

Course	08000101-ENGLISH COMMUNICATION AND LIFE SKILLS-I	Semester-1
Type of Course	Ability Enhancement Course	
Prerequisite		
Course Objective	1. To use English effectively for study purpose across the curriculum 2. To develop and integrate the use of the four language skills i.e. reading, listening, speaking, writing 3. To communicate effectively and appropriately in real-life situation 4. To aware Students about different busyness communications for upcoming work culture.	

Teaching Scheme(3-1-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Total Marks
				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- Weight age	
Sr.	Topics	T	W
1	English grammar <ul style="list-style-type: none"> Parts of speech Clauses Formation of sentence Tenses 	15	25
2	Business Communications <ul style="list-style-type: none"> Concept of business communication & business correspondences Classification of communication–interpersonal, intrapersonal, Oral, written, non-verbal, etc. Principles of effective writing Introduction to business letters 	15	25
3	Introduction To Soft Skills <ul style="list-style-type: none"> Meaning, introduction to soft skills & hard skills Interdependence and differences between soft skills & hard skills Merits of possessing soft skills Significant Soft skills and ways to develop Soft skills such as Time Management & Stress Management 	15	25
4	Presentation Skill	15	25





	<ul style="list-style-type: none">• Presentation styles• Structure and guide line for making a presentation• Common flaws and overcoming them• Body language and tips for giving a presentation & Presentation tips• Personality development• Interview Skills: Gestures, Body Languages, Pre-interview preparation, Do & Don't at Interview	Total	60	100
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Suggested Distribution Of Theory Marks Using Bloom's Taxonomy

Level	Remember	Understand	Apply	Analyze	Evaluate	Create
Weight age	-	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 Verbal and Non-Verbal Communication Techniques in the Professional Environment
CO2	Develop the concept of correct and proper writing style with special reference to Letter writing
CO3	Evaluate the effective presentations aided by ICT tools.
CO4	Identify the positive contribution to the overall growth of the organization.

Reference Books

1.	Business Communication (Text Book) By Asha Kaul. PHL Learning Pvt. Ltd.–New Delhi
2.	Soft skills–Know Thy self And Know The World (Text Book) By Dr. K. Alex S. Chand
3.	High School English Grammar & Composition (Text Book) By Wren Martin Tata McGraw Hill
4.	Learn English vocabulary at a Glance (Text Book) By Dr. Rakesh Bharadwaj Dr. Rakesh Bharadwaj



Course	08000102-IT FOR MANAGERS	Semester-1
Type of Course	Multidisciplinary / Interdisciplinary / Allied Courses	
Prerequisite		
Course Objective	<p>1. The Information Technology focuses on preparing students meeting their needs within an organizational and societal context through the selection, creation, application, integration and administration of computing technologies.</p> <p>2. This course prepares the student to become skilled in networks and communications systems, databases, Internet and Web technologies, security and project management, and have a strong grasp of business concepts and technical communications.</p> <p>3. To enable them to apply information technology principles to real-world problems.</p> <p>4. To recognize professional responsibilities and make informed judgments in computing practice based on legal and ethical principles.</p>	

Teaching Scheme(3-0-2)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Total Marks
				SEE	CIA	SEE	CIA	
3	-	2	4	70	30	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- Weight age	
Sr.	Topics	T	W
1	Computer Hardware System & Computer Software Concepts and generation of computer, CPU, Computer Memory and Mass Storage Devices, Input Technologies, Output Technologies Application and System Software, Assemblers, Compilers and Interpreters, Process of Software Development. Data Analysis using Spreadsheets	15	25
2	Operating Systems Functions of Operating Systems, Types of Operating Systems (Batch Processing, Multi-tasking, Multiprogramming and Real Time Systems) DBMS, Advantages and Disadvantages of DBMS, Data Models, Entity, Attributes, Relationship, Keys, E-R Model	15	25
3	Data Communication and Networks	15	25





Concepts of Data Communication, Types of Data-Communication, Communications Media, Concepts of Computer Networks, Primary Network Topologies Intranet and Extranets: Operation of the Internet, Services provided by HTML Internet, World Wide Web, Creating Web Pages using HTML, Intranets and Extranets.



