,5,6



## CO-PO Matrix

CO/PO	PO 1	PO 2	PO 3	PO 4
CO 1	3	3	2	-
CO 2	3	3	3	-
CO 3	3	3	3	2
CO 4	3	3	3	2
Average	3	3	2.75	2

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) (-): None

## CO-PSO Matrix

Course Outcome	Programme Specific Outcome					
	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	3	3	3	3	3	3
CO 2	3	3	3	3	2	3
CO 3	3	2	3	3	3	3
CO 4	3	3	3	3	3	3
Average	3	2.75	3	3	2.75	3

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) (-): None

## **Subject: Entrepreneurship Development**

**Semester: 6**

**Subject Category: NM**

**Credit: 4 (L: 3 T: 1)**

### **Syllabus**

#### **Course Objective:**

The objectives of the course are:

- To learn the concept of enterprise.
- To study the system and forms of entrepreneurs.
- To explain the importance of raising capital for enterprise

#### **Module I: Concept of Entrepreneurship**

Meaning, Definition and concept of Enterprise, Entrepreneurship and Entrepreneurship Development, Evolution of Entrepreneurship, Theories of Entrepreneurship. Characteristics and Skills of Entrepreneurship, Concepts of Intrapreneurship, Entrepreneur v/s Intrapreneur, Entrepreneur Vs. Entrepreneurship, Entrepreneur Vs. Manager, Role of Entrepreneurship in Economic Development, Factors affecting Entrepreneurship, Problems of Entrepreneurship

10 Sessions

#### **Module II: Different forms of Entrepreneurship**

Forms of Business Ownership, Issues in selecting forms of ownership, Environmental Analysis, identifying problems and opportunities, Defining Business Idea, Planning Business Process,

#### **Financing of New Ventures**

Different methods of raising capital, Venture Capital

10 Sessions

#### **Module III: Role of Government in promoting Entrepreneurship**

MSME policy in India, Agencies for Policy Formulation and Implementation: District Industries Centers (DIC), Small Industries Service Institute (SISI), Entrepreneurship Development Institute of India (EDII), National Institute of Entrepreneurship & Small Business Development (NIESBUD), National Entrepreneurship Development Board (NEDB), Financial Support System: Forms of Financial support, Long term and Short term financial

support, Sources of Financial support, Development Financial Institutions, Investment Institutions 10 Sessions

**Module IV: Project Planning**

Concept, Features, Classification of projects, Issues in Project Management, Project Identification, Project Formulation, Project Design and Network Analysis, Project Evaluation, Project Appraisal, Project Report Preparation, Specimen of a Project Report, feasibility study and feasibility report 10 Sessions

**TOTAL 30 hours**

**Suggested Readings:**

Entrepreneurial Development, SS Khanka S. Chand Publishing,

**NOTE: Latest edition of the readings shall be used**

**Course Outcomes (CO) -PO-PSO Mapping**

SI No	Course Outcome
CO 1	<b>Explain</b> and <b>classify</b> the theories of Entrepreneurship
CO 2	<b>Interpret</b> the various forms of Entrepreneurship
CO 3	<b>Compare</b> and <b>contrast</b> the Role of Govt for promoting Entrepreneurship
CO 4	<b>Select</b> the best alternatives for project management and project feasibility

**CO-PO-PSO Mapping**

CO #	Course Outcomes (CO)	Pos	PSOs
CO -1	<b>Explain</b> and <b>classify</b> the theories of Entrepreneurship	1,2,3	1,2,3,4,5,6
CO-2	<b>Interpret</b> the various forms of Entrepreneurship	1,2,3,4	1,2,3,4,5,6

CO-3	<b>Compare and contrast</b> the Role of Govt for promoting Entrepreneurship	1,2,3,4	1,2,3,4,5,6
CO-4	<b>Select</b> the best alternatives for project management and project feasibility	1,2,3,4	1,2,3,4,5,6

### CO-PO Mapping

CO/PO	PO 1	PO 2	PO 3	PO 4
CO 1	3	3	2	-
CO 2	3	3	3	-
CO 3	3	3	3	3
CO 4	3	3	3	3
AVG	3	3	2.75	3

### CO-PSO Matrix

Course Outcome	Programme Specific Outcome					
	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	3	3	3	3	3	3
CO 2	3	3	3	3	3	3
CO 3	3	3	3	3	3	3
CO 4	3	3	3	3	3	3
AVG	3	3	3	3	3	3

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

## **Subject: Strategic Finance**

**Semester: 7**

**Subject Category: MC**

**Credit: 4 (L:3, T: 1)**

### **Syllabus**

#### **Module-I: Introduction**

Meaning of SFM - Reasons for managing business financially - 9-s model for SFM - Financial goals and strategy- Value Chain analysis- Cost Benefit analysis- Strategic Business Units- Strategic Planning process- Life –Cycle costing- Activity Based costing *(5 Sessions)*

#### **Module-II: Risk Analysis & Classification**

Types of risk - Financial risk- market risk and credit risk, foreign exchange risk, interest rate risk, counterparty risk, systemic risk- operational risk, Strategic risk, Risk and return analysis (practical problems involving expected return and risk)- Difficulties in measurement of risk, Risk classification system-COSO

Investment Decisions & Project Cashflows

Long- term Investment decisions- Types of long-term investment decisions- Phases in long term investment decisions- Different analyses for evaluating an investment proposal- Estimation of project cash flow- Initial cash flow, Sunk cost, Terminal cash flow (problems on estimation of cash flow) – Relevant cost analysis (concept)

*(10 Sessions)*

#### **Module-III: Capital budgeting decisions**

Traditional Capital Budgeting evaluation methods (PBP & ARR-revision of these concepts) Capital budgeting decisions under uncertainty and risky situations-Concept of probability & expected value Certainty Equivalent approach, Simulation and Decision tree analysis, Sensitivity analysis, Capital Rationing, Adjusted Net Present Value, Replacement decisions, Effect of inflation on CB decisions (case study)

Corporate Valuation and Shareholder Value Creation

Reasons for valuation of business enterprise - Different Approaches to corporate valuation –Discounted Cash Flow valuation- FCFE, NOPLAT, FCFE, EVA- problems on DCF method of valuation- Traditional techniques of evaluating value- ROI, EBIT, EBIDTA, ROCE, RONA- New approaches to shareholder valuation

*(15 Sessions)*

## Module-IV: Expansion & Financial Re- structuring

Need for financial restructuring - Restructuring through privatization-Restructuring of sick companies - Mergers and amalgamations – Calculation of purchase consideration- Share exchange ratio- Evaluation of M&A decisions (problems)- legal procedure for merger –benefits and cost of merger; Corporate and distress restructuring – Demergers- Leverage buyout-share repurchases.

