

Course	07990111- PRINCIPLES OF MANAGEMENT	Semester - 1
Type of Course	Major (Core) Courses	
Prerequisite		
Course Objective	<ul style="list-style-type: none"> To understand the process of business management and its functions, and To familiarize the students with current management practices. To understand the importance of ethics in business, and To acquire knowledge and capability to develop ethical practices for effective management 	

Teaching Scheme (2-0-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		weightage
				SEE	CIA	SEE	CIA	
4	-	-	4	50	50	-	-	100

SEE - Semester End Examination, **CIA** - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content		T - Teaching Hours W - Weightage	
Sr.	Topics	T	W
1	Management and its various functions Definition, nature, scope and function of management, Different schools of Management Thoughts (Scientific Management by F.W.Taylor & 14 principles of Henry Fayol), Management Hierarchy. Planning: Nature, Purpose / Significance, Types of planning, Steps in planning, planning premises, Decision Making: types of decisions, impediments in sound decision making, steps in decision making process.	15	25
2	Organizing & Delegation Organizing: Nature, importance, process, formal & informal organizations, Organizational Charts Departmentation: Definition, Bases of departmentation, Types of organization structure-functional, divisional, project, matrix organization. Authority: definition, types, responsibility & accountability. Delegation: Definition, steps in delegation, obstacles to delegation and their elimination, what is decentralization and centralization.	15	25
3	Directing Directing: Nature, importance, role & functions of supervisor. Leadership: leadership styles. Communication: Concept, importance, process, types, barriers and breakdown of communication. Social responsibility of business: Responsibility of business towards various stakeholders, responsibility of business to save environment.	15	25
4	Human Resource Management An overview, Human Resource planning, Recruitment, Sources of Recruitment, selection: process, concept of socialization/induction, performance appraisal, Training. Motivation: Concept, designing of reward system, Maslow's theory. Controlling: Meaning, importance, types of control, process, and control techniques.	15	25
Total		60	100

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy

Level	Remember	Understand	Apply	Analyze	Evaluate	Create
Weightage	-	40	30	30	-	-

NOTE: This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes

At the end of this course, students will be able to:

CO1	Represent management skills in actual work situations by learning how to plan and make effective decisions, drawing from different management approaches and applying them in real-world scenarios.
CO2	Examine organizing and authority delegation in real work settings, showcasing the skill to choose the right organizational structures for practical problem-solving.
CO3	Analyze the use of directive leadership through motivational Communication to achieve business objectives, while upholding corporate ethical obligations towards economic prosperity, social well-being, and environmental sustainability.
CO4	Describe the practical HR skills, including the application of effective controlling techniques, to succeed in real-world organizational settings.

Reference Books

1.	Essentials of Management (Text Book) By Harold Koontz & Weihrich Tata Mc Graw Hill
2.	Business Policy and Strategic Management (Text Book) By Willam F. Gluch Frank Bros & Co.-
3.	Principles & Practices of Management (Text Book) By L M Prasad Himalaya Publishing House
4.	Management – Text & Cases (Text Book) By V S Rao and V H Krishna Excel Book
5.	Business Organization and Movement (Text Book) By M C Shuklas

Course	07020111 - BUSINESS ACCOUNTING	Semester - 1
Type of Course	Major (Core) Courses	
Prerequisite		
Course Objective	<ul style="list-style-type: none"> To introduce students to the basic concepts of Accounting. To emphasis on applications of accounting in professional life. The objective of the course is to provide an understanding of basic concepts and principles of Accounting. The aim is to inculcate the ability to apply and use this approach to organizational objective. 	

Teaching Scheme (4-0-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Weightage
				SEE	CIA	SEE	CIA	
4	-	-	4	50	50	-	-	100

SEE - Semester End Examination, **CIA** - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content		T - Teaching Hours W - Weightage	
Sr.	Topics	T	W
1	Theoretical Framework: Introduction to Accounting, Meaning and Scope of accounting, Accounting Concepts and Principles, Business Entity, Going Concern, Cost, Money Measurement, Realization, Accruals and Periodicity, Accounting Conventions: Consistency, Prudence (Conservatism), Materiality and Full Disclosures, Accounting Standards: Concepts, Objectives, Benefits, Accounting Policies, International Financial Reporting Standards (IFRS): Need and procedures of IFRS Basic Concepts Objective and Functions of Accounting, Book Keeping and Accounting, Accounting Cycle and Classification, Basic Accounting Terms,	23	26
2	Accounting Process: Basis of Accounting: Accrual basis and cash basis, Types of accounts: Personal, Real and Nominal, Rules of debit and credit, Journal Entries, Introduction of journal and various ledgers - Examples related to recording the transaction into journal, posting into ledger, balancing & preparation of trial balance.	22	24
3	Final Accounts & Rectification of error: Accounting Errors, Types of Errors, Errors affecting to Trial Balance and Errors which are not affecting to Trial balance, Rectification – of Errors affecting trial balance. Preparation of trial balance, Profit and Loss Account and Balance Sheet	23	26
4	Depreciation accounting: Purpose of charging depreciation; Factors affecting depreciation; Methods of charging Depreciation: Straight Line Method (Single Asset and Addition of Asset), Written Down Value Method (Single Asset and Addition of Asset), Annuity Method (Single Asset), Sinking Fund Method (Single Asset); Computation and accounting treatment of Depreciation.	22	24
Total		90	100

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy

Level	Remember	Understand	Apply	Analyze	Evaluate	Create
Weightage	-	40	30	30	-	-

NOTE: This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes

At the end of this course, students will be able to:

CO1	Identify the scope and the field of Accounting
CO2	Developing familiarity with basic concepts and principles related to some foundational themes of Accounting
CO3	Analyze the errors affecting the trial balance and various terms used in accounting system
CO4	Discuss the basics of depreciation accounting, its Concepts and Principles

Reference Books

1.	An Introduction to Accountancy (Text Book) By S.N. Maheswari, S.K. Maheswari Vikas Publishing House
2.	Financial Accounting (Text Book) By Tulsian P. C. Pearson Education
3.	Principles of Accountancy (Text Book) By R.L.Gupta, V.K.Gupta Sultan Chand & Sons
4.	Financial Accounting By V Rajshekhran & R. Lalitha Pearson Education
5.	Financial Accounting By Lal, Jawahar and Seema Srivastava Himalaya Publishing House

List of Practical

Course	07990112 - SMALL & MEDIUM ENTERPRISES	Semester - 1
Type of Course	Minor (Elective) Courses	
Prerequisite		
Course Objective	<ul style="list-style-type: none"> To give the basic understanding of the various concepts and factors of entrepreneurship and MSME. To familiarize the students with the marketing strategy and relationship marketing in SME. To give on hand knowledge on the issues related to SME. The Paper is designed to familiarize the students with the concept of globalization and integration of developing countries with the world economy. 	

Teaching Scheme (2-0-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Weightage
				SEE	CIA	SEE	CIA	
4	-	-	4	50	50	-	-	100

SEE - Semester End Examination, **CIA** - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content		T - Teaching Hours W - Weightage	
Sr.	Topics	T	W
1	Introduction of Small and Medium enterprises Definition, Nature of Entrepreneur & Entrepreneurship, Characteristics and their role in economic development, Problems of small-scale industries, Growth of small scale sector in India. Setting up a Small Business: Determination of the nature of the business unit; Micro, Small and Medium enterprise, Comparative evaluation of feasibility of buying an existing enterprise.	15	25
2	Setting up a new venture Starting the business through franchising, Location strategy, and Preliminary registration with State Directorate of Industries. Financing of Small Enterprises and Agencies that Promote Entrepreneurship Development: Need for financial planning – Types of loan – Financial institutions - SFC, IDBI, NSIC and SIDCO.	15	25
3	Institutional Role Role of the following agencies in the Entrepreneurship Development: DIC – District Industrial Center, SISI – Small Industries Services Institute, EDII – Entrepreneurship Development Institute of India, NIESBUD – National Institute of Entrepreneurship and Small Business Development, NEDB – National Entrepreneurship Development Board. Policy Environment for Small scale sector, Pre and Post 1991 Industrial policy, New policy measures, Reports of various working groups on SSIs: Kothari committee 2000 and Ganguly committee 2004.	15	25
4	Impact of Globalization Changing scenario of SMEs in the era of liberalization and globalization, Competitiveness, Quality control and branding, Need for professionalism in management of small business in India, social responsibilities of small business owners, Micro, Small and Medium Enterprises Development Act (MSMEDA) 2006: Objectives and Definition, Provisions pertaining to promotion and development of MSMEs.	15	25
Total		60	100

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy						
Level	Remember	Understand	Apply	Analyze	Evaluate	Create
Weightage	-	40	30	30	-	-

NOTE: This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table

Course Outcomes

At the end of this course, students will be able to:	
CO1	Understand the concept and significance of SMEs in the economy and Foster entrepreneurial thinking and creativity.
CO2	Develop familiarity with the legal and regulatory frameworks governing SMEs and skills in creating business plans tailored for SMEs.
CO3	Correlate various Financial institutions supporting MSMEs.
CO4	Explain the global context, challenges and opportunities of SMEs associated with internationalization.

Reference Books	
1.	Entrepreneurship and Small Business Management By C.B. Gupta and S.S. Khanka Sultan Chand and Sons, New Delhi
2.	Entrepreneurship and Small Business Management By M.B. Shukla Kitab Mahal, Allahabad
3.	Entrepreneurship and New Venture Creation By A. Sahay and V. Sharma Excel Books, New Delhi
4.	Development and Management By V. Desai Himalaya Publishing House
5.	Small Scale Industries and Entrepreneurship By V. Desai Himalaya Publishing House
6.	Entrepreneurship and Small Business Management By Kenneth R., Van Voorthis Allyn and Bacon

Course	07990113- FUNDAMENTALS OF BANKING AND INSURANCE	Semester - 1
Course	Bachelor of Business Administration (BBA)	
Type of Course	Minor (Elective) Courses	
Prerequisite		
Course Objective	<ul style="list-style-type: none"> Understand the roles of diverse banks, including types of banks and analyze the functions Comprehend the various functionalities of banking. Understand insurance with its significance in industry and commerce and identify types of insurance and principles Explore the role of IRDA in insurance regulation, with the implications of acts and analyze safety measures in the banking and insurance sectors. To provide students with a comprehensive understanding of the regulatory frameworks governing banks and insurance companies, focusing on key regulations 	

Teaching Scheme (4-0-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Weightage
				SEE	CIA	SEE	CIA	
4	-	-	4	50	50	-	-	100

SEE - Semester End Examination, CIA - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content		T - Teaching Hours W - Weightage	
Sr.	Topics	T	W
1	Fundamental, Types, Functions of Banks: Concepts of bank, Cooperative Banks, Regional Rural Banks, Universal Banking- ADRs and GDRs, EXIM Bank and their Functions, Agriculture and Rural Development Banks, Development Banks, Commercial Ranks.	15	25
2	Functions of Banking: Internet Banking, , Mobile Banking, Debit Card, Credit Card, MICR (Magnetic Ink Character Recognition), ECS (Electronic Clearing Services), NEFT (National Electronic Fund Transfer), RTGS (Real Time Gross Settlement), ATM (Automated Teller Machine)	15	25
3	Fundamentals of Insurance: Meaning, Purpose and Need of Insurance, Types of Insurance, Importance of Insurance in Development of Industry, Commerce and Economy, Principles of Insurance.	15	25
4	Regulation of banking sector and insurance sector: Insurance Sector Regulator: IRDAI-Insurance Regulatory and Development Authority of India (IRDAI) Duties, Powers and Functions of IRDA,	15	25
Total		60	100

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy

Level	Remember	Understand	Apply	Analyze	Evaluate	Create
Weightage	-	40	30	30	-	-

NOTE: This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes

At the end of this course, students will be able to:

CO1	Understanding various types of banks and their functions
CO2	Develop proficiency with application in multiple functionalities.
CO3	Discover the purpose and need for insurance, recognize its significance in the development of industry and commerce.
CO4	Describe the regulatory role in insurance and banks, comprehend the implications of acts, and analyze safety measures in both the banking and insurance sectors for comprehensive risk management.

Reference Books

1.	Principles and Practices of Banking Indian Institute of Banking and Finance Macmillan India Ltd
2.	Life Insurance Corporation of India By Mishra M.N. Raj Books, Jaipur
3.	Legal and Regulatory Aspects of Banking By Indian Institute of Banking and Finance Macmillan India Ltd.
4.	Insurance: Fundamentals, Environment & Procedures By K.P.Singh Deep & Publications Pvt. Ltd. New Delhi.
5.	Insurance Products & Services By Indian Institute of Bankers Taxman
6.	Indian Financial System By B. V. Pathak Pearson Publication
7.	Financial Services in India-Concept and Application By Kothari, R. Sage Publications India Pvt. Ltd., New Delhi.

Course	07070111 - INTRODUCTION TO WEB DESIGN	Semester - 1
Type of Course	Major (Core) Courses	
Prerequisite		
Course Objective	<ul style="list-style-type: none"> Understand the fundamentals of web design and its principles. Design and build basic web pages using HTML, CSS, and JavaScript. Use design tools and software to create visually appealing web pages. Apply web design principles to real-world projects and enhance user experience. Understand web accessibility and usability principles for inclusive design. 	

Teaching Scheme (2-0-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Weightage
				SEE	CIA	SEE	CIA	
2	-	-	2	25	25	-	-	50

SEE - Semester End Examination, **CIA** - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content		T - Teaching Hours W - Weightage	
Sr.	Topics	T	W
1	Introduction to website planning & development Overview of Website Planning- Definition and importance of website planning, Key considerations in website planning, identifying goals and objectives; Understanding Target Audience- Importance of defining the target audience, User personas and their role in website planning, Conducting user research; Website Development Life Cycle- Phases of website development, Planning, design, development, testing, deployment, and maintenance; Types of Websites- Static vs. dynamic websites, E-commerce websites, Blogging platforms; Importance of Responsive Design- Mobile responsiveness and its impact on user experience, Tools and techniques for ensuring responsiveness.	15	25
2	HTLM and CSS for digital marketers Introduction to HTML (Hypertext Markup Language)- Basic structure of HTML, HTML tags and elements, Creating hyperlinks and anchors; CSS (Cascading Style Sheets) Fundamentals- Introduction to CSS and its role in web design, Selectors, properties, and values, Styling text, colors, and layouts; Integrating HTML and CSS for Design- Creating and linking external style sheets, Applying styles to HTML elements, Understanding the box model; Responsive Web Design with CSS Media Queries- Media queries for different screen sizes, creating fluid layouts, Designing for mobile-first approach	15	25
3	Java Script for digital marketers Introduction to JavaScript- Role of JavaScript in web development, Basic syntax and variables, Data types and operators; JavaScript Functions and Events- Defining and calling functions, Handling events in web pages, DOM (Document Object Model) manipulation; Form Validation with JavaScript- Validating user inputs in web forms, Error handling and user feedback, Enhancing user experience with JavaScript	15	25
4	Understanding World Wide Web, client-server, domain & hosting Fundamentals of World Wide Web (WWW)- History and evolution of the World Wide Web, Basics of web protocols (HTTP, HTTPS); Client-Server Architecture- Understanding the client-server model, Role of browsers and servers in web communication; Domain Names and DNS (Domain Name System)- Registering domain names, DNS and its role in translating domain names to IP addresses; Web Hosting Basics- Types of web hosting (shared, VPS, dedicated), Hosting setup and management. Introduction to Content Management System Importance of Content Management- Role of content in digital marketing, Challenges of managing web content without	15	25

CMS; Overview of Content Management Systems- Popular CMS platforms (WordPress, Joomla, Drupal), Comparisons and considerations for choosing a CMS; WordPress for Digital Marketers Installation and setup of WordPress, Creating and managing content, Themes, plugins, and customization; SEO (Search Engine Optimization) with CMS- Optimizing content for search engines, SEO plugins and tools for CMS; Security and Maintenance in CMS- Security considerations in CMS, Regular updates and backups, Troubleshooting common issues.		
Total	60	100

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy						
Level	Remember	Understand	Apply	Analyze	Evaluate	Create
Weightage	-	40	30	30	-	-

NOTE: This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes	
At the end of this course, students will be able to:	
CO1	1. Understand the fundamental principles and elements of web design, including layout, typography, color theory, and visual hierarchy.
CO2	2. Familiarize with popular web design tools and software, such as Adobe Creative Cloud, Sketch, and Figma, and develop skills to use them effectively for designing and building web pages.
CO3	3. Apply the principles of web design to create real-world projects, including designing and building a basic website, and understand how to use design principles to enhance user experience.
CO4	4. Learn to create simple web pages using HTML, CSS, and JavaScript, and comprehend the structure and syntax of these programming languages.

Reference Books	
1.	HTML and CSS: Design and Build Websites by Jon Duckett
2.	JavaScript and JQuery: Interactive Front-End Web Development by Jon Duckett
3.	Responsive Web Design by Ethan Marcotte
4.	The Elements of User Experience: User-Centered Design for the Web by Jesse James Garrett
5.	Designing with Web Standards by Jeffrey Zeldman and Ethan Marcotte

Course	7000102 - CORPORATE AWARENESS ASSESSMENT PROGRAM	Semester - 1
Type of Course	Multidisciplinary / Interdisciplinary / Allied Courses	
Prerequisite		
Course Objective	<ul style="list-style-type: none"> To develop and integrate the use of the business culture and conduct. To use business model effectively for study purpose across the curriculum. To communicate effectively and appropriately in real-life situation. To develop and tackle the various skills like workplace conflict, personal conflict. 	