4	Functional and Enterprise Systems	15	25
Data, Information and Knowledge Concepts, Decision Making Process, Physical Components of Information Systems, Computer N/W: Need for computer networking (LAN and WAN) their characteristics, features and uses; Networking goals and applications; International, national, public and private			
Total		60	100



Suggested Distribution Of Theory Marks Using Bloom's Taxonomy

Level	Remember	Understand	Apply	Analyze	Evaluate	Create
Weight age	-	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 computer-based system, process, component, or program to meet desired needs.
CO2	Explain the functions for teams to accomplish a common goal.
CO3	Analyze a complex computing problem and to apply principles of computing and other relevant disciplines to identify solutions.
CO4	Identify and analyze user needs to apply in the selection, creation, integration, evaluation, and administration of computing-based systems.

Reference Books

1.	Introduction to Information Technology (Text Book) By Turban, Rainer and Potter John & Wiley Sons.
2.	Fundamentals of Information Technologies By Alex Leon & Mathew Leon Vikas Publishing House Pvt. Ltd
3.	Principles of Information Systems-A Managerial Approach By Ralph M.Stair & George W. Reynolds Thomson Course Technology
4.	Information Technology for Management By Ramesh Behl McGraw-Hill Companies
5.	Management Information Systems By Kenneth C. Laudon and Jane P. Laudon Pearson Education, New Delhi
6.	Information Technology for Management By B. Muthu kumaran Oxford

List of Practical



Course	08000103-QUANTITATIVE TECHNIQUES	Semester-1
Type of Course	Multidisciplinary / Interdisciplinary / Allied Courses	
Prerequisite		
Course Objective	1. To provide basic knowledge of analyzing data using various statistical and mathematical techniques for business decisions. 2. To enable better reporting for decision making. 3. To highlight the benefits as well as the limits of quantitative analysis in a real-world context. 4. To orient the students to various hypotheses testing methods as to how and where appropriately they can be applied.	

Teaching Scheme(3-1-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Total Marks
				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	Introduction Meaning of Quantitative Techniques <ul style="list-style-type: none"> • Classification of Quantitative Techniques • Statistical Techniques • Programming or Research Techniques • Important Operations Research Techniques • Role of Quantitative Techniques in Business & Industry • Quantitative Techniques & Business Management and Limitations of Quantitative Techniques. Linear Programming <ul style="list-style-type: none"> • Meaning of Linear Programming • Basic concepts & Notations • General form of the Linear Programming model • Formulation of Linear Programming Model • Non-feasible Solution • Unbounded Solution • Multiple Solution • Transportation Problems • Assignment Problems 	15	25
2	Arranging Data	15	25



Course Content		T-Teaching Hours W- Weightage	
Sr.	Topics	T	W
	Meaning of Data <ul style="list-style-type: none"> Types of Data, Data Collection, Tables and Graphs as Data Presentation Devices Frequency Distribution-Skewness and Kurtosis. Measures of Central Tendency Objectives of Averaging <ul style="list-style-type: none"> Requisites of a good Average Types of Averages The Arithmetic Mean Weighted Arithmetic Mean Geometric Mean and Harmonic Mean The Median and the Mode. Measures of Dispersion: Range–Inter Quartile Range and Quartile Deviation <ul style="list-style-type: none"> Mean Deviation and Variance Standard Deviation Co efficient of Variation 		
3	Correlation and Regression Analysis <ul style="list-style-type: none"> Types of correlation Methods of studying correlation Scatter Diagrams method, Karl Pearson’s Coefficient of Correlation Merits and Limitations Spearman’s Rank Correlation Coefficient Regression Analysis Scatter diagram. Regression line Method of least squares Calculation of Regression coefficients Standard Error of Estimates. 	15	25
4	Concepts of Probability <ul style="list-style-type: none"> Basic probability concepts and Types of probability Probability Rules-Addition rule General rule and Multiplication rule. Probability Distributions: Random Variables Types of Probability Distribution <ul style="list-style-type: none"> Discrete Probability Distribution Continuous Probability Distribution Binomial–Poisson Normal and– Distributions. 	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	Associate a formal quantitative approach to problem solving and decision making and acquire the knowledge about mean, median, mode and measures of dispersion.
CO2	Apply the concepts of probabilistic distributions in solving problems.
CO3	Calculate and interpret statistical values by using statistical tools (Correlation & Regression).
CO4	Explain the ability to solve linear programming problems by graphical and simple methods

Reference Books

1.	Statistics for Management (Text Book) By Levin and Rubin Pearson
2.	Statistics for Business and Economics (Text Book) By Anderson, Sweeney and Williams 11thEdition, Cengage Learning
3.	Statistics for Management (Text Book) By T.N. Srivastava and Shailaja Rego 2nd Edition, Tata McGraw Hill
4.	Business Statistics in Practice (Text Book) By Bruce Bowerman, Richard T. O'Connell and Emily Murphree 5th Edition, Tata McGraw hill
5.	Statistics for Managers (Text Book) By Levine, Stephan, Krehbiel and Berenson 5th Edition, PHI Learning
6.	Statistical Methods (Text Book) By S.P. Gupta 34th Edition, Sultan Chand & Son