Ethical Aspects in SFM

Ethical Dilemma faced by Financial Managers - Need for corporate social responsibility - Corporate governance- Key stakeholders of an organization-shareholders, lenders, directors, employees, customers, suppliers and the government- Principles of Corporate Governance- Audit Committee- Role of BOD- Good CG practices (case study)

*(10 Sessions)*

### Suggested Readings:

1. Rustagi., R P (2010), 4th ed., Financial Management - Theory, Concepts And Problem, New Delhi: Taxman Publications Pvt. Limited.
2. Pandey.I.M. (2015) Financial Management (9 ed). New Delhi: Vikas Publications
3. Jakothiya, Girish. (2000). Strategic Financial Management.New Delhi: Vikas Publishing House.
4. Prasanna, C. (2011) Corporate Valuation and Value creation. New Delhi: TATA McGraw Hill.

### Course Outcomes (CO)

CO #	Course Outcomes (CO)
CO -1	<b>Discuss</b> and <b>explain</b> the various concepts of Strategic Financial Management
CO-2	<b>Interpret</b> and <b>solve</b> the financial problems relating to investment with the application of the concepts of Strategic Finance
CO-3	<b>Distinguish</b> between the various functional areas of Strategic Financial Management
CO-4	<b>Evaluate</b> management strategies of an organization with the application of the concepts of Strategic Finance.

## CO-PO-PSO Mapping

CO #	Course Outcomes (CO)	POs	PSOs
CO -1	<b>Discuss</b> and <b>explain</b> the various concepts of Strategic Financial Management	1,2,3	1,2,3,4,5,6
CO-2	<b>Interpret</b> and <b>solve</b> the financial problems relating to investment with the application of the concepts of Strategic Finance	1,2,3	1,2,3,4,5,6
CO-3	<b>Distinguish</b> between the various functional areas of Strategic Financial Management	1,2,3,4	1,2,3,4,5,6
CO-4	<b>Evaluate</b> management strategies of an organization with the application of the concepts of Strategic Finance.	1,2,3,4	1,2,3,4,5,6

## CO-PO Matrix

CO/PO	PO 1	PO 2	PO 3	PO 4
CO 1	3	3	2	-
CO 2	3	3	3	-
CO 3	3	3	3	2
CO 4	3	3	3	2
Average	3	3	2.75	2

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) (-): None

## CO-PSO Matrix

Course Outcome	Programme Specific Outcome					
	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	3	3	3	3	3	3
CO 2	3	3	3	3	2	3
CO 3	3	2	3	3	3	3
CO 4	3	3	3	3	3	3
Average	3	2.75	3	3	2.75	3

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) (-): None

# **Subject: Application of Artificial Intelligence in Digital Marketing**

**Semester: 7**

**Subject Category: MC**

**Credit: 4 (L:3, T:1)**

## **Syllabus**

### **Module-I: Introduction to AI in Digital Marketing**

Overview of Artificial Intelligence and its impact on marketing, Understanding the digital marketing ecosystem, AI tools and technologies used in digital marketing

AI-powered Customer Segmentation and Personalization

Leveraging AI for customer segmentation and targeting, Personalization strategies using AI-driven content recommendations, Case studies on successful AI-driven personalization in marketing *(10 Sessions)*

### **Module-II: Predictive Analytics and Lead Scoring**

Introduction to predictive analytics in marketing, Implementing lead scoring models with AI algorithms, Real-world examples of predictive marketing campaigns

Chatbots and Conversational Marketing

Building AI-powered chatbots for customer support and lead generation, Natural Language Processing (NLP) and its role in chatbot development, Ethical considerations in AI-driven conversational marketing

*(10 Sessions)*

### **Module-III: AI in Content Creation and Curation**

AI-generated content: pros, cons, and best practices, Content curation using AI tools for social media and blogs, Evaluating the authenticity and credibility of AI-generated content

AI-driven Search Engine Optimization (SEO)

Enhancing SEO with AI-powered keyword research and content optimization, understanding search engine algorithms and AI's role in search rankings, SEO auditing using AI analytics tools. *(10 Sessions)*

### **Module-IV: AI in Social Media Marketing**

AI-based social media listening and sentiment analysis, automating social media posts and engagement using AI tools, Case studies on successful AI-driven social media campaigns

AI and Influencer Marketing



Identifying influencers through AI analysis and data mining, Measuring the effectiveness of influencer marketing with AI metrics, Challenges and limitations of AI in influencer marketing  
 AI in Email Marketing and Customer Retention  
 AI-driven email campaigns for personalized customer engagement, AI-powered customer retention strategies and churn prediction, Evaluating AI performance in email marketing campaigns. *(10 Sessions)*

### Course Outcomes (CO)

SI No.	Course Outcomes
CO 1	<b>Discuss</b> the various concepts and applications of AI
CO 2	<b>Explain</b> the intersection of Artificial Intelligence (AI) and Digital Marketing, focusing on how AI technologies are revolutionizing the way businesses approach marketing strategies, customer engagement, and data-driven decision-making.
CO 3	<b>Uses</b> about various AI applications in digital marketing, including predictive analytics, natural language processing, image recognition, and personalized content delivery.