Teaching Scheme (4-0-0)				Examination Scheme				Weightage
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		
				SEE	CIA	SEE	CIA	
4	-	-	4	50	50	-	-	100

SEE - Semester End Examination, **CIA** - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content		T - Teaching Hours W - Weightage	
Sr.	Topics	T	W
1	5C Model of Business Competence Introduction: Three on Three (Activity)/Paper Design) Business Communication: Communication - The Human Connection and; Character, Communication Barriers and Breakdown, Non-Verbal Communication, Styles in Communication, Persuasion in Business, Listen to Listen, Dynamics of Communication, Listening Skills, Presentation Skills, Email Etiquette.	15	25
2	Business Culture Business Culture: Self-Image (Image Consulting) and Brand You (The Corporate Affair) Business Conduct: Goal Setting with SMART Goals, Business Decision-Making (Six Hats Model)	15	25
3	Business Creativity Business Creativity: Creativity with SCAMPER Model and Analytical Thinking Business Conflict: Workplace Conflict vs Personal Conflict, The Halloween Pumpkin Conflict, The Continuum of Conflict, Administer-TKI, Functional and Dysfunctional Conflict	15	25
4	Interview Preparation Introduction, Interview Format, The PAWS Model, Skills Inventory (Presenting Innate, Acquired and Transferable Skills), Building Content for Framing Responses (Framing Responses for Situation and Personality assessment questions and Domain Related questions), Role Plays	15	25
Total		60	100

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy

Level	Remember	Understand	Apply	Analyze	Evaluate	Create
Weightage	-	40	30	30	-	-

NOTE: This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes

At the end of this course, students will be able to:

CO1	Understand the process of business communication.
CO2	Develop business culture and conduct with ethical context.
CO3	Analyze the importance of creative thinking.
CO4	Discuss the business conflict and run business smoothly.

Reference Books

1.	Soft Skills and Employability Skills By Sabina Pillai & Agna Fernandes
2.	Conflict Management and Organizational Efficiency By Sanjeev Kumar
3.	The Concise Guide to Executive Etiquette By Linda Phillips & Wayne Phillips
4.	21 Day of Effective Communication By Ian Tahovsky
5.	10 Skills for Effective Business Communication By Jessica Higgins

List of Practical

Course	07000113 – Sports and Healthcare Management	Semester - 1
	Bachelor of Business Administration (BBA)	
Type of Course	Major (Core) Courses	
Prerequisite		
Course Objective	<ul style="list-style-type: none"> • Grasp the unique challenges and opportunities in managing sports and healthcare businesses. • Learn how sports, healthcare and business intersect in the professional landscape. • Develop essential skills in strategic planning, operational efficiency and ethical decision-making. • Acquire a holistic understanding of sports and healthcare management dynamics 	

Teaching Scheme (4-0-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Weightage
				SEE	CIA	SEE	CIA	
4	-	-	4	50	50	-	-	100

SEE - Semester End Examination, **CIA** - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content		T - Teaching Hours W - Weightage	
Sr.	Topics	T	W
1	Introduction to Sports and Healthcare Management <ul style="list-style-type: none"> • Overview of the sports and healthcare industries • Historical perspectives and evolution • Trends and challenges in the current landscape • Intersection of sports, healthcare and business 	15	25
2	Fundamentals of Sports Management <ul style="list-style-type: none"> • Role of sports in society • Organizational structures in sports • Event management and logistics • Marketing and branding in sports 	15	25
3	Financial Dynamics in Sports Business <ul style="list-style-type: none"> • Budgeting and financial planning • Revenue streams in sports • Sponsorship and endorsement deals • Economic impact of sports on communities 	15	25
4	Strategic Management in Healthcare <ul style="list-style-type: none"> • Strategic planning in healthcare • Quality improvement and patient safety • Healthcare marketing and branding • Ethical considerations in healthcare management 	15	25
Total		60	100

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy

Level	Remember	Understand	Apply	Analyze	Evaluate	Create
Weightage	-	40	30	30	-	-

NOTE: This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes

At the end of this course, students will be able to:

CO1	Discuss the key principles in sports and healthcare management, enhancing their grasp of organizational structures, strategic planning, financial management, and ethical considerations.
CO2	Apply management principles to address challenges and enhance opportunities in the sports industry, including event management, marketing, and financial planning.
CO3	Analyze effectively management principles to the healthcare sector, analyzing healthcare systems, organizational structures, regulatory environments, and strategic planning to propose solutions.
CO4	Interpret sports and healthcare management principles, gaining a holistic perspective and practical insights through case studies, empowering them to manage organizations at the intersection of sports and healthcare.

Reference Books

1.	Sports Management: Principles and Applications By Russell Hoyer and Aaron C. T. Smith 2018 - 5th Ed. Routledge
2.	Introduction to Healthcare Management By Sharon B. Buchbinder and Nancy H. Shanks 2011 Jones & Bartlett Publishers

Course	07000111 - English Communication	Semester - 1
Type of Course	Ability Enhancement Course	
Prerequisite		
Course Objective	1. To develop and integrate the use of the four language skills, i.e. reading, listening, speaking, writing. 2. To use English effectively for study purpose across the curriculum. 3. To communicate effectively and appropriately in real-life situation. 4. To develop improve various skills like communication, reading, listing, note making, persuasive speaking, body language gestures.	

Teaching Scheme (4-0-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Weightage
				SEE	CIA	SEE	CIA	
2	-	-	2	25	25	-	-	50

SEE - Semester End Examination, **CIA** - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content		T - Teaching Hours W - Weightage	
Sr.	Topics	T	W
1	Fundamentals of grammar Parts of Speech (Noun, Pronoun, Adjective, Verb, Adverb, Conjunction, Preposition, Interjection) Article Tense: Application of tenses with respect to time, All tenses & their Sub-divisions Forming of Sentences & Clauses, Concepts, Understanding Sentences, Punctuation I, Degree of comparison I (Positive, Comparative, Superlative), Tenses (Introduction & Usage) Vocabulary (Roots, Prefix, Suffix, Homonyms, Synonyms & Antonyms) Auxiliaries, Modal Verbs	7	25
2	Listening Introduction, definition of listening, listening Vs hearing, process of listening, problems students face in listening, Strategies of listening, barriers to listening, listening in the workplace, activities that help you to become better listeners.	8	25
3	Reading Introduction, The Reading Process, Reading and Meaning, Methods to Improve Reading, Strengthening Your Vocabulary, Understanding Graphics and Visual Aids, Previewing, Reading in Thought Groups, Avoiding the re-reading of the Same Phrases, Barriers to Reading, Skills for Speed Reading, Sub-skills of Reading, Skimming, Scanning, Extensive Reading, Intensive Reading, Reading E-mail, E-books, Blogs and Web pages	7	25
4	Writing Formal and informal; CV; report writing; presentation as a skill- elements of presentation strategies- audience-objectives-medium- key ideas, structuring the material, organizing content, audio-visual aids-handouts-use of power-point.	8	25
Total		30	100

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy

Level	Remember	Understand	Apply	Analyze	Evaluate	Create
Weightage	-	40	30	30	-	-

NOTE: This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes

At the end of this course, students will be able to:

CO1	Understand the English Grammar and Vocabulary.
CO2	Explain the importance and benefits of Listening.
CO3	Practice the reading techniques and develop a conscious reading habit.
CO4	Perform better presentation and communication using proper body language and several writing skills.

Reference Books

1.	Learn English vocabulary at a Glance (Text Book) By Dr. RakeshBharadwaj Evincepublishing
2.	High School English Grammar & Composition (Text Book) By Wren & Martin Blackie
3.	Kenneth, Anderson, Tony Lynch, Joan Mac Lean. (Text Book) By Study Speaking. New Delhi: CUP
4.	Effective Business Communication By Asha Kaul Prentice Hall – Economy Edition
5.	Writing with a purpose By Champa Tickoo and Jaya Sasikumar Oxford University Press, Mumbai

Course	07050111 - INTRODUCTION TO DIGITAL MARKETING	Semester - 1
Type of Course	Skill Enhancement Courses	
Prerequisite		
Course Objective	<ul style="list-style-type: none"> To provide knowledge in management disciplines with an understanding of its applicability in business decision making for positive social impact. To strengthen the foundation for further specialization in domain of Digital Marketing. To inculcate an attitude and desire to learn. To develop competent professionals committed to excellence. 	

Teaching Scheme (4-0-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Weightage
				SEE	CIA	SEE	CIA	
2	-	-	2	25	25	-	-	50

SEE - Semester End Examination, CIA - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content		T - Teaching Hours W - Weightage	
Sr.	Topics	T	W
1	Branding and Marketing: Define Branding and Marketing, How they are different, Defining Digital Branding, Digital Branding in today's connected age, Digital Branding and its importance in Integrated Marketing, Pillars of Digital Branding. Brand's one-to-one interaction; Aspects and structure of a Digital Campaign.	8	25
2	Defining content marketing: Content marketing and its role in brand building, Building a successful content strategy, paid versus free content, creating persuasive and compelling content, Elements of effective content promotion.	7	25
3	Consumer generated content: Definition and History, Consumer drivers – why consumers generate content Co-creation of content and DIY Advertising, Importance of consumer generated content for brands, Brand case studies – learning.	8	25
4	Gamification: Definition and History, Principles of Gamification, Elements of Gamification, Applications of Gamification, Gamification and its role in Digital Marketing, Gamification and Game advertising, Future of Gamification.	7	25
Total		30	100

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy						
Level	Remember	Understand	Apply	Analyze	Evaluate	Create
Weightage	-	40	30	30	-	-

NOTE: This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes

At the end of this course, students will be able to:

CO1	Identify the importance of the digital marketing for marketing success
CO2	Develop customer relationships across all digital channels and build better customer relationships.
CO3	Analyze digital marketing plans, then identifying digital channels, their advantages and limitations.
CO4	Explain the ways of their integration taking into consideration the available budget.

Reference Books

1.	Social Media Marketing (Text Book) By Michael Solomon and Tracy Tuten Pearson, Aug 2013
2.	Understanding digital marketing strategies for online success (Text Book) By Mankad, J. & Dishek, J BPB Publications (August 26, 2019)
3.	Social Media Marketing for Beginners By F.R. Media
4.	The Design of Everyday Things By Douglas A. Norman

Course	07120111 - ENVIRONMENTAL STUDIES	Semester - 1
Type of Course	Value Added Course	
Prerequisite		
Course Objective	<ul style="list-style-type: none"> The Environmental Studies major prepares students for careers as leaders in understanding and addressing complex environmental issues from a problem-oriented, interdisciplinary perspective. Students: Master core concepts and methods from ecological and physical sciences and their application in environmental problem solving. Master core concepts and methods from economic, political, and social analysis as they pertain to the design and evaluation of environmental policies and institutions. Appreciate the ethical, cross-cultural, and historical context of environmental issues and the links between human and natural systems. Understand the transnational character of environmental problems and ways of addressing them, including interactions across local to global scales. Apply systems concepts and methodologies to analyze and understand interactions between social and environmental processes. 	

Teaching Scheme (2-0-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Weightage
				SEE	CIA	SEE	CIA	
2	-	-	2	25	25	-	-	50

SEE - Semester End Examination, **CIA** - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content		T - Teaching Hours W - Weightage	
Sr.	Topics	T	W
1	The multidisciplinary nature of environmental studies Environmental Science – definition, scope and importance, Evolution of the universe, origin of the earth; solar system; evolution of life; atmosphere of the primitive earth, abiotic component of environment, Environmental balance, balance in O ₂ and CO ₂ in air; thermal balance; balance in predator and prey population	7	25
2	Ecology Ecology and its branches, scope of Ecology and its relation to other divisions of sciences; autecology and synecology, Concept and structure of ecosystem, functions of ecosystem, Types of Ecosystems, Concept of habitat; ecological niche; guild, Significance of ecological adaptation; ecological adaptation in plants and animals- Zeric adaptations in plants and animals; adaptations of plants and animals to aquatic habitat; arboreal adaptations in plants and animals	8	25
3	Ecosystem Concept and scope of environmental chemistry, chemical toxicology, hazardous chemicals, carcinogens, occupier, effluent etc. The natural cycles of the environment, Ozone depletion –causes and effects; Global warming – major greenhouse gases, causes and effects; Acid rain –causes and effects, Acid – base reactions in water, Chemistry of decaying compounds, Case Studies. Earth - Its interior and surface, Layers of the earth, Earth's Crust: Formation of Rocks Major land forms and their transformation, Denudation and its agents: Weathering – Mechanical and chemical - Agents of weathering, Composition of soil, Formation and types of soils.	7	25
4	Biogeochemical cycles and Environmental Pollution Biogeochemical cycles, Carbon cycle, Nitrogen cycle, Phosphorus cycle, Oxygen cycle, Water cycle, Environmental Pollution Types of Environmental Pollution, Water Pollution, Air Pollution, Land and Noise Pollution, Current Issues in environment sciences	8	25
Total		30	100

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy

Level	Remember	Understand	Apply	Analyze	Evaluate	Create
Weightage	-	40	30	30	-	-

NOTE: This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes

At the end of this course, students will be able to:

CO1	Understand the key concepts from economic, political, and social analysis as they pertain to the design and evaluation of environmental policies and institutions.
CO2	Develop the concepts and methods from ecological and physical sciences and their application in environmental problem solving.
CO3	Identify the ethical, cross-cultural, and historical context of environmental issues and the links between human and natural systems.
CO4	Classify their roles and identities as citizens, consumers and environmental actors in a complex, interconnected world.

Reference Books

1.	Textbook of Environmental (Text Book) By Erach Bharucha Universities Press (India) Private Ltd, Hyderabad. Second edition, Pub. Year 2013
2.	Environmental Sciences (Text Book) By Daniel B Botkin & Edward A Keller John Wiley & Sons.

List of Practical

Course	07000114 – Introduction to Indian Knowledge Systems - 1	Semester - 1
Type of Course	Value Added Courses	
Prerequisite		
Course Objective	<ul style="list-style-type: none"> Gain a comprehensive understanding of the historical development of Indian knowledge systems, tracing their roots from ancient times to the present day. Examine the intersection of Indian knowledge systems with the broader cultural and societal context, appreciating how these systems have influenced and been influenced by Indian culture. Conduct a comparative analysis between Indian knowledge systems and those of other cultures, fostering a global perspective and understanding the universal aspects as well as unique contributions. To explore and appreciate the rich heritage of Indian knowledge systems and their global impact, highlighting their relevance and significance in various fields 	

Teaching Scheme (2-0-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Weightage
				SEE	CIA	SEE	CIA	
2	-	-	2	25	25	-	-	50

SEE - Semester End Examination, **CIA** - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content		T - Teaching Hours W - Weightage	
Sr.	Topics	T	W
1	Introduction & importance of IKS <ul style="list-style-type: none"> Various IKS Systems Shashtra – Foundational Literature of Bharatvarsha What is Shashtra? Importance of Shashtra Classification of Shashtra – Vaidic & Aavidic 	7	25
2	Base of IKS proliferation <ul style="list-style-type: none"> Bhartiya Education System and its philosophy History of BES from Ancient to Modern Transfer of Training Domains of Education: Gurukul, Pathshala, Vidyalay, Vishvavidyalay 	8	25
3	Contribution of IKS to Different Sectors <p>Mathematics & Astronomy</p> <ul style="list-style-type: none"> Number System Algebra & Arithmetic Geometry Trigonometry Planetary System Speed of Light Eclipse <p>Life sciences</p> <ul style="list-style-type: none"> Physics 	7	25

	<ul style="list-style-type: none"> Chemistry Botany Metal Technology <ul style="list-style-type: none"> Mining Techniques Types of Metals Tools and techniques for Metal Smelting with examples 		
4	Contribution of IKS to the World	8	25
	Town Planning & Temple Architecture <ul style="list-style-type: none"> Indigenous tools & technologies for town planning & Temple Architecture Science of Architecture Lothal, Mohan Jo Daro, Dholavira Angkorvat, Lepakshi Temple, Jagannath Puri Temple, Thanjavur Temple, Modhera and Konark Sun Temple, Hampi Temple Etc. Ayurveda Introduction of Ayurveda- <ul style="list-style-type: none"> Definition, Branches of Ayurveda, Books and Pioneers Concept of Tri Dosh and the importance of its Balance in the body Indic Medical Science Achievement: Tools & Technology Art & Traditions <ul style="list-style-type: none"> History and Origin Skill Enhancement with 64 Kala Science behind our traditions and rituals 		
		Total	30 100

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy

Level	Remember	Understand	Apply	Analyze	Evaluate	Create
Weightage	-	40	30	30	-	-

NOTE: This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes

At the end of this course, students will be able to:

CO1	Understand the process of ancient Indian traditions and the contribution of Indian minds in various fields
CO2	Develop a positive attitude towards Indian traditions and practices
CO3	Analyze the subject and gain the self-esteem and to develop a comprehensive understanding of how all the streams of knowledge is ultimately intertwined
CO4	Identify the ancient wisdom in the current context and Learn about the leading Indian inventors and thinkers in various disciplines

Reference Books

1.	The Educational Heritage of Ancient India: How an Eco System of Learning was Laid to Waste By Sahana Singh Notion Press, Aug 2017
2.	Pride of India: A Glimpse into India's Scientific Heritage By R.M. Pujari, Pradeep Kolhe, N. R. Kumar Sanskrit Bharati Publication, 2006
3.	Introduction to Indian Knowledge System- Concept and Application By F.R. Media
4.	The Design of Everyday Things By Douglas A. Norman

List of Practical

Course	07990211 - Business Economics	Semester - 2
Type of Course	Major Course	
Prerequisite		
Course Objective	<ul style="list-style-type: none"> To expose students of Commerce to basic Micro Economics Concepts and inculcate and the analytical approach to the subject matter. To stimulate the student's interest by showing the relievable and use of various economic theories. To apply economic reasoning to problems of business. To equip students with the analytical tools and economic principles necessary to make informed decisions in competitive environments, emphasizing strategies 	

Teaching Scheme (4-0-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Weightage
				SEE	CIA	SEE	CIA	
4	-	-	4	50	50	-	-	100

SEE - Semester End Examination, CIA - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content		T - Teaching Hours W - Weightage	
Sr.	Topics	T	W
1	Introduction to Business Economics Economics and Business Decision Making; Economics: Scope of economics; nature of economics; Business Economics: Definition, scope and significance; distinction between economics and Business Economics; Economics and decision making, Business Cycles.	15	25
2	Demand and Supply Analysis Demand, Generalized Demand Function, The law of demand, Shift and movement along demand curve, Elasticity of demand: Price, Income and Cross Price elasticity of demand, Demand Estimation: Basic concepts, Supply, Generalized supply function, Supply functions, Shifts and movement in the supply curve, Supply elasticity, Market equilibrium, Changes in the market equilibrium, Changes in demand (supply constant), Changes in supply (demand constant).	15	25
3	Cost & Production Analysis Production in the short run, Total product, Average and marginal products, Law of diminishing marginal product, Production in the long run, Production isoquants, Characteristics of isoquants, Marginal rate of technical substitution, Is cost curves, Finding the optimal combination of inputs, Short run costs of production, Fixed and variable cost, Short run total costs, Average and marginal cost, Marginal cost curves, Long run costs, Derivation of cost schedule from a production function, Economies and diseconomies of scale, Economies of scope.	15	25
4	Managerial Decisions in Competitive Markets Features of perfect competition, Profit maximization in the short run, Profit maximization in the long run, Managerial decisions for firms with market power, Measurement of market power: The Lerner Index, Determinants of the market power: Economies of scale, Barriers created by government, Profit maximization under monopoly: output and pricing decisions, Monopolistic competition: short run and long run equilibrium, Pricing decision in an oligopoly: The Kinked Demand curve model.	15	25
Total		60	100

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy						
Level	Remember	Understand	Apply	Analyze	Evaluate	Create
Weightage	-	40	30	30	-	-

NOTE: This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes	
At the end of this course, students will be able to:	
CO1	Define Business Economics and Identify the key components of Business Economics.
CO2	Illustrate the relationship between business and economics and Summarize the main goals of business economics.
CO3	Investigate basic economic concepts to real-world business scenarios and Predict the economic implications of specific business decisions.
CO4	Discuss the impact of economic trends on business strategies and Assess the economic factors influencing a specific industry.

Reference Books:		
Title of the Book	Author/s	Publisher/Publication
Macro economics	David Colander,	McGraw-Hill Education
Macro economics	Dornbusch, Fischer and Startz	McGraw-Hill Education
Macro economics	Olivier Blanchard	Pearson Education
Macro economics	Richard T. Froyen	Pearson Education
Macro economics	Andrew B. Abel and Ben S. Bernanke	Pearson Education

Course	07990212 - Business Mathematics	Semester - 2
Type of Course	Major Core Course	
Prerequisite		
Course Objective	<ul style="list-style-type: none"> Understanding basic terms in set theory and function. Independently solving of problems To understand the concepts of functions and limits, and their application in business contexts, emphasizing their importance in analyzing To equip students with the necessary knowledge and skills to apply coordinate geometry concepts in business and economic 	

Teaching Scheme (4-0-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Weightage
				SEE	CIA	SEE	CIA	
4	-	-	4	50	50	-	-	100

SEE - Semester End Examination, **CIA** - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content		T - Teaching Hours W - Weightage	
Sr.	Topics	T	W
1	Set theory and Real No. Sets, subsets, equality of two sets, null sets, universal set, complement of a set, Union and intersection of sets, difference of two sets, Venn diagram, laws of algebra of sets, De Morgan's laws, Cartesian product of two sets (theoretical examples based on two or more sets are excluded). Real No, absolute value and its properties (without proof).	15	25
2	Matrix Algebra Definition of determinants, Basic properties of determinants (without proof), Solutions of linear equations in two and three variables using Cramer's formula, Definition of a Matrix, Types of Matrices, Equality, Addition, Subtraction of Matrices, Scalar Multiplication of a Matrix, Multiplication of two Matrices, Transpose of a Matrix, Orthogonal Matrix, Adjoin of a Matrix, Inverse of a Matrix, Solution of linear equations in two and three variables using inverse Matrix.	15	25
3	Function & Limit Cartesian product of sets, relation, function, concept and examples, limit, concept of limit, standard formulae and related Examples.	15	25
4	Coordinate geometry Cartesian coordinate system, distance between two points, slope of line, slope of parallel and perpendicular lines, equation of line (i) two point form (ii) point slope form (iii) intercept form (iv) two intercept form (v) general form.	15	25
Total		60	100

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy

Level	Remember	Understand	Apply	Analyze	Evaluate	Create
Weightage	-	40	30	30	-	-

NOTE: This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes

At the end of this course, students will be able to:

CO1	Identify the properties of real numbers and Recall the classification of real numbers.
CO2	Devlop the properties of different types of matrices and Describe the inverse of a matrix
CO3	Analyze the concept of limits to find derivatives And Solve problems involving continuity and limits.
CO4	Discuss the properties of conic sections in the Cartesian plane and Evaluate the geometric significance of advanced coordinate transformations.

Reference Books:

Books Recommended:

Title of the Book	Author/s	Publisher/Publication
Business Mathematics	V.K.Kapoor.	S. Chand and sons, New Delhi.
Business Mathematics	Allen.	R.G.D Macmillan India.
Business Mathematics	Dr. Amarnath Dikshit & Dr. Jinendra Kumar Jain.	New Literature publishing company, Mumbai.
Business Mathematics	Bari.	

Course	07010211 - Principles of Human Resource Management	Semester - 2
Type of Course	Minor Elective courses	
Prerequisite		
Course Objective	<ul style="list-style-type: none"> Acquire practical skills in applying HR strategies and practices to real-world business scenarios. To understand and apply effective strategies and practices for attracting, assessing. To enable students to design, implement, and evaluate training programs that effectively enhance employee skills. To develop students' understanding of the principles and practices related to managing labor relations within organizations, focusing on conflict resolution, negotiations 	

Teaching Scheme (4-0-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Weightage
				SEE	CIA	SEE	CIA	
4	0	-	4	50	50	-	-	100

SEE - Semester End Examination, **CIA** - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content		T - Teaching Hours W - Weightage	
Sr.	Topics	T	W
1	Human Resource Management <ul style="list-style-type: none"> Introduction Human Resource Management Objectives Human Resource Management HRM in India Evolution of HRM Human Resource Planning Job description and Job Specification 	15	25
2	Recruitment and Selection <ul style="list-style-type: none"> Sources of Recruitment Selection Process Interview Types, Test types, 	15	25
3	Training <ul style="list-style-type: none"> Methods of Training Executive Development Performance Appraisal Methods of Performance Appraisal Transfers & Promotion Wage & Salary Administration Wage Boards and Pay Commission Wage Incentive Fringe Benefits Employees Welfare Safety and Health Measures Grievance Procedures 	15	25

4	Industrial Relations	15	25
		<ul style="list-style-type: none"> ● Meaning & Characteristics Industrial Relations ● Parties to Industrial relations ● Nature of Trade Unions ● Problems of Trade Union ● Measures to Strengthen Trade Union Movement in India ● Causes for Industrial Disputes ● Settlement of Industrial Disputes 	
Total		60	100

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy						
Level	Remember	Understand	Apply	Analyze	Evaluate	Create
Weightage	-	40	30	30	-	-

NOTE: This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes	
At the end of this course, students will be able to:	
CO1	Summarize key terms and concepts related to HRM principles and identify the fundamental goals of HRM
CO2	Illustrate how HRM principles contribute to organizational success and Compare and contrast different HRM approaches.
CO3	Organize a human resource plan based on established principles.
CO4	Describe the implications of legal and ethical considerations on HRM practices.

REFERENCE BOOKS:		
Books Recommended:		
	Author/s	Publisher/Publication
Human Resource Management	Gary Dessler	Gary Dessler
Fundamentals of Human Resource Management	John R Hollenbeck	Raymond A. Noe, John R. Hollenbeck, Barry Gerhart, Patrick M. Wright
3- Human Resource Management: Gaining a Competitive Advantage	John R Hollenbeck	Raymond A. Noe, John R. Hollenbeck, Barry Gerhart, Patrick M. Wright



Course	07020211 - Financial Management	Semester - 2
Type of Course	Minor Elective courses	
Prerequisite		
Course Objective	<p>-Understanding of financial principles and strategies, preparing them to analyze and optimize financial decisions for organizations, and fostering skills in financial planning, risk management, and investment strategies.</p> <p>To enable students to identify, evaluate, and select appropriate sources of finance for businesses.</p> <p>To enable students to understand and apply the techniques and principals involved in planning and evaluating long-term investment projects, emphasizing capital budgeting methods.</p> <p>To understand and apply the theories and techniques involved in making optimal decisions regarding the distribution.</p>	

Teaching Scheme (4-0-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Weightage
				SEE	CIA	SEE	CIA	
4	0	-	4	50	50	-	-	100

SEE - Semester End Examination, **CIA** - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content		T - Teaching Hours W - Weightage	
Sr.	Topics	T	W
1	Nature and Scope of Financial Management <ul style="list-style-type: none"> Financial Objectives Impact of Financial and Economic Environment on Financial Management Time Value of Money Funds Flow Analysis Cash Flow Statement Financial Statement Analysis 	15	25
2	Planning for Sources of Finance <ul style="list-style-type: none"> Capital Structure Net Income Approach Net Operating Income Approach 	15	25
3	Capital Budgeting <ul style="list-style-type: none"> Conventional and DCF Methods Inflation and Capital Budgeting Risk Analysis and Capital Budgeting-Certainty Equivalent Factor Risk Adjusted Discounting Rate Decision Tree Independent and Dependent Risk Analysis Replacement Decisions Sensitivity Analysis Introduction to Financial Analytics 	15	25

4	Retained Earnings Vs. Dividend Decision	15	25
		<ul style="list-style-type: none"> ● Gordon Model; Walter Model; MM Approach; Linter Model ● Planning of Funds through Management of Assets ● Working Capital Management ● Concept of Working Capital ● Working Capital Estimations 	
Total		60	100

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy

Level	Remember	Understand	Apply	Analyze	Evaluate	Create
Weightage	-	40	30	30	-	-

NOTE: This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes

At the end of this course, students will be able to:

CO1	Associate key financial terms such as assets, liabilities, revenue, and expenses.
CO2	Develop the components of financial statements and their interrelationships.
CO3	Analyze the ability to create and interpret financial budgets.
CO4	Explain different financial management strategies and their potential impact.

REFERENCE BOOKS:		
Books Recommended:		
Title of the Book	Author/s	Publisher/Publication
Advanced Financial Management	Kohok, M. A.	Everest Publishing House
Cases In Financial Management	Pandey, I/ Bhat	R. TMH
Financial Management	Inamdar	S. M. Everest

Course	07030211 - Affiliate Marketing Strategy	Semester - 2
Type of Course	Minor (Elective) Courses	
Prerequisite		
Course Objective	1. Understand the fundamental concepts and principles of affiliate marketing. 2. Analyze case studies and real-world examples to illustrate effective affiliate marketing strategies. 3. Develop practical skills in planning, implementing, and managing affiliate marketing campaigns. 4. Critically evaluate the impact of affiliate marketing on business growth and revenue generation. 5. Apply strategic thinking to adapt affiliate marketing strategies to different industries and market conditions.	

Teaching Scheme (2-0-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Weightage
				SEE	CIA	SEE	CIA	
4	-	-	4	50	50	-	-	100

SEE - Semester End Examination, **CIA** - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content		T - Teaching Hours W - Weightage	
Sr.	Topics	T	W
1	Introduction to Affiliate Marketing How affiliate Marketing Works-Affiliate Program payment methods-Cookies, Cookie Stuffing and Affiliates-Ad sense- Email spam, search engine spam, Google slap, adware, trademark bidding-Tiered Affiliate Marketing, Cross selling and up selling-Multi tier marketing and commissions.	15	25
2	Enrolling in an Affiliate Marketing Program Signing up as an Affiliate-Logging into your affiliate account-Integrating Affiliate Links into your websites-Monitoring affiliate performance and tracking sales - Setting up an affiliate website. Search affiliates-Price comparison service website, Loyalty Websites-Cause related and coupon websites Content and niche market website, Personal weblogs and website syndicates-Email marketing and shopping directories, Registration or co-registration affiliates-File sharing affiliates.	15	25
3	Strategies to improve Affiliate Marketing Affiliate Links and how to deal with them Promoting your affiliate program-Overcoming the challenges of affiliate marketing. Performing market analysis and market research Market strategies Establishment Affiliate Marketing and organic Search Optimization.	15	25
4	Setting Up affiliate Marketing Program How to attract affiliates-Hosting and implementing an affiliate program-Growing your Affiliate Numbers. Setting up an affiliate program-Affiliate network service agreement Data feeds and customer returns. Merchants/publisher management-Affiliate program promotion and content pages, Screen Affiliates-Combating affiliate fraud.	15	25
Total		60	100

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy

Level	Remember	Understand	Apply	Analyze	Evaluate	Create
Weightage	-	40	30	30	-	-

NOTE: This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes

At the end of this course, students will be able to:

CO1	Summarize affiliate marketing trends and develop strategies to capitalize on emerging opportunities.
CO2	Apply for Design effective affiliate marketing campaigns that align with business objectives and target audience needs.
CO3	Analyze performance metrics to optimize affiliate partnerships and maximize return on investment (ROI).
CO4	Explain ethical and sustainable affiliate marketing practices that comply with industry regulations and standards.

Reference Books

1.	Bruce C. Brown: The Complete Guide to Affiliate Marketing on the Web: How to Use and Profit from Affiliate
2.	Marketing Programs. (2008) 2-Evgenii Prussakov: Affiliate Program Management: An Hour a Day (2011)

Course	07070211 – Programming & Networking Fundamentals	Semester - 2
Type of Course	Minor Elective courses	
Prerequisite		
Course Objective	<ul style="list-style-type: none"> To understand the basic Programming concepts and basic components of computer networking. To understand different Programming Languages & modern technologies of Computer Network. To familiarize students with various functions & Basic Operators of Programming and standard models of protocol layers. To understand the analysis of Looping Concepts of basic Programming Languages and detailing about different Networking Media. 	

Teaching Scheme (2-2-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Weightage
				SEE	CIA	SEE	CIA	
2	2	-	4	50	50	50		150

SEE - Semester End Examination, **CIA** - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content		T - Teaching Hours W - Weightage	
Sr.	Topics	T	W
1	Basic Knowledge of Programming & Computer Networking Introduction to Computer Languages with Examples – Types of Computer Languages – Translators & Interpreters, Compilers & Assembler- Turbo C Editor Details – Algorithm, Flow charts & Symbols used in Flow charting, Algorithm & Flow chart examples based on: Simple problems (operations), Purposes & Advantages of Computer Programming, Introduction of Computer Networking (Definition) – Devices – Hubs, Switches, Bridges, Routers, Gateways, Modems. LAN, MAN, WAN-TCP/IP, OSI models, Advantages and Disadvantages of Computer Networking.	15	25
2	Programming Basics & Transmission Technology General Structure of “C” Programming, Character Sets, Variables, Keywords, Constants, Symbolic Constants - Basic Data Types: Int, Char, Float, Digital and Analog Transmission - Transmission mode (Half Duplex and Full Duplex Transmission) Serial Transmission, Parallel Transmission – Synchronous & Asynchronous Transmission - Transmission Impairment (Attenuation, distortion, Noise)	15	25
3	Programming Basics, Topology and Protocols Basic Operators: Arithmetic, Relational, Logical, Assignment, Short hand Assignment, Conditional, Increment, Decrement. Input Functions: Scanf(), Getchar(), Getch(), Gets(), Puts() .Output Functions: Printf(), Puchar(), Clrscr() LAN Topologies(Bus, Star, Ring, Tree, Mesh, Intersecting Rings)-Protocols(Definition), Need of Protocols –Protocols (CSMA/CD, CSMA/CA)	15	25

4	Looping Concepts & Networking Media	15	25
Decision Making Statements: Simple IF-Else Statement, Nested If Statement, If-Else Ladder, Switch Statement, Conditional Operator, Looping Structures: For Statement, While Statement. Types of transmission media – Guided & Unguided Media (Twisted pair cables, Coaxial Cables, Optical fibers etc.)			
Total		60	100

Note:

The General Purpose Software referred in this course will be notified by the University Departments every three years. If the specific features, referred in the detailed course above, is not available in that software, to that extent it will be deemed to have been modified.

Practical's:

There will be minimum 10 to maximum 15 Programming based on "C" Languages and few Computer Networking physical components and there utilizations in real world.

Note: 1 Credit equals to 2 Lab hours.

Books Recommended:

Title of the Book	Author/s	Publisher/Publication
Programming in ANSIC	E Balaguru swami	McGraw Hill Education India Private Limited
Let Us C	Yashwant Kanetker:	BPB publication
C: The Complete Reference	Herbert Schildt	Tata McGraw Hill.
Data Communications and Networking	B. A. Forouzan	2nd Edition McGraw Hill Education India Private Limited
Computer Networks	Andrew S Tannenbaum	3rdEd.,Pearson-PrenticeHall
Local Area Networks	B. A. Forouzan	3rd Edition McGraw Hill Education India Private Limited

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy

Level	Remember	Understand	Apply	Analyze	Evaluate	Create
Weightage	-	40	30	30	-	-

NOTE: This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes

At the end of this course, students will be able to:	
CO1	Explain various programming Concepts, different Operators and several useful Networking Components.
CO2	Implement different programming languages with its several operations and various modern Networking Technologies.
CO3	Connect among basic operators and several Functions of Programming and various Transmission Technologies of Computer Network.
CO4	Describe the looping concepts in the context of Programming Languages and various and useful Networking Medias.