### CO-PO-PSO Mapping

SI No.	Course Outcomes	POs	PSOs
CO 1	<b>Discuss</b> the various concepts and applications of AI	1,2,3	1,2,3,4,5,6
CO 2	<b>Explain</b> the intersection of Artificial Intelligence (AI) and Digital Marketing, focusing on how AI technologies are revolutionizing the way businesses approach marketing strategies, customer engagement, and data-driven decision-making.	1,2,3,4	1,2,3,4,5,6
CO 3	<b>Uses</b> about various AI applications in digital marketing, including predictive analytics, natural language processing, image recognition, and personalized content delivery.	1,2,3,4	1,2,3,4,5,6

### CO-PO Matrix

CO/PO	PO 1	PO 2	PO 3	PO 4
CO 1	3	3	2	-
CO 2	3	3	3	-
CO 3	3	3	3	2
<b>Average</b>	<b>3</b>	<b>3</b>	<b>2.75</b>	<b>2</b>

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) (-): None

### CO-PSO Matrix

Course Outcome	Programme Specific Outcome					
	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	3	3	3	3	3	3
CO 2	3	3	3	3	2	3
CO 3	3	2	3	3	3	3
<b>Average</b>	<b>3</b>	<b>2.75</b>	<b>3</b>	<b>3</b>	<b>2.75</b>	<b>3</b>

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) (-): None

## **Subject: Business Policy & Strategy**

**Semester: 7**

**Subject Category: MC**

**Credit: 4 (L:3 T:1)**

### **Syllabus**

#### **Course Objective:**

The objectives of the course are:

- To learn the concept of strategy formulation.
- To study the implementation by exploring about general management.
- To develop skills for strategic thinking and analysis, leadership, communication, teamwork, and cross-functional integration

#### **Module I: Introduction to Business Policy and Strategy**

Nature & importance of business policy & strategy; Introduction to the strategic management process and related concepts; Characteristics of corporate, business & functional level statement. *(10 Sessions)*

#### **Module II: Environmental Analysis & Diagnosis**

Analysis, Importance of organization capabilities, competitive advantage and core competence *(10 Sessions)*

#### **Module III: Formulation of Competitive Strategies**

Michael E. Porter's offensive & defensive moves; formulating Corporate Strategies- Introduction to strategies of growth, stability and renewal, types of growth strategies concentrated growth, product development, integration, diversification, international expansion (multi domestic approach, franchising, licensing and joint ventures), CAGE distance framework, Types of renewal strategies retrenchment and turnaround. Strategic fundamentals of merger & acquisitions. *(10 Sessions)*

## Module IV: Strategic Analysis and Choice:

Strategic gap analyses; portfolio analyses BCG, GE, product market evolution matrix, experience curve, directional policy matrix, life cycle portfolio matrix, grand strategy selection matrix; behavioral considerations affecting choice of strategy; impact of structure, culture & leadership on strategy implementation; functional strategies & their link with business level strategies; introduction to strategic control & evaluation. **(10 Sessions)**

### Suggested Readings:

1. Pearce, J.A. & Robinson, R.B. Strategic Management: Formulation Implementation and Control. McGraw Hill Education [8,9,12 and 13]
2. Strickland, A.J. III & Thompson, A.A. Strategic Management: Concepts and Cases. McGraw Hill Education
3. Kazmi, A. Strategic Management and Business Policy. McGraw Hill Education

### Course Outcomes (CO)

SI No	Course Outcome
CO 1	<b>Explain</b> and <b>classify</b> the theories of the internal and external environments in which businesses operate
CO 2	<b>Interpret</b> the various forms of the theories, concepts and tools that support strategic management in organizations
CO 3	<b>Compare</b> and <b>contrast</b> the nature and dynamics of strategy formulation and implementation processes at corporate and business level
CO 4	<b>Select</b> the best alternatives for enhanced ability to identify strategic issues and design appropriate courses of action

### CO-PO-PSO Mapping

CO #	Course Outcomes (CO)	POs	PSOs
CO -1	<b>Explain</b> and <b>classify</b> the theories of the internal and external environments in which businesses operate	1,2,3	1,2,3,4,5,6
CO-2	<b>Interpret</b> the various forms of the theories, concepts and tools that support strategic management in organizations	1,2,3,4	1,2,3,4,5,6
CO-3	<b>Compare</b> and <b>contrast</b> the nature and dynamics of strategy formulation and implementation processes at corporate and business level	1,2,3,4	1,2,3,4,5,6
CO-4	<b>Select</b> the best alternatives for enhanced ability to identify strategic issues and design appropriate courses of action	1,2,3,4	1,2,3,4,5,6

## CO-PO Matrix

CO/PO	PO 1	PO 2	PO 3	PO 4
CO 1	3	3	2	-
CO 2	3	3	3	-
CO 3	3	3	3	3
CO 4	3	3	3	3
Average	3	3	2.75	3

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

## CO-PSO Matrix

Course Outcome	Programme Specific Outcome					
	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	3	3	3	3	3	3
CO 2	3	3	3	3	3	3
CO 3	3	3	3	3	3	3
CO 4	3	3	3	3	3	3
Average	3	3	3	3	3	3

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

## **Subject: Business Environment**

**Semester: 7**

**Subject Category: MC**

**Credit: 4 (L:3, T:1)**

## **Syllabus**

### **Course Objective:**

The objectives of the course are to provide:

- Understanding of Basic concepts and definition Business Environment.
- Getting The knowledge of PESTEL.
- Recognize internal and external business environment.
- Understand the contribution of business enterprises.

### **Module-I**

**Introduction:** Meaning of Business Environment, Factors affecting environment to the business, Internal and external environment, micro environment, macro environment. Types of environments. *(10 Sessions)*

### **Module-II**

**Economic Environment:** Nature of economy, structure of the economy, economic policies, economic conditions.

**Political Environment:** Economic roles of the government, government and legal environment, economic roles of government of India. *(10 Sessions)*

### **Module-III**

**Technological Environment:** Concept and significance of technological environment, regulation of foreign investment and collaboration *(10 Sessions)*

### **Module-IV**

**Social Environment:** Business and society, business and culture, language, culture and organizational behaviour, other social/cultural factors, social responsibility of business.

**The contribution of public sector enterprises in India:** Privatization and disinvestment in India, Foreign Direct Investment in India, its impact on Indian economy. *(10 Sessions)*

### Suggested Readings:

Business Environment: – To be provided by ICA Eduskills Pvt. Ltd.