Course	07990213 - Event Management	Semester - 2
Type of Course	Multidisciplinary courses / Interdisciplinary courses	
Prerequisite		
Course Objective	<ul style="list-style-type: none"> To give formal instructions and training to students to be future managers of the Event Industry. Demonstrate knowledge of the issues and impacts of funding mechanisms, financial resources, budgeting and its application to events management. To apply knowledge of marketing and infrastructural requirements to an event. To provide students with the knowledge and skills required to plan successful events, emphasizing effective coordination. 	

Teaching Scheme (4-0-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Weightage
				SEE	CIA	SEE	CIA	
4	-	-	4	50	50	-	-	100

SEE - Semester End Examination, **CIA** - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content		T - Teaching Hours W - Weightage	
Sr.	Topics	T	W
1	Event Management Record-Keeping Systems-Establishing Policies & Procedures Introduction to event Management, Size & types of events, Preparing Event Team, Concept & designing, Feasibility. Event Management- Record-Keeping Systems-Establishing Policies & Procedures Introduction to event Management, Size & types of events, Preparing Event Team, Concept & designing, Feasibility.	15	25
2	Proposal Assigning Responsibility, Aim of event, Establish Objectives, Event Planning, Preparing event proposal, Financial Planning, Feasibility Study Proposal - Assigning Responsibility, Aim of event, Establish Objectives, Event Planning, Preparing event proposal, Financial Planning, Feasibility Study	15	25
3	Locating People Clarifying Roles, Identifying Target Market, Marketing Mix for Events , Sponsorship, Branding, Advertising of Events, Publicity and Public Relations ,Worksheets, Audience ,management Locating People-Clarifying Roles, Identifying Target Market, Marketing Mix for Events , Sponsorship, Branding, Advertising of Events, Publicity and Public Relations ,Worksheets, Audience ,management	15	25
4	Planning Human Resource Planning for events, Managing Teams and Meetings, Protocols, Dress codes, Event Safety and Security, Crowd Management, Emergency Planning and Procedures Planning : Human Resource Planning for events, Managing Teams and Meetings, Protocols, Dress codes, Event Safety and Security, Crowd Management, Emergency Planning and Procedures	15	25
Total		60	100

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy

Level	Remember	Understand	Apply	Analyze	Evaluate	Create
Weightage	-	40	30	30	-	-

NOTE: This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes

At the end of this course, students will be able to:

CO1	Classify the key components of event management and identify various sizes and types of events.
CO2	Identify the roles and responsibilities of team members in event preparation and describe the importance of feasibility studies in event planning.
CO3	Analyze the protocols and dress codes to different event scenarios and develop comprehensive safety and security plans, including crowd management strategies.
CO4	Discuss the effectiveness of emergency planning in preventing and managing crises and Evaluate the responsiveness of emergency procedures in different event contexts.

REFERENCE BOOKS:

Books Recommended:

Title of the Book	Author/s	Publisher/Publication
Event Management: A Blooming Industry and	Devesh Kishore, Ganga Sagar Singh	Haranand Publications Pvt. Ltd.
Event Management	Swarup K. Goyal	Adhyayan Publisher - 2009
Event Management & Public Relations	Savita Mohan	Enkay Publishing House

Course	07990214 - Operations Management	Semester - 2
Type of Course	Multidisciplinary courses / Interdisciplinary courses	
Prerequisite		
Course Objective	<ul style="list-style-type: none"> • The Objective of the course is to enable students to learn the Basics of Operations Management • Students will learn concepts of issues of purchasing and inventory management. • Students will learn concepts of production system, factors effecting productivity • Students will learn different techniques for quality improvement 	

Teaching Scheme (4-0-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Weightage
				SEE	CIA	SEE	CIA	
4	-	-	4	50	50	-	-	100

SEE - Semester End Examination, **CIA** - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content		T - Teaching Hours W - Weightage	
Sr.	Topics	T	W
1	Unit -1 Nature and scope of production & Operation management, the transformation process, production analysis and planning, production functions, objective and functions of production management. responsibilities of the production manager, types of manufacturing processes and plant layout, plant location, routing, scheduling, plant location and plant layout, assembly line balancing. Production Planning and Control (PPC).	15	25
2	Unit -2 Facility Location Planning, layout planning, Materials management - its scope and importance. Purchasing function and procedure, store-keeping, material planning function, Inventory control, relevant costs, economic lot size, reordering point, ABC analysis, Economic Order Quantity (EOQ) Model, Buffer stock.	15	25
3	Unit -3 Productivity definition and concept, factors affecting productivity, productivity measurement, productivity improvements, New Product development and design, stages of product development, Conjoint Analysis, techniques of product development (standardization. simplification and specialization. Automation.	15	25
4	Unit -4 Development of efficient work methods, material flow process chart, man flow process chart, principles of motion economy, comparison of alternate work methods, maintenance of production facilities, quality control and inspection , Cost of quality, TQM, Quality Standards – ISO 9000, sampling inspection, control charts for attributes and variables charts.	15	25
Total		60	100

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy

Level	Remember	Understand	Apply	Analyze	Evaluate	Create
Weightage	-	40	30	30	-	-

NOTE: This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes

At the end of this course, students will be able to:

CO1	Understand the importance of operations management and its challenges in changing business environment.
CO2	Apply the Inventory Management concepts.
CO3	Analyze process improvement along the dimensions of efficiency, quality and speed.
CO4	Explain quality management principles to continuous improvement in operations management.

REFERENCE BOOKS:

Books Recommended:

Bedi, Kanishka (2015), Production and Operation management, OUP.

Jaiswal B. & Manoj S. (2020) Business Operations, New Royal Book.

Heizer and Render, (2010) Operations Management, 10th edition, Prentice Hall.

Ashwathappa K & Bhat K. Shridhara (2019) - Production & operation Management, 2nd Edition, Himalaya Publication.

Course	07000211 - Soft Skills and Personality Development	Semester - 2
Type of Course	Skill Enhancement Courses	
Prerequisite		
Course Objective	<ul style="list-style-type: none"> To develop and integrate the use of the four language skills, i.e. reading, listening, speaking, writing. The importance of habits in personal and professional growth, develop positive habits, and overcome. To help students enhance their self-awareness, communication skills, interpersonal skills, and overall personality. To cultivate self-awareness, self-regulation, and self-motivation, empowering them to effectively manage their emotions, time, and priorities. 	

Teaching Scheme (2-0-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Weightage
				SEE	CIA	SEE	CIA	
2	-	-	2	25	25	-	-	50

SEE - Semester End Examination, **CIA** - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content		T - Teaching Hours W - Weightage	
Sr.	Topics	T	W
1	Introduction to soft skill Meaning and introduction to soft skill, Types of soft skill (communication, empathy, leadership, time management, observation, conflict resolution, listening skill,) Difference between soft skill and hard skill, IQ,SQ,EQ and emotion competence	7	25
2	Habits Guiding Principles, Identifying Good And Bad Habits, Habit Cycle; Breaking Bad Habits, Using The Zeigarnik Effect For Productivity And Personal Growth, Forming Habits of Success	8	25
3	Personality development Meaning of personality, elements of personality, Determinants of personality, Personal development plan	7	25
4	Self-management skill Time management (planning, scheduling and meeting) Emotion and stress management SWOT analysis Etiquettes and manners Personal grooming (Appearance, Dressing)	8	25
Total		30	100

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy						
Level	Remember	Understand	Apply	Analyze	Evaluate	Create
Weightage	-	40	30	30	-	-

NOTE: This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes

At the end of this course, students will be able to:

CO1	Understand the importance of effective communication skills
CO2	Develop an insight into the concepts of good and bad habits
CO3	Compare the personality development traits in real life situations
CO4	Explain the idea of time management and SWOT analysis

Reference Books:

Books Recommended:

Title of the Book	Author/s	Publisher/Publication
Soft skill know the self and know the world	Dr. K. Alex –S. Chand	PHL learning Pvt. Ltd. , new Delhi
Personal growth and wealth	Dale Carnegie , Napoleon Hill, Dr. Joseph Murphy	

Course	07120211 - Disaster Management	Semester - 2
Type of Course	Ability Enhancement Course	
Prerequisite		
Course Objective	1. To study about the management techniques and control of various disasters. 2. To study the behavior of natural disasters and their impacts on human health. 3. Get familiarity with Fundamentals and Management of Disaster 4. Understand about Disaster Management in India	

Teaching Scheme (2-0-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Weightage
				SEE	CIA	SEE	CIA	
2	-	-	2	25	25	-	-	50

SEE - Semester End Examination, **CIA** - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content		T - Teaching Hours W - Weightage	
Sr.	Topics	T	W
1	Disasters in India - An Overview: Introduction, Definition, Disasters not new to Mankind, Disasters – Global Scenario, Vulnerability Profile of India, Climate Profile, Cause and Effect of Disasters, Types of Disasters	7	25
2	Institutional Framework: Evolution of Disaster Management in India, Disaster Management during British Administration and Post-Independence, Emergence of Institutional Arrangement in India, Organization and Structure of Disaster Management, Disaster Management Framework, Present Structure for Disaster Management in India, Disaster Management Act, 2005, Different committees and authority associated with disaster management	8	25
3	Prevention and Mitigation; Preparedness and Response Introduction, Prevention and Mitigation; Preparedness and Response regarding different disasters	7	25
4	Policy and Guidelines: Introduction, National Policy on Disaster Management (NPDM), National Plan on Disaster Management, Focus and Objectives of Guidelines, Management of Droughts, National Action Plan on Climate Change, Rules notified under the Disaster Management Act, 2005 Policy and Guidelines: Introduction, National Policy on Disaster Management (NPDM), National Plan on Disaster Management, Focus and Objectives of Guidelines, Management of Droughts, National Action Plan on Climate Change, Rules notified under the Disaster Management Act, 2005	8	25
Total		30	100

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy

Level	Remember	Understand	Apply	Analyze	Evaluate	Create
Weightage	-	40	30	30	-	-

NOTE: This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes

At the end of this course, students will be able to:

CO1	Identify the types of disasters prevalent in India and Recall recent major disasters that have impacted the country.
CO2	Interpret the hierarchical structure of disaster management institutions and Describe the coordination mechanisms among different agencies during disasters.
CO3	Analyze prevention and mitigation strategies to specific disaster scenarios and Propose customized measures based on the unique characteristics of different regions
CO4	Explain the alignment of disaster management policies with international best practices And Evaluate the impact of policy changes on the overall resilience of communities.

Reference Books:

Books Recommended:

Title of the Book	Author/s	Publisher/Publication
Disaster Management	Harsh K. Gupta	Universities Press, 2003
Disaster Management	K. Palanivel J. Saravanavel S. Gunasekaran	Allied Publishers Pvt. Ltd

Course	07030201 - Content Strategy	Semester - 2
Type of Course	Ability Enhancement Course	
Prerequisite		
Course Objective	<ul style="list-style-type: none"> Define and articulate the key components and importance of content strategy in digital marketing. Develop comprehensive content plans that align with business objectives and target audience needs. Utilize analytics tools to measure, interpret, and optimize content performance effectively. Create high-quality, engaging content tailored to various formats and customer journey stages. Implement effective content curation and governance practices to maintain content relevance and consistency. 	

Teaching Scheme (4-0-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Weightage
				SEE	CIA	SEE	CIA	
4	-	-	4	50	50	-	-	100

SEE - Semester End Examination, **CIA** - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content		T - Teaching Hours W - Weightage	
Sr.	Topics	T	W
1	Introduction to Content Marketing and Management Why and how content is important to business – use of content marketing, Content strategy and planning, Forming mission statement and its importance, selection of Niche Markets.	7	25
2	Business goals and planning for websites Naming primary and lower level goals-CMS overview and concepts, Intro to Word Press - Word Press design, navigation, and site structure.	8	25
3	Adding and managing content Adding and managing functionality on the site. Writing for the Web-Refining content – design, brand guidelines -Tools for developing visual content -HTML and CSS, overview for CMS	7	25
4	Competitive analysis Collecting content ideas, Tools, and resources for creating and managing content -Social media channels – community and communication, distributing content. Tools for social media management Establishing metrics -Evaluating data Capstone Project	8	25
Total		30	100

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy

Level	Remember	Understand	Apply	Analyze	Evaluate	Create
Weightage	-	40	30	30	-	-

NOTE: This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes

At the end of this course, students will be able to:

CO1	Understand the elements of a successful content marketing strategy.
CO2	Produce the importance of personas in content marketing.
CO3	Identify what qualifies as valuable content.
CO4	Summarize how to track and measure the success of your content marketing strategy.

Reference Books

1.	AARON MATTHEW WALL Content Marketing Book© Aaron Matthew
2.	Content Design by Sarah Richards
3.	"The Content Strategy Toolkit: Methods, Guidelines, and Templates for Getting Content Right" by Meghan Casey
4.	Content Strategy for the Web by Kristina Halvorson and Melissa Rach

Course	07000213 - Introduction to Indian Knowledge Systems - 2	Semester - 2
Type of Course	Value Added courses / Indian Knowledge System	
Prerequisite		
Course Objective	<ul style="list-style-type: none"> ➤ Understanding of fundamentals of yoga, its concept, origin, and mind body relationships and management. ➤ Gain comprehensive knowledge of classical yoga schools and recognizing diversity and relevance of emerging yoga thought. ➤ Explore the meditation, understand its principles, and recognize its various applications. ➤ Explore integration of yogic practices in life. 	

Teaching Scheme (2-0-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Weightage
				SEE	CIA	SEE	CIA	
2	-	-	2	25	25	-	-	50

SEE - Semester End Examination, **CIA** - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content		T - Teaching Hours W - Weightage	
Sr.	Topics	T	W
1	Understanding of IKS-1 <ul style="list-style-type: none"> ➤ Unique aspects of IKS: Idea Vs Ideology, IKS in present perspective ➤ Vocabulary related to IKS – Dharma, Sanatan, Moksha, Karma, etc. ➤ Science of Sastra ➤ Shruti & Smriti Parampara ➤ Methods to Study Shashtra ➤ Overview of Shastrartha Parampara 	7	25
2	Base of IKS proliferation <ul style="list-style-type: none"> ➤ Manuscript ology: Art of Preserving Knowledge ➤ Script & Language, Sanskrit Language and its importance ➤ Manuscripts: Its History, types and Its preservation Techniques Famous Manuscript repositories 	8	25
3	Contribution of IKS <ul style="list-style-type: none"> ➤ Science & Technology ➤ Astronomy ➤ Encryption Method used in ancient India ➤ Introduction to Yantra Shashtra – Vaimanik Shashtra ➤ Textile Technologies ➤ Agriculture Technologies ➤ Forest Management and Water management techniques ➤ Trade & Commerce ➤ Concept of Indic Economy (Arth Vyavastha) 	7	25

4	Contribution of IKS	8	25
	<ul style="list-style-type: none"> ➤ Administration & Governance ➤ Concept Introduction: Indic Administration ➤ Administrative Structure in Ancient India ➤ Niti Sashtra (Law & Orders) ➤ Fine Art & Performing Art ➤ Performing Art: Bhav, Ras, Types, Process, ➤ Famous Literature, Famous Art & Artists ➤ Fine Art: Types, Process, Famous Literature, ➤ Famous Art and Artists ➤ Case Studies Local Art & Tradition ➤ Experiential sessions ➤ Introduction to Ashtang Yog and practice of ➤ Yogasan & Pranayam 		
Total		30	100

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy

Level	Remember	Understand	Apply	Analyze	Evaluate	Create
Weightage	-	40	30	30	-	-

NOTE: This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes

At the end of this course, students will be able to:

CO1	Understanding of Shastras and Sanatan Ideology.
CO2	Illustrate the Manuscript ology and various manuscripts.
CO3	Identify the ancient theories of science and technology in present scenarios.
CO4	Analyze the core Indian ideology of administration and governance.

Books Recommended:
Title of the Book, Author/s, Publisher/Publication

The Educational Heritage of Ancient India: How an Eco System of Learning was Laid to Waste Sahana Singh Notion Press, Aug 2017
Sciences of the Ancient Hindus: Unlocking Nature in the Pursuit of Salvation, Alok Kumar, Create Space Independent Publishing, 2014
Vedic Mathematics and Science In Vedas, S. Balachandra Rao, Navakarnataka Publications, Bengaluru, 2019
Pride of India: A Glimpse into India's Scientific Heritage ,R.M. Pujari, Pradeep Kolhe, N. R. Kumar, Sanskrit Bharati Publication, 2006
Introduction to Indian Knowledge System- Concept and Application, B. Mahadevan, Vinayak Rajat Bhat, Nagendra Pavan R.N PHI Publications, 2022

Course	07000212 – Yoga	Semester - 2
Type of Course	Value Added courses	
Prerequisite		
Course Objective	1. Understanding of fundamentals of yoga, its concept, origin, and mind body relationships and management. 2. Gain comprehensive knowledge of classical yoga schools and recognizing diversity and relevance of emerging yoga thought. 3. Explore the meditation, understand its principles, and recognize its various applications. 4. Explore integration of yogic practices in life.	

Teaching Scheme (2-0-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Weightage
				SEE	CIA	SEE	CIA	
2	-	-	2	25	25	-	-	50

SEE - Semester End Examination, **CIA** - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content		T - Teaching Hours W - Weightage	
Sr.	Topics	T	W
1	Introduction Yoga: Concept, Meaning, and Origin; Relation between mind and body; Importance of healthy, body and mind; Body Management Techniques: Asana, Pranayama, Kriya. Principles of yogic, practice, Meaning of Asana, its types and principles, Meaning of pranayama, its types and principles. Impact of yoga limbs like asana, pranayama, meditation, etc. on achieving excellence in performance.	7	25
2	Classical and Emerging Schools of Yoga Classical Schools of thoughts in Yoga: Hatha Yoga, Raja Yoga, Laya Yoga, Bhakti Yoga, Gyana Yoga, Karma Yoga; Asthang Yoga. Patanjali Yoga Sutra. Emerging schools of thoughts in Yoga.	8	25
3	Meditation: A Way of Life Relation between body, breath, and mind; Meaning of meditation and its types and principles. Ancient Scriptures and relevance of Meditation; Meaning and importance of prayer.	7	25
4	Yoga & Meditation in Modern Setting Yogic therapies and modern concept of Yoga; Naturopathy, Hydrotherapy, Electrotherapy, Mesotherapy, Acupressure, acupuncture. Anatomy and Physiology and their importance.	8	25
Total		30	100

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy

Level	Remember	Understand	Apply	Analyze	Evaluate	Create
Weightage	-	40	30	30	-	-

NOTE: This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes

At the end of this course, students will be able to:

CO1	Represent the Yoga: Concept, Meaning, and Origin; Relation between mind and body; Importance of healthy, body and mind; Body Management Techniques: Asana.
CO2	Develop the Classical Schools of thoughts in Yoga.
CO3	Compare the Relation between body, breath, and mind; Meaning of meditation and its types and principles.
CO4	Express the Yogic therapies and modern concept of Yoga; Naturopathy, Hydrotherapy.