### Reference Books:

- 1 Saleem Sheikh, Business Environment, Pearson Education, New Delhi
- 2 Vivek Mittal, Business Environment, Excel Books, New Delhi

### Course Outcomes (CO)

CO #	Course Outcomes (CO)
CO -1	<b>Define</b> the various issues and crisis in business with the context of current environmental situation.
CO-2	<b>Explain</b> the PESTEL
CO-3	<b>Solving</b> the problems affecting the business by finding out opportunities to overcome those

### CO-PO-PSO Mapping

CO #	Course Outcomes (CO)	POs	PSOs
CO -1	<b>Define</b> the various issues and crisis in business with the context of current environmental situation.	1,2,3	1,2,3,4,5,6
CO-2	<b>Explain</b> the PESTEL	1,2,3	1,2,3,4,5,6
CO-3	<b>Solving</b> the problems affecting the business by finding out opportunities to overcome those	1,2,3	1,2,3,4,5,6

## CO-PO Matrix

CO/PO	PO 1	PO 2	PO 3	PO 4
CO 1	3	3	3	2
CO 2	3	3	3	3
CO 3	3	3	3	3
Average	3	3	3	2.67

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

## CO-PSO Matrix

Course Outcome	Programme Specific Outcome					
	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	3	3	3	3	3	3
CO 2	3	3	3	3	3	3
CO 3	3	3	3	3	3	3
Average	3	3	3	3	3	3

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

## **Subject: Psychology for Business**

**Semester: 7**

**Subject Category: NM**

**Credit: 4 (L:3, T:1)**

### **Syllabus**

#### **Module-I**

Introduction to psychology for managers Individual behavior *(10 Sessions)*

#### **Module-II**

Perception, Personality, Attitude and Values *(10 Sessions)*

#### **Module-III**

Motivational techniques Morale Interpersonal Behaviour & Transactional analysis Interpersonal Behaviour & Transactional analysis *(10 Sessions)*

#### **Module-IV**

Stress Management & Management of Conflict *(10 Sessions)*

#### **Suggested Readings:**

1. Sinha, J.B.P. (2013). Culture and organizational behaviour. New Delhi: Sage
2. Sinha, J.B.P. (1990). Work culture in the Indian Context. New Delhi: Sage



## Course Outcomes (CO)

SI No.	Course Outcomes
CO 1	<b>Discuss</b> and <b>explain</b> the various concepts and applications of managerial psychology for the workplace
CO 2	<b>Interpret</b> the implications of psychological aspects to achieve positive outcome in organizations
CO 3	<b>Distinguish</b> between individual and group dimensions and explore about organizational ethics
CO 4	<b>Evaluate</b> why employees behave the way they do, and predict their future behaviour

## CO-PO-PSO Mapping

CO #	Course Outcomes (CO)	POs	PSOs
CO -1	<b>Discuss</b> and <b>explain</b> the various concepts and applications of managerial psychology for the workplace	1,2,3	1,2,3,4,5,6
CO-2	<b>Interpret</b> the implications of psychological aspects to achieve positive outcome in organizations	1,2,3	1,2,3,4,5,6
CO-3	<b>Distinguish</b> between individual and group dimensions and explore about organizational ethics	1,2,3,4	1,2,3,4,5,6
CO-4	<b>Evaluate</b> why employees behave the way they do, and predict their future behaviour	1,2,3,4	1,2,3,4,5,6

## CO-PO Matrix

CO/PO	PO 1	PO 2	PO 3	PO 4
CO 1	3	3	2	-
CO 2	3	3	3	-
CO 3	3	3	3	2
CO 4	3	3	3	2
Average	3	3	2.75	2

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) (-): None

## CO-PSO Matrix

Course Outcome	Programme Specific Outcome					
	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	3	3	3	3	3	3
CO 2	3	3	3	3	2	3
CO 3	3	2	3	3	3	3
CO 4	3	3	3	3	3	3
Average	3	2.75	3	3	2.75	3

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) (-): None

# **Subject: Customer Relationship Management & Enterprise Resource Planning**

**Semester: 8**

**Subject Category: MC**

**Credit: 4 (L:3 T:1)**

## **Syllabus**

### **Course Objective:**

The objectives of the course are to provide:

- Understanding about CRM and business strategy
- Getting the idea of enterprise resource planning and its benefit in workforce
- Application of knowledge in day-to-day business with structural transformation of ERP.

### **Module-I**

**Introduction to CRM:** Definition and concepts of CRM, Components of CRM, Understanding the goal of CRM and Customer Touch Points.

**CRM Process:** Introduction and Objectives of a CRM Process; an Insight into CRM and eCRTA/online CRM, The CRM cycle i.e., Assessment Phase; Planning Phase; The Executive Phase; Modules in CRM, 4C's (Elements) of CRM Process, CRM Process for Marketing Organization, CRM Affiliation in Retailing Sector.

**Developing CRM Strategy:** Role of CRM in business strategy, Understanding Service Quality: Technical, Functional, and dimensions of service quality, Managing Customer communications. 10 Sessions

### **Module-II**

**CRM Implementation:** Choosing the right CRM Solution; Framework for Implementing CRM: a Step-by-Step Process: Five Phases of CRM Projects: Development Customizations; Beta Test and Data Import; Train and Retain; Roll out and System Hand-off; Support.

**Sales Force Automation** - Sales Process, Activity, Contact, Lead and Knowledge Management. Field Force Automation.

**CRM links in E-business:** E-Commerce and Customer Relationships on the Internet, Supplier 10 Sessions

### **Module-III**

**Introduction to ERP Enterprise** – An Overview Integrated Management Information, Business Modelling, Integrated Data Model

**ERP Manufacturing Perspective and ERP Modules** MRP Material Requirement Planning, BOM- Bill of Material; MRP – Manufacturing Resource Planning, DRP – Distributed Requirement Planning; PDM -Product Data Management. Finance, Plant Maintenance, Quality Management, Materials Management.  
10 Sessions

**Module-IV**

**Benefits of ERP**

Reduction of Lead-Time, On-time Shipment, Reduction in Cycle Time, Improved Resource Utilization, Better Customer Satisfaction, Improved Supplier Performance, Increased Flexibility, Reduced Quality, Costs, Improved Information Accuracy and Design making Capability

**E-Commerce to E-business**

E-Business structural transformation, Flexible Business Design, Customer Experience, Create the new techno enterprise, new generation e-business leaders, memo to CEO, Empower your customer, Integrate Sales and Service, Integrated Enterprise applications. Enterprise resource planning the E-business Backbone Enterprise architecture, planning, ERP usage in Real world, ERP Implementation, Future of ERP applications, memo to CEO, E-Procurement, E- Governance, Developing the E-Business Design. JD Edwards-Enterprise One. Microsoft Dynamics-CRM Module 10 Sessions

**Course Outcomes (CO)**

CO #	Course Outcomes (CO)
CO -1	<b>Discuss</b> and <b>explain</b> the various concepts of Interpersonal Group Processes
CO-2	<b>Interpret</b> and <b>solve</b> the issues of team management with group dynamics
CO-3	<b>Distinguish</b> between the various functional areas of Groups and Teams
CO-4	<b>Evaluate</b> Intervention techniques of an organization with the application of the concepts of interpersonal skills.

**CO-PO-PSO Mapping**

CO #	Course Outcomes (CO)	POs	PSOs
CO -1	<b>Discuss</b> and <b>explain</b> the various concepts of Interpersonal Group Processes	1,2,3	1,2,3,4,5,6
CO-2	<b>Interpret</b> and <b>solve</b> the issues of team management with group dynamics	1,2,3,4,	1,2,3,4,5,6
CO-3	<b>Distinguish</b> between the various functional areas of Groups and Teams	1,2,3	1,2,3,4,5,6
CO-4	<b>Evaluate</b> Intervention techniques of an organization with the application of the concepts of interpersonal skills.	1,2,4	1,2,3,4,5,6

## CO-PO Matrix

CO/PO	PO 1	PO 2	PO 3	PO 4
CO 1	3	3	3	2
CO 2	3	3	3	3
CO 3	3	3	3	3
Average	3	3	3	2.67

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

## CO-PSO Matrix

Course Outcome	Programme Specific Outcome					
	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	3	3	3	3	3	3
CO 2	3	3	3	3	3	3
CO 3	3	3	3	3	3	3
Average	3	3	3	3	3	3

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

# **Subject: Project Management in Digital Marketing Firms**

**Semester: 8**

**Subject Category: MC**

**Credit: 4 (L:3 T:1)**

## **Syllabus**

### **Module-I**

Introduction to Project Management in Digital Marketing

Overview of project management concepts and methodologies, Understanding the importance of project management in digital marketing firms, Key roles and responsibilities of project managers in marketing projects

Project Initiation and Stakeholder Analysis

Defining project objectives, scope, and deliverables, Identifying stakeholders and conducting stakeholder analysis, Creating project charters and gaining stakeholder buy-in *(5 Sessions)*

### **Module-II**

Creating Effective Project Plans

Techniques for project planning, scheduling, and resource allocation, Developing work breakdown structures (WBS) for marketing projects, Tools and software for project planning and collaboration

Managing Digital Marketing Teams

Building and leading cross-functional marketing teams, Effective communication and collaboration strategies, Conflict resolution and managing team dynamics *(10 Sessions)*

### **Module-III**

Agile Project Management for Marketing Campaigns

Introduction to Agile methodologies in digital marketing, Implementing Scrum and Kanban for marketing projects, Iterative planning and continuous improvement

Risk Management in Digital Marketing Projects

Identifying and assessing risks in marketing campaigns, Risk mitigation strategies and contingency planning, Monitoring and managing risks throughout the project lifecycle

Budgeting and Cost Control

Creating marketing project budgets and cost estimates, Tracking project expenses and managing cost variances, Ensuring profitability and value for the client *(10 Sessions)*

## Module-IV

### Time Management and Meeting Deadlines

Techniques for time tracking and time management in marketing projects, Strategies for meeting tight deadlines and managing project timelines, Addressing delays and schedule disruptions

### Quality Assurance and Client Satisfaction

Ensuring quality in marketing deliverables, conducting quality audits and client feedback sessions, Strategies for achieving high client satisfaction

### Performance Measurement and Metrics

Defining key performance indicators (KPIs) for marketing projects, Measuring project performance and success criteria, Data-driven decision-making for project improvements. *(10 Sessions)*

## Module-V

### Project Documentation and Reporting

Importance of project documentation and maintaining records, creating clear and concise project reports for clients and stakeholders, Utilizing project management tools for reporting

### Change Management in Digital Marketing Projects

Dealing with scope changes and project deviations, Change control processes and impact analysis, Managing client expectations during project execution

### Project Closure and Lessons Learned

Strategies for successful project closure and handover, Conducting post-project reviews and capturing lessons learned, Celebrating successes and continuous improvement *(5 Sessions)*

## Course Outcomes (CO)

CO #	Course Outcomes (CO)
CO -1	<b>Define</b> the principles and methodologies of project management in digital marketing
CO-2	<b>Evaluate</b> comprehensive project plan for a digital marketing campaign, considering scope, resources, and timelines
CO-3	<b>Use</b> agile methodologies to manage and track marketing projects iteratively
CO-4	<b>Understand</b> clear and concise project reports for clients and stakeholders

## CO-PO-PSO Mapping

CO #	Course Outcomes (CO)	POs	PSOs
CO -1	<b>Define</b> the principles and methodologies of project management in digital marketing	1,2,3,4	1,2,3,4,5,6
CO-2	<b>Evaluate</b> comprehensive project plan for a digital marketing campaign, considering scope, resources, and timelines	1,2,3	1,2,3,4,5,6
CO-3	<b>Use</b> agile methodologies to manage and track marketing projects iteratively	1,2,3,4	1,2,3,4,5,6
CO-4	<b>Understand</b> clear and concise project reports for clients and stakeholders	1,2,3,4	1,2,3,4,5,6

## CO-PO Matrix

CO/PO	PO 1	PO 2	PO 3	PO 4
CO 1	3	3	2	1
CO 2	2	3	3	-
CO 3	3	3	3	2
CO 4	3	3	3	3
Average	2.75	3	2.75	2

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High)-: None

## CO-PSO Matrix

Course Outcome	Programme Specific Outcome					
	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	3	3	3	3	3	3
CO 2	3	3	3	3	2	3
CO 3	3	3	3	3	3	3
CO 4	3	3	3	3	3	3
Average	3	3	3	3	2.75	3