Reference Books

1.	Learn English vocabulary at a Glance (Text Book) By Dr. Rakesh Bhardwaj Evinced Publishing
2.	High School English Grammar & Composition (Text Book) By Wren & Martin Blackie
3.	Kenneth, Anderson, Tony Lynch, Joan Mac Lean. (Text Book) By Study Speaking. New Delhi: CUP
4.	Effective Business Communication By Asha Kaul Prentice Hall – Economy Edition
5.	Writing with a purpose By Champak Tickoo and Jaya Sasikumar Oxford University Press, Mumbai

Course	07990311 - Business Statistics	Semester - 3
Type of Course	Major (Core) Courses	
Prerequisite		
Course Objective	<ul style="list-style-type: none"> Summarize the basics of statistical methods and tools used in descriptive statistics of quantitative research Illustrate Mean, Median & Mode operations. Analyze and familiarize with several Probability and Probability distributions. To understand Simple Correlation and Regression Analysis 	

Teaching Scheme (Contact Hours)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Total Marks
				External Mark (T)	Internal Marks (T)	External Mark (P)	Internal Marks (P)	
4	-	-	4	50	50	-	-	100

SEE - Semester End Examination, **CIA** - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content		T - Teaching Hours W - Weightage	
Sr.	Topics	T	W
1	Introduction of statistics <ul style="list-style-type: none"> Definition of statistics, Scope of statistics in economics, Function of statistics Types of data: Primary and secondary data and their sources Element of data: Variable, constant, attribute, Importance of data, data presentation, Classification and tabulation: Types of classification, Formation of discrete and continuous frequency distribution, Tabulation of data (histogram, pie, multiple bar) Frequency Distributions, Percentiles, and Percentile Ranks: Organizing Qualitative Data; Constructing a grouped frequency distribution, a relative frequency distribution and a cumulative frequency distribution; Computation of Percentiles and Percentile Ranks. 	15	25
2	Measure of central tendency & dispersion <ul style="list-style-type: none"> Mean: Mean for discrete data, Define mean when frequency is given (discrete), Mean for continuous series, direct method, assume mean problem, problem based on find unknown when mean is given, Limitation. Median: Discrete data when frequency is given, Continuous data, Problem based on calculate unknown when mean and Median are given, Limitation. Mode: Define mode for discrete and continuous data, Limitation of mode. Relation between mean, median, mode and examples based on it. Measure of dispersion: Concept of dispersion, Absolute and relative measure of dispersion, Range, Variance, Standard deviation, mean deviation, Coefficient of variance, Quartile, quartile deviation, Coefficient of quartile deviation, Deciles, Percentiles. 	15	25
3	Probability and Probability Distributions <ul style="list-style-type: none"> Theory of Probability. Approaches to the calculation of probability; Calculation of event probabilities. Addition and multiplication laws of probability (Proof not required); Conditional probability and Bayes' Theorem (Proof not required) Expectation and variance of a random variable Probability distributions: <ul style="list-style-type: none"> Binomial distribution: Probability distribution function, Constants, Shape, Fitting of binomial distribution Poisson distribution: Probability function, (including Poisson approximation to binomial distribution), Constants, Fitting of Poisson distribution Normal distribution: Probability distribution function, Properties of normal curve, Calculation of probabilities 	15	25

4	Simple Correlation and Regression Analysis	15	25
Course Content		T - Teaching Hours W - Weightage	
Sr.	Topics	T	W
	<ol style="list-style-type: none"> Correlation Analysis: Meaning of Correlation: simple, multiple and partial; linear and non-linear, Correlation and Causation, Scatter diagram, Pearson's co-efficient of correlation; calculation and properties (Proof not required). Correlation and Probable error; Rank Correlation Regression Analysis: Principle of least squares and regression lines, Regression equations and estimation; Properties of regression coefficients; Relationship between Correlation and Regression coefficients; Standard Error of Estimate and its use in interpreting the results. 		
Total		60	100

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy

Level	Remember	Understand	Apply	Analyze	Evaluate	Create
Weightage	-	40	30	30	-	-

NOTE : This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes

At the end of this course, students will be able to:	
CO1	Identify frequency distribution
CO2	Produce knowledge regarding basic thing of psychological statistics
CO3	Analyze the central tendency and dispersion
CO4	Describe several problems on probability distribution.

Reference Books

1.	Statistics (Theory, Methods & Applications) (Text Book) By D.C. Sancheti & V.K. Kapoor S Chand and sons, New Delhi
2.	Fundamental of Statistics (Text Book) By S.C.Gupta Himalaya Publishing House
3.	Statistics for Management (Text Book) By Levin and Rubin Pearson
4.	Statistics for Management (Text Book) By T. N. Srivastava and ShailajaRego Tata McGraw Hill 2nd Edition
5.	Statistics for Business and Economics By R.P. Hooda Macmilian, New Delhi
6.	Statistics for Business and Economics By Anderson, Sweeney and Williams 11th Edition, Cengage Learning

Course	07303011 - Principles of Marketing	Semester - 3
Type of Course	Major (Core) Courses	
Prerequisite		
Course Objective	1. The objective of this course is to provide basic knowledge of concepts, principles, tools and techniques of marketing. 2. This course aims to familiarize students with the marketing function in organizations. 3. It will equip the students with understanding of the Marketing Mix elements and sensitize them to certain emerging issues in Marketing. 4. The course will use and focus on Indian experiences, approaches and cases.	

Teaching Scheme (Contact Hours)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Total Marks
				External Mark (T)	Internal Marks (T)	External Mark (P)	Internal Marks (P)	
4	-	-	4	50	50	-	-	100

SEE - Semester End Examination, **CIA** - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content		T - Teaching Hours W - Weightage	
Sr.	Topics	T	W
1	Introduction Nature, scope and importance of marketing; Evolution of marketing; Selling v/s Marketing; Marketing mix, Marketing environment: concepts of Marketing, importance, and components (Economic, Demographic, Technological, Natural, Socio-Cultural and Legal)	15	25
2	Consumer Behaviour Nature and Importance, Consumer buying decision process; Factors influencing consumer buying behavior. Market segmentation: Concept, importance and bases; Target market selection; Positioning Concept, importance and bases; Product differentiation vs. market Segmentation.	15	25
3	Product Concept and importance, Product classifications; Concept of product mix; Branding, packaging and labeling; Product-Support Services; Product life-cycle; New Product Development Process; Consumer adoption process. Pricing: Significance. Factors affecting price of a product. Pricing policies and strategies.	15	25
4	Distribution Channels and Physical Distribution Channels of distribution - meaning and importance; Types of distribution channels; Functions of middle man; Factors affecting choice of distribution channel; Wholesaling and retailing; Types of Retailers; e- tailing, Physical Distribution. Promotion: Nature and importance of promotion; Communication process; Types of promotion: advertising, personal selling, public relations & sales promotion, and their distinctive characteristics; Promotion mix and factors affecting promotion mix decisions	15	25
Total		60	100

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy

Level	Remember	Understand	Apply	Analyze	Evaluate	Create
Weightage	-	40	30	30	-	-

NOTE : This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes

At the end of this course, students will be able to:

CO1	Understand the wide perspective and applications of Principles of Marketing
CO2	Develop the various marketing approaches in today's competitive scenario
CO3	Analyze the nature, process and importance of various marketing plans
CO4	Discuss the correlation of various elements of marketing mix in business

Reference Books

1.	Principles of Marketing (Text Book) By Philip Kotler Pearson Education
2.	Principles of Marketing (Text Book) By Neeru Kapoor PHI Learning
3.	Principles of Marketing (Text Book) By Rajendra Maheshwari International Book House
4.	Basic Marketing (Text Book) By William D. Perreault, and McCarthy, E. Jerome Pearson Education
5.	Marketing: Concepts and Cases By Michael, J. Etzel, Bruce J. Walker, William J Stanton and Ajay Pandit McGraw Hill Education

Course	07020311 - Financial Accounting	Semester - 3
Type of Course	Major (Core) Courses	
Prerequisite		
Course Objective	<ul style="list-style-type: none"> • The objective of this course is to introduce problems of financial accounting. • Measuring and reporting issues related to assets and liabilities and preparing the financial statements. • Students are expected to gain the ability of using accounting information as a tool • Applying solutions for managerial problems, evaluating the financial Performance, and interpreting the financial structure. 	

Teaching Scheme (Contact Hours)				Examination Scheme				Total Marks
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		
				External Mark (T)	Internal Marks (T)	External Mark (P)	Internal Marks (P)	
4	-	-	4	50	50	-	-	100

SEE - Semester End Examination, **CIA** - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content		T - Teaching Hours W - Weightage	
Sr.	Topics	T	W
1	Advanced Accounts of Partnership Firm - I & II Advanced Accounts of Partnership Firm - I & II 1. Advanced Accounts of Partnership Firm - I Admission of a Partner, Retirement and/or Death of a Partner, (Including Simultaneous admission and retirement) 1. Advanced Accounts of Partnership Firm - II Dissolution of Partnership firm, Gradual Realization of Assets and Piece meal, Distribution of Cash, Proportionate Capital Method, Maximum Loss Method (Garner Vs Murray Rule)	15	25
2	Hire Purchase and Installment Purchase System & Branch Accounts Hire Purchase and Installment Purchase System & Branch Accounts 1. Hire Purchase and Installment Purchase System Meaning of Hire Purchase Contract, Legal Provisions, Accounting Treatment in the books of Hire Purchaser and Hire Vendor, Meaning of Installment system, Difference between Hire Purchase and Installment Purchase system, Re-possession of Goods, Accounting Entries, Books of Buyer and Seller 1. Branch Accounts Meaning, Objectives, Types of branches, Preparation of Branch Accounts, Debtors system and Stock and Debtors System	15	25
3	Consignment Accounts & Joint Venture Consignment Accounts & Joint Venture <u>Consignment Accounts</u> Meaning, Features, Concepts, Distinction between Consignment and Sale, Types of Commission, Valuation of Unsold Stock, Goods-in-Transit, Abnormal Loss, Normal Loss, Accounting Methods (Cost and Invoice Price), Journal Entries, Ledger Accounts in the Books of Consignor and Consignee <u>Joint Venture</u> Meaning, Features, Difference between Joint Venture and Partnership, Methods of Accounting, Separate set of Books, Record in Co-Venture's books and Memorandum Method, Journal and Ledger	15	25
4	Accounting for Not for Profit Entities Accounting for Not for Profit Entities 1. Accounting for Not for Profit Entities Meaning, Features, Special Terms, Preparation of Receipts and Payment Account, Income and Expenditure Account and Balance Sheet <ul style="list-style-type: none"> • Final Accounts of Professionals 	15	25

Total	60	100
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Suggested Distribution Of Theory Marks Using Bloom's Taxonomy

Level	Remember	Understand	Apply	Analyze	Evaluate	Create
Weightage	-	40	30	30	-	-

NOTE : This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes

At the end of this course, students will be able to:

CO1	Understand the basics of Accounting Concepts and Principles at advanced level
CO2	Illustrate accounting information for planning and control for the evaluation of finance and branch account.
CO3	Analyze the concepts of Consignment Accounts and Joint Venture
CO4	Classify the business implications of 'not for profit entities' and final accounts of professionals

Reference Books

1.	An Introduction to Accountancy (Text Book) By S.N. Maheswari, S.K. Maheswari Vikas Publishing House
2.	Financial Accounting: A Managerial Perspective (Text Book) By R. Narayana swamy PHI Learning Pvt. Ltd.
3.	Introduction to Financial Accounting, Pearson (Text Book) By Charles T. Horngren, Gart L. Sundem, John A. Elliott, and Donna R. Philbrick Pearson.
4.	Financial Accounting (Text Book) By Tulsian P. C. Pearson Education
5.	Financial Accounting (Text Book) By V Rajshekharan & R. Lalitha Pearson Education

Course	07010311 - Labour Legislation in India	Semester - 3
Type of Course	Multidisciplinary / Interdisciplinary / Allied Courses	
Prerequisite		
Course Objective	1. To acquaint the students with Legal provisions of Labour Laws in India. 2. They will learn the salient features of welfare and wage Legislations 3. To integrate the knowledge of Labour Law in General HRM Practice. 4. To develop skills for practical implications of legislations in industrial settings	

Teaching Scheme (Contact Hours)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Total Marks
				External Mark (T)	Internal Marks (T)	External Mark (P)	Internal Marks (P)	
4	-	-	4	50	50	-	-	100

SEE - Semester End Examination, **CIA** - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content		T - Teaching Hours W - Weightage	
Sr.	Topics	T	W
1	Introduction The Historical Dimensions of Labor & Employee Legislation in India - Labor Protection & Welfare - Social Security & Social Justice - System of Economic Governance - Principles of Labour Legislation – Labour and the Constitution	15	25
2	Laws of Working Conditions The Factories Act, 1948; The Industrial Employment Standing Order Act, 1946 ; Industrial Dispute Act, 1947	15	25
3	LAWS ON WAGES The Minimum Wages Act, 1948 ; The Payment of Bonus Act, 1965 ; The Equal Remuneration Act, 1976	15	25
4	LAWS ON Social Security The Industrial Disputes Act, 1947 ; The Employees’ State Insurance Act, 1948 ; The Employees’ Provident Fund and Miscellaneous Provisions Act, 1952 ; The Payment of Gratuity Act, 1972	15	25
Total		60	100

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy						
Level	Remembrance	Understanding	Application	Analyze	Evaluate	Create
Weightage	0	40	30	30	0	0

NOTE : This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes	
At the end of this course, students will be able to:	
CO1	Summarize the legal framework governing the Human Resources within which the industries function
CO2	Develop the students' understanding of the importance and ideology of the prevailing legal structure in India
CO3	Analyze the development and the judicial setup of Labour Laws

CO4	Classify the salient features of welfare and wage legislations, also to integrate the knowledge of labour law in practice.
Reference Books	
1.	Industrial And Labour Law (TextBook) (TextBook) By S. P. Jain, Simmi Agrawal Dhanpat Rai
2.	INDUSTRIAL LAW (TextBook) (TextBook) By P.L. Malik Eastern Book Company
3.	GLOBALIZATION AND LABOUR-MANAGEMENT RELATIONS - DYNAMICS OF CHANGE (TextBook) (TextBook) By C.S. Venkata Ratnam PHI Learning, New Delhi
4.	Dynamics of industrial relations (TextBook) (TextBook) By Mamoria, C. B., Mamoria, S., & Gankar, S. V. Himalaya Publishing House
5.	Labour laws for managers (TextBook) (TextBook) By Singh Excel Books

Course	07020312 - Management Accounting	Semester - 3
Type of Course	Multidisciplinary / Interdisciplinary / Allied Courses	
Prerequisite		
Course Objective	<ul style="list-style-type: none"> • Define the role and responsibilities of a financial manager within a business organization. • Explain the key objectives of financial management and their potential conflicts. • Identify the different sources of finance available to businesses and their associated costs. • Analyze the concept of capital structure and its impact on a company's financial performance. • Evaluate methods for capital budgeting and investment decisions. • Apply working capital management strategies to optimize a company's short-term financial position 	

Teaching Scheme (Contact Hours)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Total Marks
				External Mark (T)	Internal Marks (T)	External Mark (P)	Internal Marks (P)	
4	-	-	4	50	50	-	-	100

SEE - Semester End Examination, **CIA** - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content		T - Teaching Hours W - Weightage	
Sr.	Topics	T	W
1	Introduction to Management Accounting • Meaning and features of Management Accounting • Nature and Scope of Management Accounting: • Objectives of Management Accounting: . • Management Accounting vs. Cost Accounting vs. Financial Accounting • Role of Management Accountant	15	25
2	Financial Statements for Management Accounting • Financial Statements - Meaning and Uses: • Comparative Analysis: • Common Size Statements: . • Cash Flow and Fund Flow Statements:	15	25
3	Marginal Costing and Budgetary Control` • Profit volume Ratio, Variable vs. Fixed Costs: • Cost-Volume-Profit (CVP) Analysis • Break-Even Point (BEP): • Practical problems • Meaning and role of Budget and Budgetary Control • Factors affecting on Budgetary control • The Budgeting Process: Types of Budgets: • Cash Budget • Flexible Budgets: Variance Analysis • Practical problem	15	25
4	Capital Budgeting • Project Cash Flow Analysis • Time Value of Money Concepts • Capital Budgeting Techniques (NPV, IRR, Payback Period) • Risk Analysis in Capital Budgeting • Capital Rationing • Practical Problems	15	25

						Total	60	100
Suggested Distribution Of Theory Marks Using Bloom's Taxonomy								
Level	Remembrance	Understanding	Application	Analyze	Evaluate	Create		
Weightage	0	40	30	30	0	0		

NOTE : This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes	
At the end of this course, students will be able to:	
CO1	Understand of the cost of Capital
CO2	Apply interpret Capital Structure
CO3	Solve time value of money and its applications in financial decision-making.
CO4	Understand and analyze the Working capital cycle