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High)-: None



# **Subject: Influencer Marketing**

**Semester: 8**

**Subject Category: ME**

**Credit:4 (L:3, T:1)**

## **Syllabus**

### **Module-I: What works in Influencer Marketing**

Be organized, put together a strategy, plan, and budget, spend time on research, decide on your approach to finding influencers – find them organically, subscribe to a platform, or work through an agency, be patient and be human – people talking to people, not companies talking to company *(5 Sessions)*

### **Module-II: Carefully consider your approach to influencer marketing**

Understand what Influencer Marketing is and its many different faces, recognise how Influencer Marketing fits within the marketing mix and how to find the right influencers for your brand, build a compelling proposition for your influencers, Understand the ladder of engagement to maximise your Influencer programme, appreciate the legal guidelines around Influencer Marketing, define a measurement framework. *(5 Sessions)*

### **Module-III: What is Influencer Marketing in today's world**

More than just a celebrity Endorsement, How has the online world changed the sphere of Influence, Understanding why it's so powerful, The importance of building a relationship, How to make the 'Connected Consumer' a friend *(5 Sessions)*

### **Module-IV: How to find the right Influencer for your brand**

Identify the right influencer through segmentation, targeting and positioning, Link an influencer back to your brand values and customer personas, Perform effective influencer outreach – an insight into useful tools and paid vs non-paid, Set your objectives – be clear about deliverables *(5 Sessions)*

### **Module-V: How to get the most out of your Influencer Relations**

Deliver a compelling proposition for your Influencers, How to negotiate effectively with Influencers, The ladder of engagement to maximise your influencers – pinpoint and scale, How your customers can become your influencers *(5 Sessions)*

## Module-VI: Embracing social media to support your Influencer Strategy

How to integrate the Influencer Activity into your social media channels, The power of Communities, The importance of listening to your customers, Why brand advocates are critical to success. (5 Sessions)

## Module-VII: Integration across the marketing mix

The importance of creating strong content, Creativity is needed to make an impact, Influencers and PR, Understand the power of external link building, How Influencer marketing can drive SEO. (5 Sessions)

## Module-VIII: What does success look like?

Understand the legal guidelines, best practices to maximize you spend, When is it time to move on with a particular Influencer, How to measure its success (5 Sessions)

## Course Outcomes (CO)

CO #	Course Outcomes (CO)
CO -1	<b>Define</b> the effectiveness of influencer marketing
CO-2	<b>Evaluate</b> accurately measuring the influence of your own brand and individuals you may wish to partner with to forward your brand
CO-3	<b>Use</b> the idea to contact and build relationships with influencers

## CO-PO-PSO Mapping

CO #	Course Outcomes (CO)	POs	PSOs
CO -1	<b>Define</b> the effectiveness of influencer marketing	1,2,3	1,2,3,4,5,6
CO-2	<b>Evaluate</b> accurately measuring the influence of your own brand and individuals you may wish to partner with to forward your brand	1,2,3	1,2,3,4,5,6
CO-3	<b>Use</b> the idea to contact and build relationships with influencers	1,2,3,4	1,2,3,4,5,6

## CO-PO Matrix

CO/PO	PO 1	PO 2	PO 3	PO 4
CO 1	3	3	2	1
CO 2	2	3	3	-
CO 3	3	3	3	2
Average	2.65	3	2.65	1.66

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High)-: None

## CO-PSO Matrix

Course Outcome	Programme Specific Outcome					
	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	3	3	3	3	3	3
CO 2	3	3	3	3	2	3
CO 3	3	3	3	3	3	3
Average	3	3	3	3	2.65	3

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High)-: None

## **Subject: International Marketing**

**Semester: 8**

**Subject Category: ME**

**Credit: 4 (L:3, T:1)**

### **Syllabus**

#### **Module-I**

Introduction to International Marketing

International Marketing Environment: Preparing for International Marketing Strategies, *(10 Sessions)*

#### **Module-II**

International Marketing Mix: International Research and Segmentation, Developing Global Products and Pricing, International Promotion and Advertising, International Distribution Systems *(10 Sessions)*

#### **Module-III**

The Indian Export Scenario; The Export Import Scene in India Import-Export Policy, Export Documentation, Export Procedure, International Technology Transfer and Counter Trade, The Trade Mark Regime *(10 Sessions)*

#### **Module-IV**

International Marketing Planning: Managing Systems for International Marketing, Reflection and Evaluation of the Endeavours *(10 Sessions)*

#### **Suggested Readings:**

1. Black & Sundaram: International Marketing: PHI
2. Doole, J. & Lowe, R.: International Marketing Strategy; Thomson
3. Johansson, J.K., TMH
4. Joshi: International Marketing: OUP
5. Keegan: Global Marketing Management: Pearson
6. Lee, K. & Carter, S., Global Marketing management, OUP
7. Onkvisit & Shaw: International Marketing – Analysis & Strategy: Pearson
8. Paul, J. & Kapoor, R., International Marketing, TMH

## Course Outcomes (CO)

CO #	Course Outcomes (CO)
CO -1	<b>Define</b> and <b>state</b> the various terms of international marketing.
CO-2	<b>Explain</b> the various concepts of international marketing.
CO-3	<b>Choose</b> the most appropriate methods of marketing
CO -4	<b>Compare</b> among the various marketing strategies
CO-5	<b>Evaluate</b> and <b>select</b> the appropriate channel of marketing communication.
CO-6	<b>Formulate</b> and <b>develop</b> strategic marketing plans.

## CO-PO-PSO Mapping

CO #	Course Outcomes (CO)	POs	PSOs
CO -1	<b>Define</b> and <b>state</b> the various terms of international marketing.	1,2,3,	1,2,3,4,5,6
CO-2	<b>Explain</b> the various concepts of international marketing.	1,2,3,	1,2,3,4,5,6
CO-3	<b>Choose</b> the most appropriate methods of marketing	1,2,3,	1,2,3,4,5,6
CO -4	<b>Compare</b> among the various marketing strategies	1,2,3	1,2,3,4,5,6
CO-5	<b>Evaluate</b> and <b>select</b> the appropriate channel of marketing communication.	1,2,3,4	1,2,3,4,5,6
CO-6	<b>Formulate</b> and <b>develop</b> strategic marketing plans.	1,2,3,4	1,2,3,4,5,6

## CO-PO Matrix

CO/PO	PO 1	PO 2	PO 3	PO 4
<b>CO 1</b>	3	3	3	2
<b>CO 2</b>	3	3	3	3
<b>CO 3</b>	3	3	3	3
<b>CO 4</b>	3	3	3	2
<b>CO 5</b>	3	3	3	3
<b>CO 6</b>	3	3	3	3
<b>Average</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>2.67</b>

**1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) (-): None**

## CO-PSO Matrix

Course Outcome	Programme Specific Outcome					
	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	3	3	3	3	3	3
CO 2	3	3	3	3	3	3
CO 3	3	3	3	3	3	3
CO 4	3	3	3	3	3	3
CO 5	3	3	3	3	3	3
CO 6	3	3	3	3	3	3
Average	3	3	3	3	3	3

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) (-): None

# **Subject: Interpersonal & Group Processes**

**Semester: 8**

**Subject Category: ME**

**Credit: 4 (L:3, T:1)**

## **Syllabus**

### **Module-I**

Nature of Groups at work: What is a group? Definition, Types of groups, Dynamics of group formation, structure and dynamics of work groups, group cohesiveness. *(5 Sessions)*

### **Module-II**

Group Vs Teams: Concept of Teams, Distinguishing Team from groups, types of team's Dysfunctions of groups and Teams, Dynamics of Informal groups *(10 Sessions)*

### **Module-III**

Effective Team Performance: Creating Teams, making Team successful obstacles to success, Training in Team skills developing successful teams. *(10 Sessions)*

### **Module-IV**

Individual Performance in groups: Interpersonal communication, - Johari Window, Interpersonal awareness, Social facilitation, Social loafing Interpersonal Trust, - Interpersonal conflicts, Group decision making, Group Synergy. *(10 Sessions)*

### **Module-V**

Intervention Techniques: Counseling Techniques, Grid Management, Transactional Analysis, Sensitivity Training, Process Consultancy, Skill development techniques. *(5 Sessions)*

## **Suggested Readings:**

1. Bennis, W G Essay in International Dynamics U.S.A Dorsey Press, 1979 2. Kolb, D etc.
2. Organizational Behaviour: An Experiential Approach 5th ed. Englewood Cliffs, New Jersey, Prentice Hall, Inc. 1991 3. Kolb, D etc.
3. Organizational Behaviour: Practical Readings for management 5<sup>th</sup> edition

## Course Outcomes (CO)

CO #	Course Outcomes (CO)
CO -1	<b>Discuss</b> and <b>explain</b> the various concepts of Interpersonal Group Processes
CO-2	<b>Interpret</b> and <b>solve</b> the issues of team management with group dynamics
CO-3	<b>Distinguish</b> between the various functional areas of Groups and Teams
CO-4	<b>Evaluate</b> Intervention techniques of an organization with the application of the concepts of interpersonal skills.

## CO-PO-PSO Mapping

CO #	Course Outcomes (CO)	POs	PSOs
CO -1	<b>Discuss</b> and <b>explain</b> the various concepts of Interpersonal Group Processes	1,2,3	1,2,3,4,5,6
CO-2	<b>Interpret</b> and <b>solve</b> the issues of team management with group dynamics	1,2,3,4,	1,2,3,4,5,6
CO-3	<b>Distinguish</b> between the various functional areas of Groups and Teams	1,2,3	1,2,3,4,5,6
CO-4	<b>Evaluate</b> Intervention techniques of an organization with the application of the concepts of interpersonal skills.	1,2,4	1,2,3,4,5,6

## CO-PO Matrix

CO/PO	PO 1	PO 2	PO 3	PO 4
CO 1	3	3	2	-
CO 2	3	3	3	2
CO 3	2	3	3	3
CO 4	3	3	3	3
Average	2.75	3	2.75	2.67

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) (-): None

## CO-PSO Matrix

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	3	3	2	1	3	3
CO 2	3	3	3	2	2	3
CO 3	2	3	3	3	3	2
CO 4	3	3	3	3	3	3
Average	2.75	3	2.75	2.67	2.75	2.75

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) (-): None



## **Subject: Management Information System & E-Commerce**

**Semester:** 8

**Subject Category:** ME

**Credit:** 4 (L:3 T:1)

### **Syllabus**

#### **Course Objective:**

The objectives of the course are:

- To learn the concept of information system development.
- To study the system and forms of business process management.
- To explain the importance of e governance and decision making with MIS system

#### **Module I: Information System development**

Information System Development – Approaches to IS Development, SDLC, Phases of SDLC, Make or buy decision for IS development – Structured Analysis and System Design – Software requirements specification (SRS) - Implementation and Presentation of MIS – Forms, Queries and Reports. 6 Sessions

#### **Module II: Business Process Management**

Operational advantages of enterprise-wide applications, overview of Finance & Accounting, Manufacturing, Sales & Distribution, HR Modules. Overview of Supply and Demand Chains. SCM Framework, Introduction to Supplier Relationship Management (SRM), Business case for SCM, Integration of SCM it aids in Business process re-design and optimization 6 Sessions

#### **Module III: CRM Application**

Introduction to CRM Application, Growth of CRM Applications, CRM as an enabler of Customer Centric Strategy.