Reference Books	
1.	Financial Management By by I M Pandey Fundamentals of Financial Management Prasanna Chandra, 1990
2.	Management Accounting By by Tulsian P.C. and Jain Vikas
3.	Management Accounting for Business Decisions By by R S N Pillai
4.	Management Accounting (Theory and Practice) By by S N Maheshwari
5.	Financial Management By P.C. Tulsian

Course	07030312 - Search Engine Optimization	Semester - 3
Type of Course	Multidisciplinary / Interdisciplinary / Allied Courses	
Prerequisite		
Course Objective	1. To Understand the fundamentals of search engine optimization (SEO) 2. Explore techniques for conducting effective keyword research 3. Learn best practices for optimizing on-page elements such as meta tags, headings, content structure, internal linking, user experience, and search engine crawlability 4. Explore off-page SEO strategies including link building, social media integration, and online reputation management	

Teaching Scheme (Contact Hours)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Total Marks
				External Mark (T)	Internal Marks (T)	External Mark (P)	Internal Marks (P)	
4	-	-	4	50	50	-	-	100

SEE - Semester End Examination, **CIA** - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content		T - Teaching Hours W - Weightage	
Sr.	Topics	T	W
1	Introduction to SEO Concepts of search engine optimization (SEO), Relevance, Importance, Popularity, Trust, Authority, Search engines and directories, how search engines work, Crawlers, robots, spiders, Algorithms, Search engine indexing, Ranking, Directories, Website architecture, Static pages, Dynamic pages.	7	25
2	Managing SEO Search engine Friendliness and Specific Rankings Page coding, managing spiders/robots, Crawlability, rewriting pages, Subdomains, Alexa ranking, Image optimization, google search, console analysis, crawler issues, remove URLs, sitemap submission	8	25
3	Fundamentals of Page On-page SEO, importance, influence factors, Optimizing Web Page, Website Optimization, title, description and keyword tags, header tags, Anchor Text, Navigation Links, Contextual links, Canonical URLs, Page Nations, keyword research, meta tag optimization, SEO content optimization, sitemap creation submission, robots.txt	7	25
4	Links and Networks Off-page SEO, importance, influence factors, Right and wrong ways to link, Reciprocal links, Three-way links, purchased links, link networks, redirected links, link bait, Trust rank and worthless links, Quality directories Performing and Implementing SEO goals, and Commercial intent, fixing broken links, Sitemaps, Useful directory links, complaining to search engines, how to address a copyright violation SEO Tools Web 2.0 and other important considerations Website ecosystem, Micro sites, RSS feeds, Blogosphere, social media, Google calendar, press releases, SEO for blogs, SEO for content management systems, SEO for local search, SEO for mobile search, Measurements, Google API, SEO tools, Free tools, Research and resources, Google my business listing, google places.	8	25
Total		30	100

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy

Level	Remember	Understand	Apply	Analyze	Evaluate	Create
Weightage	-	40	30	30	-	-

NOTE : This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes

At the end of this course, students will be able to:

CO1	Classify websites to rank higher on search engine results pages and drive targeted traffic.
CO2	Apply keyword research to identify high-value keywords and incorporate them effectively.
CO3	Organize on-page and off-page SEO techniques to improve website visibility and authority.
CO4	Summarize search engine algorithms and adapt SEO strategies to stay ahead of algorithm updates.

Reference Books

1.	Search Engine Optimization: Your Visual Blueprint for effective
2.	Internet marketing By (MISL-Wiley)-Kristopher B Jones 3 Edition
3.	Search Engine Optimization: An Hour a Day-Jennipe grappone By Gradiva Cousin Wiley

Course	07070311 - Fundamentals of Web Designing	Semester - 3
Type of Course	Multidisciplinary / Interdisciplinary / Allied Courses	
Prerequisite		
Course Objective	1. Understand the fundamentals of web design and its principles. 2. Design and build basic web pages using HTML, CSS, and JavaScript. 3. Use design tools and software to create visually appealing web pages. 4. Apply web design principles to real-world projects and enhance user experience. 5. Understand web accessibility and usability principles for inclusive design.	

Teaching Scheme (Contact Hours)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Total Marks
				External Mark (T)	Internal Marks (T)	External Mark (P)	Internal Marks (P)	
4	-	-	4	50	50	-	-	100

SEE - Semester End Examination, **CIA** - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content		T - Teaching Hours W - Weightage	
Sr.	Topics	T	W
1	Web Page Designing - I <ul style="list-style-type: none"> An introduction to HTML, TML tags, Structure of an HTML document, Text and paragraph formatting, Ordered and unordered lists - nested lists, Hyperlinks, Images 	15	25
2	Web Page Designing – II <ul style="list-style-type: none"> HTML tables, Images, Frames, framesets, Nested framesets, Designing HTML forms, Multimedia tags 	15	25
3	DHTML & Cascading Style Sheets <ul style="list-style-type: none"> What is DHTML? Applications of DHTML, Components of DHTML, HTML5 – Introduction, Basic tags, Introduction to Cascading Style Sheets (CSS), Ways of specifying style – inline, internal, external, Basic syntaxes 	15	25
4	Advanced Cascading Style Sheets <ul style="list-style-type: none"> ID and CLASS selectors, SPAN, DIV, Font, Color, Background, Text, Border 	15	25

			Total	60	100
Suggested Distribution Of Theory Marks Using Bloom's Taxonomy					
Level	Understanding	Application	Analyze		
Weightage	40	30	30		

NOTE : This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes	
At the end of this course, students will be able to:	
CO1	Classify to design the web pages with HTM
CO2	Apply advanced HTML, creating dynamic, multimedia-rich, and interactive websites
CO3	Illustrate the expertise in DHTML, HTML5, and CSS, enabling them to create dynamic, stylish, and responsive web designs
CO4	Explain the advanced cascading style sheets

Reference Books	
1.	Cascading Style Sheets – The Definitive Guide, O’Reilly – SPD (Text Book) By By Eric Meyer First Edition, 2000
2.	The Internet, PHI (Text Book) By By Douglas E Comer Second Edition, May 2000
3.	“Web Enabled Commercial Applications Development using HTML, DHTML, JavaScript, Perl CGI” By By Ivan Bayross BPB, 2004.

Course	07000311 - Academic Writing	Semester - 3
Type of Course	Ability Enhancement Course	
Prerequisite		
Course Objective	<ul style="list-style-type: none"> • The course Academic Writing focuses on the skills and basic elements of academic writing. • The aim of this course is to increase students' agency as writers by acquiring both the theoretical knowledge and practical skills necessary to produce texts for the interdisciplinary academic discourses. • Effectively deal with counter arguments in order to present a more compelling argument • Practice the revision skills necessary for the accomplishment of a writing project Constructively critique their own and peers' writing, with an awareness of the collaborative and social aspects of the writing process 	

Teaching Scheme (Contact Hours)				Examination Scheme				Total Marks
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		
				External Mark (T)	Internal Marks (T)	External Mark (P)	Internal Marks (P)	
2	-	-	2	25	25	-	-	50

SEE - Semester End Examination, **CIA** - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content		T - Teaching Hours W - Weightage	
Sr.	Topics	T	W
1	Introduction of academic writing <ul style="list-style-type: none"> • Introduction of academic writing • Importance of academic writing • Basic rules of academic writing • English in academic writing I & II • Vocabulary and grammar • Elements of writing • Styles of research writing • Types of academic writing • Process of academic writing 	15	25
2	Plagiarism, citation and reference <ul style="list-style-type: none"> • Introduction • Tools for the detection of plagiarism • Avoiding Plagiarism • Literature review • Introduction • Source of literature • Process of literature review • Online literature database • Literature management tools • Referencing • Citation 	15	25
3	The Writing Process <ul style="list-style-type: none"> • Report writing • CV writing • Job application • Types of letters – Business letters • Cover letter 	15	25

4	Notice of Meeting	15	25
Course Content		T - Teaching Hours W - Weightage	
Sr.	Topics	T	W
	<ul style="list-style-type: none"> • Memo • Notice • Agenda • Minutes of Meeting • Business correspondence • How to write emails – do's and don'ts 		
Total		60	100

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy						
Level	Remember	Understand	Apply	Analyze	Evaluate	Create
Weightage	-	40	30	30	-	-

NOTE : This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes	
At the end of this course, students will be able to:	
CO1	Understand the basic difference between the various types of writing focusing more on academic writing.
CO2	Develop the need of referencing, its types, and concept of plagiarism
CO3	Identify the stylistic conventions of academic writing
CO4	Describe and discuss the different ways of business communication

Reference Books	
1.	Academic Writing: A Handbook for International Students (TextBook) By Stephen Bailey Routledge
2.	Writing Skills – Methods and Practice (TextBook) By A R Kidwai Sherin Sherwani VIVA BOOKS - ORIGINALS Pub. Year 2019 1st Edition, Pub. Year 2019
3.	Business Correspondence And Report Writing (TextBook) By R C Sharma, Krishna Mohan McGraw Hill Education 5th Edition
4.	Academic Writing, Anti- Plagiarism And Citations (TextBook) By Vinod Kumar Kanvaria Shipra Publications

Course	07000312 - Computational Skills for Business	Semester - 3
Type of Course	Skill Enhancement Courses	
Prerequisite		
Course Objective	<ul style="list-style-type: none"> • To provide computer skills and knowledge to enhance the understanding and usefulness of information technology tools for business operations. • To understand the uses and the basic operations of MS office. • To understand the utilizations of Spreadsheets in term of work field. • To gain depth knowledge about several spreadsheet operations for real time business management. 	

Teaching Scheme (Contact Hours)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Total Marks
				External Mark (T)	Internal Marks (T)	External Mark (P)	Internal Marks (P)	
2	-	-	2	25	25	-	-	50

SEE - Semester End Examination, **CIA** - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content		T - Teaching Hours W - Weightage	
Sr.	Topics	T	W
1	Word Processing Introduction to word Processing, Word processing concepts, Use Of Templates, Working with word document: Editing text, Find and replace text, Formatting, spell check, Autocorrect, Auto text; Bullets and numbering, Tabs, Paragraph Formatting, Indent, Page Formatting, Header and footer, Tables: Inserting, filling and formatting a table; Inserting Pictures and Video; Mail Merge: including linking with Database; Printing documents	7	25
2	Preparing Presentations Basics of presentations: Slides, Fonts, Drawing, Editing; Inserting: Tables, Images, texts, Symbols, Media; Design; Transition; Animation; and Slideshow.	8	25
3	Spreadsheet and its Business Applications Spreadsheet concepts, Managing worksheets; Formatting, Entering data, Editing, and Printing a worksheet; Handling operators in formula, Project involving multiple spreadsheets, Organizing Charts and graphs Generally used Spreadsheet functions: Mathematical, Statistical, Financial, Logical, Date and Time, Lookup and reference, Database, and Graphical representation of data; Frequency distribution and its statistical parameters; Correlation and Regression.	7	25
4	Latest technologies in computer	8	25

Course Content		T - Teaching Hours W - Weightage	
Sr.	Topics	T	W
	<ul style="list-style-type: none"> • What is AI? : <ul style="list-style-type: none"> ◦ The AI Problems, ◦ The Underlying Assumption, ◦ What Is An AI Techniques, ◦ The Level Of The Model, ◦ Criteria For Success, ◦ Some General References, ◦ One Final • Introduction to Machine Learning, <ul style="list-style-type: none"> ◦ Model Preparation, ◦ Modelling and Evaluation Human learning versus machine learning, ◦ Types of machine learning, ◦ Applications of machine learning, ◦ Tools for machine learning, • Fundamentals of Block chain: <ul style="list-style-type: none"> ◦ Introduction, ◦ Origin of Block chain, ◦ Block chain solution, ◦ Components of Block chain, ◦ Block in Block chain, ◦ The Technology Block chain Types 		
Total		30	100

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy

Level	Remember	Understand	Apply	Analyze	Evaluate	Create
Weightage	-	40	30	30	-	-

NOTE : This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes

At the end of this course, students will be able to:

CO1	Understand the word processing, formatting, and document creation skills.
CO2	Apply visual impact in presentations for creating engaging business environment.
CO3	Examine the use of spreadsheets for data analysis and business applications.
CO4	Explain AI, machine learning, and block chain technologies for applications.

Reference Books

1.	Computer Fundamentals (Text Book) By Anita Goel Pearson
2.	Fundamentals of computers (Text Book) By E. Balagurusamy McGraw-Hill

Course	07040311 - Intellectual Property Rights	Semester - 3
Type of Course	Value Added Course	
Prerequisite		
Course Objective	<ul style="list-style-type: none"> • To recognize the importance of IP and to educate the pupils on basic concepts of Intellectual Property Rights. • To identify the significance of practice and procedure of Patents. • To make the students to understand the statutory provisions of different forms of IPRs in simple forms. • To learn the procedure of obtaining Patents, Copyrights, Trade Marks & Industrial Design • To enable the students to keep their IP rights alive. 	

Teaching Scheme (Contact Hours)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Total Marks
				External Mark (T)	Internal Marks (T)	External Mark (P)	Internal Marks (P)	
2	-	-	2	25	25	-	-	50

SEE - Semester End Examination, **CIA** - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content		T - Teaching Hours W - Weightage	
Sr.	Topics	T	W
1	INTELLECTUAL PROPERTY RIGHTS – INTRODUCTION Definition, Meaning and Concept, Types of Intellectual Property, Trademarks and Service Marks, Federal Registration of trademarks, Copyrights – Definition - Federal Registration of Copyrights, Patents – types - Federal Registration of Patents, Trade Secrets - Protection of Trade Secrets, Geographical Indications and IPR, Agencies responsible for intellectual property registration, Role of WTO and WIPO, trade secrets, ethics in IPR	15	25
2	TRADE MARKS Introduction, Definition of Trademark, Purpose and Function of Trademark, Types of Marks, Acquisition of Trademark Rights Common Law Rights - Federal Registration - Laws and Treaties Governing Trademark - Categories of Marks - Protectable Matter, Selecting and Evaluating a Trademark, Trademark Registration Processes, New Development in Trademarks	15	25
3	COPYRIGHTS Introduction, Definition, Concept, History of Copyrights, Common Law Right, The United States Copyright Office, its functions and legal process to get copyrights, Rights to prepare Derivative works, Rights of distribution and the first sale doctrine, Rights to perform the work publicly, Ownership in Derivative or Collective Works · Copyright Registration, The Application for Copyright Registration, New Development in Copyrights	15	25
4	PATENTS Introduction, Definition, Concept, Law of Patents, Advantages of Patents, Rights Under Federal Law, Patent Searching & Patent Application Process, Patent Practice, Ownership Rights, New Development In Patents	15	25
Total		60	100

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy

Level	Remember	Understand	Apply	Analyze	Evaluate	Create
Weightage	-	40	30	30	-	-

NOTE : This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes

At the end of this course, students will be able to:

CO1	Describe the concepts of intellectual property rights (IPR) and their practical implementations in the business domain.
CO2	Develop the critical sense about the 'Trademark'.
CO3	Analyze the understanding of copy rights and intellectual property regulations to safeguard and manage various intellectual assets, contributing to the refinement of strategic business planning.
CO4	Explain the critical significance of IPR in influencing business procedures and decisions, all the while maintaining a commitment to ethical and legal standards.

Reference Books

1.	Elements of Mercantile Law (Text Book) By N. D. Kapoor (Sultan Chand & Sons) 33rd Ed., 2012
2.	The Indian Contract Act-1872 (Text Book) By S. N. Maheswari Himalaya Publishing House
3.	Business Law (Text Book) By N. D. Kapoor Sultan Chand & Sons
4.	Contract (Text Book) By Avtar Singh Eastern Book Company
5.	The Management of Intellectual Property (Text Book) By Satyawrat Ponkse
6.	Law Relating to Patents, Trademarks, Copyright, Designs and Geographical Indications (Text Book) By B L Wadhera
7.	Business Law (Text Book) By S. S. Gulshan Anurang Jain for Excel Books

Course	07030313 – Digital Marketing Strategy	Semester - 3
Type of Course	Value Added Course	
Prerequisite		
Course Objective	1. Understand the fundamental principles and strategies of digital marketing. 2. Develop the ability to create and implement effective digital marketing campaigns across various online channels. 3. Analyze and interpret digital marketing metrics to measure the success of campaigns and make data-driven decisions. 4. Explore emerging digital marketing trends and technologies and their impact on business growth. 5. Apply ethical and legal considerations in the execution of digital marketing activities.	

Teaching Scheme (Contact Hours)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Total Marks
				External Mark (T)	Internal Marks (T)	External Mark (P)	Internal Marks (P)	
2	-	-	2	25	25	-	-	50

SEE - Semester End Examination, **CIA** - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content		T - Teaching Hours W - Weightage	
Sr.	Topics	T	W
1	Introduction to Digital Marketing Strategy Definition and importance, Comparison with traditional marketing, Key components of digital marketing, Understanding the digital landscape, Role of different digital channels, Customer journey in the digital world.	15	25
2	Digital Marketing Strategy Development Conducting a digital marketing audit and situational analysis, defining digital marketing goals and objectives, developing a comprehensive digital marketing strategy, Aligning digital marketing strategy with overall business objectives	15	25
3	Digital Marketing Tactics and Execution Search Engine Optimization (SEO) and Search Engine Marketing (SEM), Social media marketing and content creation, Email marketing and marketing automation, Influencer marketing and partnerships, Measuring and optimizing digital marketing campaigns.	15	25
4	Data-Driven Decision Making and Analytics Importance of data and analytics in digital marketing, Tracking and measuring key performance indicators (KPIs), Utilizing data to make informed decisions and optimize digital marketing efforts, leveraging data visualization and reporting tools	15	25
Total		60	100

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy						
Level	Remember	Understand	Apply	Analyze	Evaluate	Create
Weightage	-	40	30	30	-	-

NOTE : This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes

At the end of this course, students will be able to:

CO1	Graduates will be able to create and execute integrated digital marketing strategies that align with business goals and effectively reach target audiences.
CO2	Students will be proficient in using analytics tools to measure the performance of digital marketing campaigns and make data-driven decisions for optimization.
CO3	Participants will be able to conduct thorough market research and develop detailed audience personas to inform their digital marketing strategies.
CO4	Completers will stay current with and adapt to emerging trends, tools, and technologies in the digital marketing landscape to maintain competitive advantage.