**e-Governance:** Increasing use of IT for governance of civic services 6 Sessions

#### Module IV: Outsourcing:

Outsourcing of business processes

**IS Strategy:** Analyzing the Impact of IT on Strategic Decision Making, IT Evolution and its Implications for Business (Business—IT Alignment), Strategies for Managing Diverse IT Infrastructures 6 Sessions

#### Module V

Decision Making with MIS, System Concepts for MIS, Information and Communication, Problem Solving and Decision Making 6 Sessions

#### Suggested Readings:

1. Management Information System by Chatterjee, PHI Publication
2. Textbook of Management Information System by D P Nagpal, S Chand
3. Management Information System by George M Marakas, James A O’Broen, Ramesh Bhel, Tata MacGraw Hill Publication

#### Course Outcomes (CO)

SI No	Course Outcome
CO 1	<b>Explain</b> and <b>classify</b> the theories of Information System Development
CO 2	<b>Interpret</b> the various forms of Business Process Management
CO 3	<b>Compare</b> and <b>contrast</b> the SRM and CRM Applications
CO 4	<b>Select</b> the best alternatives as MIS System for project feasibility

#### CO-PO-PSO Mapping

CO #	Course Outcomes (CO)	POs	PSOs
CO -1	<b>Explain</b> and <b>classify</b> the theories of Information System Development	1,2,3	1,2,3,4,5,6
CO-2	<b>Interpret</b> the various forms of Business Process Management	1,2,3,4	1,2,3,4,5,6

CO-3	<b>Compare and contrast</b> the SRM and CRM Applications	1,2,3,4	1,2,3,4,5,6
CO-4	<b>Select</b> the best alternatives as MIS System for project feasibility	1,2,3,4	1,2,3,4,5,6

### CO-PO Mapping

CO/PO	PO 1	PO 2	PO 3	PO 4
CO 1	3	3	2	-
CO 2	3	3	3	-
CO 3	3	3	3	3
CO 4	3	3	3	3
AVG	3	3	2.75	3

### CO-PSO Matrix

Course Outcome	Programme Specific Outcome					
	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	3	3	3	3	3	3
CO 2	3	3	3	3	3	3
CO 3	3	3	3	3	3	3
CO 4	3	3	3	3	3	3
AVG	3	3	3	3	3	3

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

# **Subject Name: Online Reputation Management**

**Semester: 8**

**Subject Category: ME**

**Credit: 4 (L:3, T:1)**

## **Syllabus**

### **Module-I**

#### **Introduction to Online Reputation Management**

Overview of online reputation and its importance

Understanding the impact of online reviews and social media on reputation

The role of online reputation management in business success

#### **Online Reputation Monitoring and Analysis**

Tools and techniques for monitoring online mentions and sentiment analysis

Analyzing online feedback and customer reviews

Identifying key reputation metrics and benchmarks

#### **Branding and Building a Positive Digital Presence**

Strategies for brand building and online identity management

Creating compelling and authentic brand stories

Leveraging content marketing for positive reputation

*(8 Sessions)*

### **Module-II**

#### **Social Media Reputation Management**

Managing reputation on popular social media platforms

Handling negative comments and customer complaints

Leveraging social media for reputation repair and enhancement

#### **Search Engine Reputation Management (SERM)**

Understanding search engine results and their impact on reputation

Strategies for improving search results and managing negative content

Utilizing SEO for reputation enhancement

#### **Online Crisis Communication**

Preparing for and managing online reputation crises

Crafting effective crisis communication strategies

Case studies on successful crisis management

*(8 Sessions)*

### **Module-III**

#### **Responding to Online Criticism and Negative Reviews**

Best practices for responding to negative feedback and reviews

Turning negative experiences into positive ones

Dealing with online trolls and managing reputation attacks

#### **Online Reputation and Personal Branding**

Managing personal reputation in the digital age

Strategies for building and maintaining a positive personal brand

Online reputation and its impact on career opportunities

*(8 Sessions)*

### **Module-IV**

#### **Reputation Management for Businesses and Organizations**

Online reputation management for small businesses, startups, and large organizations

Implementing reputation management policies and guidelines

Integrating reputation management into overall marketing strategies

#### **Legal and Ethical Considerations in Online Reputation Management**

Understanding defamation and other legal issues related to reputation management

Ethical practices and transparency in online reputation management

Complying with privacy and data protection regulations

*(8 Sessions)*

### **Module-V**

#### **Monitoring and Measuring Online Reputation Success**

Tools for monitoring and tracking online reputation efforts

Analyzing reputation metrics and measuring success

Continuous improvement in reputation management strategies

#### **Future Trends in Online Reputation Management**

Emerging technologies and their impact on online reputation management

Navigating challenges and opportunities in the evolving digital landscape

Developing a forward-looking reputation management strategy

*(8 Sessions)*

## Course Outcomes (CO)

CO #	Course Outcomes (CO)
CO-1	<b>Define</b> the importance of online reputation management and its impact on individuals and businesses in the digital era
CO-2	<b>Discuss</b> and <b>explain</b> social media reputation management techniques to engage with audiences, address negativity, and enhance online reputation.
CO-3	<b>Develop</b> effective branding strategies and create compelling brand stories to shape a positive digital presence
CO-4	<b>Evaluate</b> online feedback, reviews, and mentions to assess the current state of an entity's online reputation.

## CO-PO-PSO Mapping

CO #	Course Outcomes (CO)	POs	PSOs
CO-1	<b>Define</b> the importance of online reputation management and its impact on individuals and businesses in the digital era	1,2,3,4,5,6,7,8,9	1,2,3,4,5,6
CO-2	<b>Discuss</b> and <b>explain</b> social media reputation management techniques to engage with audiences, address negativity, and enhance online reputation.	1,2,3,4,5,6,7,8,9	1,2,3,4,5,6
CO-3	<b>Develop</b> effective branding strategies and create compelling brand stories to shape a positive digital presence	1,2,3,4,5,6,7,8,9	1,2,3,4,5,6
CO-4	<b>Evaluate</b> online feedback, reviews, and mentions to assess the current state of an entity's online reputation.	1,2,3,4,5,6,7,8,9	1,2,3,4,5,6

## CO-PO Matrix

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
CO 1	3	3	2	2	1	2	2	1	3
CO 2	2	3	3	2	1	3	2	2	3
CO 3	3	3	3	2	2	3	2	2	3
CO 4	3	3	3	3	3	3	1	2	3
<b>Average</b>	<b>2.75</b>	<b>3</b>	<b>2.75</b>	<b>2.25</b>	<b>1.75</b>	<b>2.75</b>	<b>1.75</b>	<b>1.75</b>	<b>3</b>

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

## CO-PSO Matrix

Course Outcome	Programme Specific Outcome					
	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	3	3	3	3	3	3
CO 2	3	3	3	3	2	3
CO 3	3	3	3	3	3	3
CO 4	3	3	3	3	3	3
<b>Average</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>2.75</b>	<b>3</b>

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None