Reference Books

1.	"Marketing 4.0: Moving from Traditional to Digital" By Philip Kotler, Hermawan Kartajaya, and Iwan Setiawan
2.	"Digital Marketing for Dummies" By Ryan Deiss and Russ Henneberry
3.	"KPI Checklists: Practical Guide to Using KPIs and Performance Measures" By Bernie Smith
4.	"Digital Marketing Strategy: An Integrated Approach to Online Marketing" By Simon Kingsnorth
5.	"Digital Marketing Strategy: An Integrated Approach to Online Marketing" by Simon Kingsnorth "Digital Marketing Excellence: Planning, Optimizing and Integrating Online Marketing" By Dave Chaffey and PR Smith

Course	07010411 - Human Resource Management	Semester - 4
Type of Course	Major (Core) Courses	
Prerequisite		
Course Objective	<ul style="list-style-type: none"> • Demonstrate a basic understanding of HR Management and analyses the issues and strategies required to select and develop manpower resources. • To develop innovative solutions to the problems in the field of HRM. • Comprehend the principles and practices of promotion, demotion, and transfer within an organization, including their impact. • Its various types, and the reasons behind implementing transfers within an organization, recognizing its significance in effective 	

Teaching Scheme (3-1-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Weightage
				SEE	CIA	SEE	CIA	
3	1	-	4	70	30	-	-	100

SEE - Semester End Examination, **CIA** - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content		T - Teaching Hours W - Weightage	
Sr.	Topics	T	W
1	Human Resource Management (HRM) and Human Resource Planning (HRP) Human Resource Management: Concept, Functions, Objectives, The Harvard Modal, Jobs & Career in HRM Human Resource Planning: Concept, Importance, Factors Affecting HRP, Requisites for Successful HRP	15	25
2	Recruitment and Selection Recruitment: Concept, Purpose, Importance, Sources, Process Selection: Concept, Process, Types of tests, Types of Interviews	15	25
3	Promotion, Demotion and Transfer Promotion: Concept, Purpose, Types Transfer: Concept, Types, Reasons Demotion: Concept, Causes Absenteeism: Concept, Causes Separation: Concept, Forms	15	25
4	Transfer: Concept, Types, Reasons Separation: Concept, Forms Demotion: Concept, Causes Absenteeism: Concept, Causes	15	25
Total		60	100

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy

Level	Remember	Understand	Apply	Analyze	Evaluate	Create
Weightage	-	40	30	30	-	-

NOTE: This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes	
At the end of this course, students will be able to:	
CO1	Summarize the basic concept of Human Resource Management (HRM) and Identify the objectives of HRM.
CO2	Apply recruitment strategies based on specific organizational needs and Analyze the effectiveness of different recruitment sources.
CO3	Analyze the factors affecting HRP and Describe the concept, purpose and types of promotion, demotion and transfer.
CO4	Describe the impact of absenteeism on productivity and organizational culture and Evaluate the effectiveness of different separation methods in managing employee transitions.

REFERENCE BOOKS:		
Title of the Book	Author/s	Publisher/Publication
1. Personnel Management	C. B. Memoria & S. V. Gankar	Himalaya Publishing House
2. Human Resource Management	C. B. Gupta	Himalaya Publishing House
3. Text and Cases of Human Resource Management	P. SubbaRao	Himalaya Publishing House
4. Human Resource Management (Text & Cases)	V. S. P. Rao	Excel Books
5. Human Resource Management Development	H. C. Sainy & Sharadkumar	Quality Publishing Company
6. Human Resource and Personnel Management (Text & Cases)	K. Aswathappa	Tata McGraw-Hill Publication Company Limited

Course	07020411 - Financial Management	Semester - 4
Type of Course	Major (Core) Courses	
Prerequisite		
Course Objective	<ul style="list-style-type: none"> To introduce the participants with the basic fundamentals and tools and techniques of Corporate Financial Management in a changing, challenging and competitive global economic environment. To provide students with a comprehensive understanding of the sources of finance and their implications for businesses. Understand the principles and techniques of capital budgeting Understand the principles and techniques of efficient working capital management, including the assessment of working capital requirements. 	

Teaching Scheme (3-1-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Weightage
				SEE	CIA	SEE	CIA	
3	1	-	4	70	30	-	-	100

SEE - Semester End Examination, **CIA** - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content		T - Teaching Hours W - Weightage	
Sr.	Topics	T	W
1	Personal financial planning Personal financial planning Meaning, objectives, process, Nature of Financial Management: Finance and related disciplines; Scope of Financial Management; Profit Maximization, Wealth Maximization – Traditional and Modern Approach; Functions of finance – Finance Decision, Investment Decision, Dividend Decision; Objectives of Financial Management; Organization of finance function; The concept of Time Value of Money Application of time value of money in financial planning	15	25
2	Sources of Finance Long Term, Medium Term and Short term sources of finance Shares, Debentures and Bonds, Public Deposits and Commercial Banks, Internal Financing and Foreign Capital Risk & Return: Historical return, expected return, absolute return, holding period return, annualized return, Arithmetic & geometric return; Risk - Systematic & unsystematic risk – their sources and measures.	15	25
3	Capital Budgeting Long -term investment decisions: Meaning and Characteristics of Capital Budgeting Decisions, Capital Budgeting - Principles and Techniques; Nature and meaning of capital budgeting; Significance, Process, Types of Capital Budgeting decisions ,Capital rationing (Theory Only),	15	25

	Techniques : (including examples) Payback Period (PBP), Accounting rate of return (ARR), Net Present Value (NPV), Internal Rate of Return (IRR), Profitability Index (PI)		
4	Working Capital Management	15	25
	Concepts of Gross Working Capital, Net Working Capital, Fixed/ Permanent Working Capital, Fluctuating Working Capital, Needs for Working Capital, Sources of Working Capital Finance. Factors determining working capital requirement. Examples of estimation of working capital and operating cycle.		
	Total	60	100

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy

Level	Remember	Understand	Apply	Analyze	Evaluate	Create
Weightage	-	40	30	30	-	-

NOTE: This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes

At the end of this course, students will be able to:

CO1	Predict the meaning of personal financial planning, and Identify the objectives of personal financial planning.
CO2	Apply the types of financing available for individuals and Describe the characteristics of long-term, medium-term, and short-term sources of finance.
CO3	Analyze the capital budgeting techniques such as Payback Period (PBP), Accounting Rate of Return (ARR), Net Present Value (NPV), Internal Rate of Return (IRR), and Profitability Index (PI) to investment scenarios and Evaluate the feasibility of long-term investment projects.
CO4	Discuss the working capital cycle and its impact on cash flow and Evaluate the effectiveness of different sources of working capital finance in meeting operational needs.

REFERENCE BOOKS:

Title of the Book	Author/s	Publisher/Publication
1. Personal Finance with Connect Plus (Text book)	Jack R. Kapoor , Les R. Dlabay ,Robert J. Hughes, TMH	Sultan Chan & Sons
2. Financial Management (Text book)	S. N. Maheshwari	Sultan Chan & Sons
3. Financial Management	I. M. Pandey	Vikas Publication,
4. Financial Management (Text book)	Prasanna Chandra	8th Edition, TMH, New Delhi.
5. Financial Management (Text book)	R. S. Kulshreshta	SBPD Publications
6. Financial Management	Khan & Jain	McGraw-Hill Education (India) Pvt. Ltd
7. International Financial Management	O. P. Agrawal	Himalaya

Course	07990411 - Research Methods for Business	Semester - 4
Type of Course	Major (Core) Courses	
Prerequisite		
Course Objective	<ul style="list-style-type: none"> To develop an understanding of concept of research method. To develop an understanding of research report writing. The selection of appropriate methodologies, data collection techniques, and sampling strategies. To effectively design and conduct studies, analyze data, and draw meaningful conclusions. 	

Teaching Scheme (3-1-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Weightage
				SEE	CIA	SEE	CIA	
3	1	-	4	70	30	-	-	100

SEE - Semester End Examination, **CIA** - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content		T - Teaching Hours W - Weightage	
Sr.	Topics	T	W
1	Business Research Features of Research, Importance of Research, Purpose / Aims / Objectives of Research, Qualities / Characteristics of A Good Research, Limitations of Research, Types of Research: Fundamental (or Basic) and Applied Research: Descriptive Research and Analytical Research, Quantitative Research and Qualitative Research, Conceptual Research and Empirical Research	15	25
2	Planning Of Research And Research Process Identifying, Evaluating and Formulating the Research Problems- Extensive Literature Survey- Writing a Primary Synopsis- Identifying and Labeling Variables - Setting Up Of Hypothesis- Preparing the Research Design- Determining the Sample Design- Collecting of Data - Execution of the Project - Processing, Analysis and Interpretation of Data by Statistical Methods - Testing of Hypothesis Selection And Formulation Of Research Problems Research Problem, Requisites or Characteristics of a Good Research Problem, Various Aspects of a Research Problem, Defining and Formulating a Research Problem, Relevant Variables, Hypothesis,	15	25
3	Research Design Essentials of Research Design, Types of Research Design: Exploratory Research- Descriptive Research - Causal Research - Sampling Design- population- Probability and Non-Probability Sampling - Sampling Methods- Sampling Errors and Biases- Methods of Data Collection- Methods of Collecting Primary Data- Methods of Collecting secondary Data.	15	25
4	Measurement And Scaling	25	25

Essentials of Scaling (Criteria for Good Scaling)- Scales- Scale Classification- Scaling Techniques- Sources of Error in Measurement- Developing a Questionnaire Data Processing Processing stages – (1. Editing 2. Coding 3. Classification 4. Tabulation) Report writing Different types – Contents of report – Need of executive summary – Chapterisation – Contents of chapter - Report writing stages – The role of audience – Readability – Comprehension – Tone – Final proof – Report format – Title of the report – Ethics in research – <ul style="list-style-type: none"> • Subjectivity and objectivity in research. 	Total	60	100
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Suggested Distribution Of Theory Marks Using Bloom's Taxonomy

Level	Remember	Understand	Apply	Analyze	Evaluate	Create
Weightage	-	40	30	30	-	-

NOTE: This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes

At the end of this course, students will be able to:

CO1	Explain the fundamental concepts and purposes of business research, Identify the significance of research in decision-making within a business context.
CO2	Apply the steps involved in planning a research project.
CO3	Identify the significance of research design and various types of research in business context.
CO4	Discuss the appropriateness of measurement tools for specific research objectives and Develop and justify the selection of measurement and scaling techniques in a research design.

REFERENCE BOOKS:

Books Recommended:

Title of the Book	Author/s	Publisher/Publication
Research Methodology	C. R. Kothari	New Age International Publishers
Business Research Methodology	J. K. Sachdeva	Himalaya Publishing House
Business Research Methods	Cooper & Schindler	McGraw Hill India

Course	07010412 – International Human Resource Management	Semester - 4
Type of Course	Minor (Elective) Courses	
Prerequisite		
Course Objective	<ul style="list-style-type: none"> The International Human Resource Management (IHRM) gives students the knowledge, understanding and key skills required by HR professionals working in an international context with multinational organizations To enable students to effectively contribute to dynamic organizations. It provides an overview of the impact of globalization and varieties of capitalism in shaping international human resource management practices in MNCs. Describe the role of the HR Manager in an International context 	

Teaching Scheme (2-0-4)				Examination Scheme			
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks	Weightage
				SEE	CIA		
4	-	-	4	50	50	-	100

SEE - Semester End Examination, **CIA** - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content		T - Teaching Hours W - Weightage	
Sr.	Topics	T	W
1	Introduction Growth of International Business and Globalization - Operational Objectives and Means of Globalization in HR Perspective - Use of Balanced Score Card - Choosing an International Competitive Strategy -Forms of Operations	15	25
2	HR Challenges & Opportunities National Differences Facing Operations – Domestic & MNC Perspectives - Linkages among Countries - Governance of Operations - Individual and Company Concerns – Multi cultural orientation to employees – Research and documentation Orientation in Global organizations - Ethical and Socially Responsible Behavior - Careers in International Business	15	25
3	HR Policies and Operations in a Global Setting Distinctive Features of HR Functions -Planning, Organizing, Directing & Control - Operations - Manpower Planning to Separations in a Global Set-up - Staffing - Skill & Knowledge Development - Incentives & Compensation Package - Motivational Systems – Reporting Relationships – Performance Appraisal Systems – Employee Empowerment – Value systems – Shared Corporate Culture and Grievance Handling – Reactive & Proactive Mechanisms	15	25
4	Quality Performance in Knowledge Based Organizations Technology – Behavioral & Technical - Universal Quality Standards & HRM – Eastern Management Thought for Global Management - Commitment, Quality, and Stress Free Work Life.	15	25
Total		60	100

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy						
Level	Remember	Understand	Apply	Analyze	Evaluate	Create
Weightage	-	40	30	30	-	-

NOTE: This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes

At the end of this course, students will be able to:

CO1	Understand the concepts of globalization in HR Perspective
CO2	To familiarize the key aspects and contemporary issues to the students
CO3	To understand the developments in global HR practices and its challenges
CO4	To obtain, through elective courses, an in-depth knowledge of specific IHRM-related theories, skills and practices

Reference Books

1.	INTERNATIONAL PERSPECTIVES ON ORGANIZATIONAL BEHAVIOR AND HUMAN RESOURCE MANAGEMENT. (TextBook) By Punnett Betty Jane Pearson Education
2.	INTERNATIONAL HRM: MANAGING PEOPLE IN MULTINATIONAL CONTEXT (TextBook) By Dowling & Welch Cengage Learning, New Delhi
3.	International HR Practices. (TextBook) By . Charles W.I. . Tata Mc-Graw Hill
4.	Human Resource Management (TextBook) By Dessler, Garg Pearson education
5.	INTERNATIONAL HRM (TextBook) By . M.E. Sharpe Oxford University Press, New Delhi

Course	07020412 – Investment Analysis & Portfolio Management	Semester - 4
Type of Course	Minor (Elective) Courses	
Prerequisite		
Course Objective	<ul style="list-style-type: none"> • Explain the role of financial markets and institutions in facilitating investments. • Differentiate between various investment vehicles (stocks, bonds, derivatives) and their risk-return characteristics. 	

Teaching Scheme (2-0-4)				Examination Scheme			
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks	Weightage
				SEE	CIA		
4	-	-	4	50	50	-	100

SEE - Semester End Examination, **CIA** - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content		T - Teaching Hours W - Weightage	
Sr.	Topics	T	W
1	Introduction to Investment Analysis <ul style="list-style-type: none"> • Overview of Investment Management • Introduction to various investment vehicles such as stocks, bonds, mutual funds, and ETFs. • Financial Markets and Instruments • Understanding the role of stock exchanges and bond markets in facilitating investment transactions. • Risk and Return Concepts • Calculating the risk and return of a stock using historical data. 	15	25
2	Fundamental and Technical Analysis <ul style="list-style-type: none"> • Fundamental Analysis of Securities • Analyzing financial statements and industry trends to value a company's stock. • Technical Analysis and Market Efficiency • Using charts and technical indicators, oscillators to make buy or sell stock • Equity Valuation Models • Applying the Dividend Discount Model (DDM) to value a dividend-paying stock. • Credit Analysis and Bond Valuation • Assessing the creditworthiness of a bond issuer and valuing a corporate bond 	15	25
3	Modern Portfolio Theory <ul style="list-style-type: none"> • Risk and Diversification • Understanding the concept of diversifiable and non-diversifiable risk . • Capital Market Theory • Exploring the relationship between risk and return using the Capital Market Line • Efficient Frontier and Asset Allocation • Constructing an efficient frontier for a portfolio consisting of stocks and bonds. • Portfolio Construction and Rebalancing • Building a diversified portfolio using different asset classes and rebalancing 	15	25
4	Asset Pricing Models	15	25

<ul style="list-style-type: none"> • Capital Asset Pricing Model (CAPM) • Calculating the expected return of a stock using the CAPM model. • Arbitrage Pricing Theory (APT) • practical problems of APT and CAMP • Factor Models and Multi-factor Models • Analyzing how different macroeconomic factors impact stock returns. • Security Market Line and Beta Estimation • Estimating the beta of a stock and its position on the Security Market Line 	Total	60	100
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Suggested Distribution Of Theory Marks Using Bloom's Taxonomy						
Level	Remember	Understand	Apply	Analyze	Evaluate	Create
Weightage	-	40	30	30	-	-

NOTE: This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes	
At the end of this course, students will be able to:	
CO1	Utilize financial ratios to analyze a company's profitability, liquidity, solvency, and efficiency
CO2	Distinguish between growth stocks and value stocks based on fundamental analysis techniques
CO3	Apply valuation models, such as the Discounted Cash Flow (DCF) model, to estimate the intrinsic value of a stock
CO4	Construct a diversified portfolio using Modern Portfolio Theory principles to optimize risk and return.

Reference Books	
1.	The India Stock Market Investing Primer by Satyajit Mittal
2.	Value Investing in India by Pranjal Sinha
3.	A Random Walk Down Wall Street by Burton Malkiel
4.	Investing in the Indian Stock Market by Prasanna Chandra
5.	The Value Investor: A Guide to Intelligent Investment in the Indian Stock Market by Parag Parikh

Course	07030401 – Search Engine Marketing	Semester - 4
Type of Course	Minor (Elective) Courses	
Prerequisite		
Course Objective	<ul style="list-style-type: none"> To provide students with a comprehensive understanding of Search Engine Marketing (SEM) concepts, strategies, and tools To enable students to conduct effective keyword research and analysis for SEM campaigns, including competitor analysis and keyword optimization techniques To equip students with the skills to create, manage, and optimize SEM campaigns across various platforms like Google Ads and Bing Ads To familiarize students with advanced SEM strategies, targeting options, and analytics tools for data-driven decision-making and campaign optimization 	

Teaching Scheme (2-0-4)				Examination Scheme			
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks	Weightage
				SEE	CIA		
4	-	-	4	50	50	-	100

SEE - Semester End Examination, **CIA** - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content		T - Teaching Hours W - Weightage	
Sr.	Topics	T	W
1	Introduction to Search Engine Marketing Overview of Search Engine Marketing (SEM): Importance of SEM in digital marketing strategies, and the role of search engines in user behavior and online visibility. Paid search advertising and the basic components of SEM campaigns. Impact of search engine algorithms on SEM strategies and introduction to the popular search engine platforms like Google Ads and Bing Ads.	15	25
2	Introduction to Google Ads and Types of Google Ads Overview of Google ads- Definition and significance of Google ads, when to use Google ads, how Google ads work. Google ads basic terms- Ad assets (formerly “extensions”), Ad Rank, Bidding strategy, Campaign type, Clickthrough-rate (CTR), Conversion rate, Impression, Keywords, Landing page, Quality Score, Targeting Types of Google ads- Search campaigns, Display campaigns, Shopping campaigns, Video campaigns, App campaigns, Performance Max campaigns, Demand Gen campaigns; Types of ads format- Text ads, Responsive ad, Image ads, App promotion ads, Video ads, Shopping ads, Call-only ads	15	25
3	Google Ads Budget, Bidding Strategies and Conversion Tracking Budget- How Much Do Google Ads Cost, Average Daily Budget. Bidding- Conversion-Based Bidding- Target cost per action (CPA), Target return on ad spend (ROAS), Maximize Conversions, Maximize Conversion Value, Enhanced cost per click (ECPC); Traffic-Based Bidding- Maximize clicks, Manual CPC bidding; Visibility-Based bidding- Target Impression Share, CPM, tCPM, vCPM Conversion Tracking- Using Google Analytics Tracking, Google Tag Tracking	15	25
4	How to Get Started With Google Ads and Google Ads Best Practices Get Started with Google Ads- Set up A Google Ads Account, Add Business Name and website, Link Accounts (Optional), Choose Advertising Goal, Write Your Ad (Option A), Create Your Campaign from Scratch (Option B), Input Billing Information; Google Ads Best Practices- Keep User Intent In Mind With Ad Copy, Maximize Ad Space On The Google SERP, Create A Stellar Landing Page Experience, Have A Negative Keyword Strategy	15	25
Total		60	100

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy

Level	Remember	Understand	Apply	Analyze	Evaluate	Create
Weightage	-	40	30	30	-	-

NOTE: This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes

At the end of this course, students will be able to:

CO1	Students will be able to demonstrate a deep understanding of SEM principles, including the role of search engines, SEM components, and campaign structures
CO2	Students will develop proficiency in conducting keyword research, analyzing keyword metrics, and implementing keyword optimization strategies for SEM campaigns
CO3	Students will gain hands-on experience in setting up, managing, and optimizing SEM campaigns, including ad creation, bidding strategies, and performance tracking
CO4	Students will acquire advanced skills in SEM, including targeting options, analytics utilization, and optimization techniques, to enhance campaign performance and achieve marketing objectives

Reference Books

1.	Digital Marketing: Strategy, Implementation, and Practice (Text Book) By Dave Chaffey and Fiona Ellis-Chadwick Pearson Education
2.	Search Engine Marketing, Inc.: Driving Search Traffic to Your Company's Website (Text Book) By Mike Moran and Bill Hunt IBM Press
3.	Advanced Google AdWords (Text Book) By Brad Geddes Wiley
4.	Pay-Per-Click Search Engine Marketing: An Hour a Day (Text Book) By David Szetela and Joseph Kerschbaum Sybex

Course	07070412 - Information Security & Object Oriented Programming in C++	Semester - 4
Type of Course	-	
Prerequisite		
Course Objective	<ul style="list-style-type: none"> To familiarize students with the standard different Security Systems. To familiarize students with the clear structure of Programming. Detail analysis of working pattern of Security System and its several applications. To understand the detail programming and the concepts of several functions 	

Teaching Scheme (3-1-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Weightage
				SEE	CIA	SEE	CIA	
4	1	-	4	70	30	-	-	100

SEE - Semester End Examination, **CIA** - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content		T - Teaching Hours W - Weightage	
Sr.	Topics	T	W
1	Information Security Basics Security Administration: Concepts and principles, Security Equation, System Life Cycle, Security development life cycle, Policies and practices, Why control access? Authentication, Auditing, Monitoring	15	25
2	Object Oriented Programming (OOP) Concepts and Input/ Output, Arrays and Working with Classes Structured programming vs. object oriented programming Basic OOP concepts: objects, classes , encapsulation , data hiding, inheritance, polymorphism Introduction to C++: structure of a C++ program , data types , variables, constants, expressions, statements and operators Usage of header files Control flow statements : if else, for loop, while loop, do while loop, switch, break and continue. Basic I/O in C++ Arrays in C++ : introduction, declaration, initialization of one , two and multi-dimensional arrays, operations on arrays Working with strings : introduction, declaration, string manipulation and arrays of string Classes and objects in C++ Constructors : default, parameterized, copy, constructor overloading and destructor Access specifiers, implementing and accessing class members Overview of Working with objects : constant objects, nameless objects, live objects, arrays of objects	15	25
3	Security Device based Security (Firewall (Packet. Filter, Application layer), Routers, Switches, Wireless, Workstation, Server), Media based Security (COAX (thin / thick), UTP / STP, Fiber optic, Magnetic tapes, CDR, Hard drives, FDD) Security Topologies (Security zones: DMZ, Intranet, Extranet) Intrusion Detection: Network, Host, Application based	15	25
4	Functions, Function Overloading and Inheritance Introduction to functions, library and user-defined functions, parameters passing, default arguments Functions overloading, inline functions, friend functions and virtual functions Inheritance: Introduction, derived class declaration, forms of inheritance and member access ability.	15	25
Total		60	100

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy						
Level	Remember	Understand	Apply	Analyze	Evaluate	Create
Weightage	-	40	30	30	-	-

NOTE: This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes	
At the end of this course, students will be able to:	
CO1	Explain the different Security Systems and there different applications.
CO2	Develop the concepts of Input/ Output, Arrays and Working with Classes.
CO3	Analyze the device and media based security.
CO4	Summarize function Overloading and Inheritance

Reference Books	
1.	Security+ Study Guide By Michael Cross, Norris L Johnson Syngress Books
2.	CISSP - Certified Information Systems Security Professional Study Guide By Ed Tittel , Mike Chapple, James Micheal Stewart Sybex
3.	Security + Prep Guide By Ronald L Krutz , Russell Dean Vines Wiley Publications
4.	The CISSP prep guide Gold Edition By Ronald L Krutz , Russell Dean Vines Wiley Publications
5.	Computer Networks By Andrew S Tannenbaum Pearson Publication
6.	Data Communications and Networking By B. A. Forouzan McGraw Hill Education India Private Limited
7.	Object Oriented Programming in C++ By E Balagurusamy Tata McGraw-Hill Publishing Co. Ltd.
8.	Object Oriented Programming in Turbo C++ BY Robert Lafore Guide, Galgotia Pub. (P) Ltd.
9.	Object Oriented Programming in C++ By Barkakati N. Phantom (P) Ltd

List of Practical

Course	07000411 - Public Speaking and Corporate Communication	Semester - 4
Type of Course	Skill Enhancement Courses	
Prerequisite		
Course Objective	1. To develop presentation and oratory skills to become ready for job. 2. Develop effective presentation skills through the mastery of techniques Such as structuring content, using visual aids. 3. To enhance professional relationships, foster team collaboration, and achieve organizational objectives. 4. Corporate communication skills, including message structuring, audience analysis, and delivery techniques, to confidently convey ideas and message.	

Teaching Scheme (4-0-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Weightage
				SEE	CIA	SEE	CIA	
2	-	-	2	25	25	-	-	50

SEE - Semester End Examination, CIA - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content		T - Teaching Hours W - Weightage	
Sr.	Topics	T	W
1	Interview Types-Preparation for interview - do's and don'ts - self introduction - How to handle rejections. Selection test - types	7	25
2	Presentation skills Presentation skills- know your audience- guidelines for an effective presentation - common flaws and overcoming them -body language and tips for giving presentation, Group discussion, Debate, telephone and email etiquettes	8	25
3	Corporate communication & Negotiation Essential corporate communication skills, Interpersonal Skills , Life management skills, Negotiation & Conflict management, Leadership skills, Teamwork	7	25
4	Communication Types of business meetings, Fundamentals of oral communication, Ethics in corporate communication, role of culture in national/international communication, persuasive communication	8	25
Total		30	100

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy						
Level	Remember	Understand	Apply	Analyze	Evaluate	Create
Weightage	-	40	30	30	-	-

NOTE: This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes

At the end of this course, students will be able to:

CO1	Understand the purpose and structure of interviews, Grasp the importance of preparation, body language, and communication skills during an interview.
CO2	Explain effective techniques for creating and delivering presentations, the ability to organize information coherently and technology to enhance presentations.
CO3	Apply principles of effective corporate communication in various contexts, Demonstrate negotiation skills in a corporate setting and Utilize strategies for successful communication and negotiation.
CO4	Discuss the effectiveness of communication strategies in various situations and Develop and implement communication plans based on an analysis of communication needs.

Reference Books:

Title of the Book	Author/s	Publisher/Publication
Academic Writing: A Handbook for International Students	Stephen Bailey	Routledge
Academic Writing, Anti-Plagiarism And Citations	Vinod Kumar Kanvaria	Shipra Publications
Writing Skills – Methods and Practice	A R Kidwai Sherin Sherwani	VIVA BOOKS - ORIGINALS; 1st Edition (January 1, 2019)
Business Correspondence And Report Writing	R C Sharma, Krishna Mohan	McGraw Hill Education; 5th Edition (1 July 2017)

Course	07070413 – Web Analytics	Semester - 4
Type of Course	Skill Enhancement Courses	
Prerequisite		
Course Objective	<ul style="list-style-type: none"> Understand the key concepts and principles of web analytics and its role in data-driven decision making. Develop the ability to implement and configure web analytics tools to track and measure website performance. Analyze and interpret web analytics data to generate insights and make informed decisions about website optimization. Learn how to use web analytics data to create effective digital marketing strategies and campaigns. Gain practical experience in using web analytics data to improve user experience, increase conversions, and drive business growth. 	

Teaching Scheme (2-0-4)				Examination Scheme			
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks	Weightage
				SEE	CIA		
2	-	-	2	25	25	-	50

SEE - Semester End Examination, CIA - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content		T - Teaching Hours W - Weightage	
Sr.	Topics	T	W
1	Introduction to Web Analytics Definition, Process, Key terms: Site references, Keywords and Key phrases; building block terms: Visit characterization terms, Content characterization terms, Conversion metrics; Categories: Offsite web, on site web; Web analytics platform, Web analytics evolution, Need for web analytics, Advantages, Limitations.	15	25
2	Data Collection Click stream Data: Web logs, Web Beacons, JavaScript tags, Packet Sniffing; Outcomes Data: E- commerce, Lead generation, Brand/Advocacy and Support; Research data: Mindset, Organizational structure, Timing; Competitive Data: Panel-Based measurement, ISP-based measurement, Search Engine data.	15	25
3	Qualitative Analysis Heuristic evaluations: Conducting a heuristic evaluation, Benefits of heuristic evaluations; Site Visits: Conducting a site visit, Benefits of site visits; Surveys: Website surveys, post- visit surveys, creating and running a survey, Benefits of surveys.	15	25
4	Web Analytic fundamentals Capturing data: Web logs or JavaScript's tags, Separate data serving and data capture, Type and size of data, Innovation, Integration, selecting optimal web analytic tool, Understanding click stream data quality, identifying unique page definition, Using cookies, Link coding issues. Web Analytics 2.0 and Google Analytics Web analytics 1.0, Limitations of web analytics 1.0, Introduction to analytic 2.0, Competitive intelligence analysis: CI data sources, Toolbar data, Panel data, ISP data, Search engine data, Hybrid data, Website traffic analysis: Comparing long term traffic trends, analyzing competitive site overlap and opportunities. Google Analytics: Brief introduction and working, AdWords, Benchmarking, Categories of traffic: Organic traffic, Paid traffic; Google website optimizer, Implementation technology, Limitations, Performance concerns, Privacy issues.	15	25
Total		60	100

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Suggested Distribution Of Theory Marks Using Bloom's Taxonomy						
Level	Remember	Understand	Apply	Analyze	Evaluate	Create
Weightage	-	40	30	30	-	-

NOTE: This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes	
At the end of this course, students will be able to:	
CO1	Summarize web analytics tools and techniques to track and measure website performance.
CO2	Produce interpret web analytics data to generate insights and inform business decisions.
CO3	Analyze data-driven decision-making skills using web analytics data.
CO4	Classify web analytics strategies to improve website performance.

Reference Books	
1.	Advanced Web Metrics with Google Analytics By Clifton B. Wiley Publishing, Inc. 2nd ed.
2.	Web Analytics 2.0, The Art of Online Accountability and Science of Customer Centricity, By Kaushik A. Wiley Publishing, Inc. 1st ed.

Course	07000412 - Industrial Visit Report	Semester - 4
Type of Course	Ability Enhancement Course	
Prerequisite		
Course Objective	1. To enhance the ability to improve students creativity skills and sharing ideas. 2. To build a good communication skill with group of workers and learn to learn proper behavior of corporate life in industrial sector. 3. To develop relevant writing skills required for application in research related issues. 4. To enable the understanding of various research concepts along with the domain concept in order to take correct business decisions.	

Teaching Scheme (0-0-8)				Examination Scheme			
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks	Weightage
				SEE	CIA		
0	-	4	2	-	-	50	50

SEE - Semester End Examination, **CIA** - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content		T - Teaching Hours W - Weightage	
Sr.	Topics	T	W
1	Introduction of Industrial Visit Overview on industries and their significance in the economy Objectives and expectations of the industrial visit in education	7	25
2	Preparing for the Industrial Visit Researching the visited industries: background, products/services, market position and other details for prepare a report Preparation of questions and topics for exploration during the visit Safety protocols and guidelines for industrial visits	8	25
3	Learning Values Here students need to write various learning values through Industrial visit viz. application of concepts, additional knowledge and skills developed through visit, motivation for making carrier in the same line of business, confidence gaining etc.	7	25
4	Analysis and Reflection – Report Reflecting on observations and experiences from the industrial visit Analyzing the application of theoretical concepts in real-world industrial settings Identifying challenges, opportunities, and future implications for business administration Presenting findings and insights through reports or presentations	8	25
Total		30	100

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy						
Level	Remember	Understand	Apply	Analyze	Evaluate	Create
Weightage	-	40	30	30	-	-

NOTE: This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes**At the end of this course, students will be able to:**

CO1	Describe in brief about the Industrial Visit and Usefulness of Visit in comparison with class room learning.
CO2	Develop the sense of the Management And Administration Of Organization/Company.
CO3	Apply various learning values through Industrial visit viz. application of concepts, additional knowledge and skills developed through visit.
CO4	Classify the appropriateness of measurement tools for specific research objectives and Develop and justify the selection of measurement and scaling techniques in a research design.

Course	07040411 – Sport and Fitness	Semester - 4
Type of Course	Major (Core) Courses	
Prerequisite		
Course Objective	<ul style="list-style-type: none"> To provide the principle of physical education and spot to the copies for their health and wellbeing. To familiarize the student with the health related activity and the squad for overall growth and development and to the maintain to the fitness To create a base of professional in physical education and spot. To impact the basic knowledge and skill to teach the different games. To create the opportunity to maintain the metal health wellness. 	

Teaching Scheme (2-0-4)				Examination Scheme			
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks	Weightage
				SEE	CIA		
2	-	-	2	25	25	-	50

SEE - Semester End Examination, **CIA** - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content		T - Teaching Hours W - Weightage	
Sr.	Topics	T	W
1	Unit-1 History of Modern Sports and other Forms of Organized Physical Activity: A Historical Overview Of Sports, Evolutionary Processes of Modern Sports, Relation between Physical education and Sports, Exercise Physiology	7	25
2	Unit-2 Roles and Functions of National/International Sports Organizations: Roles of IFA, FIFA, BCCI, ICC, CAB, Sports Authority of India (SAI), National Hockey Association, Bengal Volley Ball Association, Bengal Tennis Association, Their Functions and Importance in the Promotion and Management of Sports	8	25
3	Unit-3 Professional Team Sports: Sports based on Team Performance -Football, Volleyball, Basket Ball, Cricket, Hockey, Rowing, Guiding Principles for Conduct of Team Sports, Organization of Tournaments, Leagues, Knock-out.	7	25
4	Unit-4 Physical Education and Sports: History and Principles of Physical Education, Organization, Administration and Methods in Physical Education, Elements of statistics for physical Education; Supervision and Curriculum design in Physical Education	8	25
Total		30	100

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy						
Level	Remember	Understand	Apply	Analyze	Evaluate	Create
Weightage	-	40	30	30	-	-

NOTE: This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes

At the end of this course, students will be able to:

CO1	Understanding the basic principles and practical of physical education and sport
CO2	Examine physical activities of replace and wellness
CO3	Analyze knowledge about the professionalism to the conduct the organized.
CO4	Summarize cut games at school and community level

Reference Books

1.	Fundamental of sports and exercise by Alan Kornspan- Human Kinetics Publishers (May 2009)
2.	Sports & Society, 2nd edition by Grant Jarvie – Routledge (2012)
3.	Examples on contemporary issues – book and blogs on sports media society
4.	A study conducted by Planning Commission, New Delhi, India- Document