Course	08990101-INTRODUCTION TO MANAGEMENT AND ORGANIZATIONAL BEHAVIOR	Semester-1
Type of Course	Major (Core) Courses	
Prerequisite		
Course Objective	<ol style="list-style-type: none"> 1. To sensitize the students about how Organizations can be made more effective through improving its human resource. 2. Develop basic behavioral science skills of the students as future practitioners of OD. 3. Help Students understand and apply basic concepts and processes that form the core of Organization development. 4. To study the interpersonal communication process to increase students' effectiveness as communicators. 	

Teaching Scheme(3-1-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Total Marks
				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	Basic concepts of management Definition Need and Scope Different schools of management thought <ul style="list-style-type: none"> • Behavioral, Scientific, Systems, Contingency Contribution of Management Thinkers: • Fredrick Taylor, Henry Fayol, Elton Mayo 	15	25
2	Functions of Management <ol style="list-style-type: none"> 1. Planning–Concept-Nature-Importance-Steps-Limitations- 2. Organizing-Concept-Nature-Importance-Principles-Centralization-Decentralization-Organization Structures-Line and Staff Authority- Functional- Product- Matrix- Geographical- Customer- New Forms of Organization – Virtual- 3. Staffing-Concept-Nature-Importance-Steps. 4. Directing–Concept-Nature-Importance 5. Controlling-Concept-Nature-Importance-Process of controlling-Control Techniques 6. Decision making: Concept-Nature-Importance-and Process. Types of decisions-Problems in Decision Making 	15	25
3	Introduction to organizational Behavior (OB)	15	25



Course Content		T-Teaching Hours W- Weightage	
Sr.	Topics	T	W
	<ul style="list-style-type: none"> • Nature • Scope • Importance • Role of OB • Perspectives of OB <p>Learning</p> <ul style="list-style-type: none"> • -Meaning • -How learning occurs • -Theories • - Principles of learning <p>Personality:</p> <ul style="list-style-type: none"> • Nature • Theories • Determinants of personality <p>Leadership</p> <ul style="list-style-type: none"> • Concept • Nature • Importance • Attributes of a leader • Developing leaders across the organization- Leadership Grid 		
4	<p>Motivation:</p> <ul style="list-style-type: none"> • Nature • Importance • Challenge • Theories <p>Work Stress:</p> <ul style="list-style-type: none"> • Meaning, How stress occurs, Remedies to resolve stress • Perception and Attribution (Meaning, Factors, Perceptual process) • Organizational Change (Nature, importance, types, resistance to change, the change process) 	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 different models used to explain individual behavior related to motivation and rewards.
CO2	Examine the processes used in developing communication and resolving conflicts.
CO3	Analyze group dynamics and demonstrate skills required for working in groups (team building)
CO4	Explain appropriate leadership styles to use in particular situations.



Reference Books

1.	Organic spectroscopy (Text Book) By William Kemp Palgrave Macmillan, USA
2.	Organic spectroscopy (Text Book) By Y. R Sharma S Chand
3.	Management–Concept-practice and Cases (Text Book) By Karminder Ghuman and K. Aswathapa Tata McGraw Hill 1st Edition
4.	Business Policy and Strategic Management (Text Book) By Willam F. Gluch Frank Bros & Co.-
5.	Management a Global Perspective (Text Book) By Koontz Tata McGraw Hill



Course	08990102-ACCOUNTING FOR MANAGERS	Semester-1
Type of Course	Major (Core) Courses	
Prerequisite		
Course Objective	1. To help the students to develop cognizance of the importance of accounting in organization financial statements 2. To enable students to describe how people analyze the corporate financial under different Conditions and understand why people describe the financial statements in different manner. 3. To provide the students to analyze specific characteristics of Logistics Management Accounting and their future action for expenses and income 4. To enable students to synthesize related information and evaluate options for most logical and optimal solution such that they would be able to predict and control cost incurrence and improve results.	

Teaching Scheme(3-1-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Total Marks
				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	Introduction to Financial accounting: Objectives and Importance of Accounting, Accounting concepts, Principles - Accounting Cycle: Journal - Subsidiary Books – Ledger Posting-Preparation of Trial Balance Classification of Capital and Revenue expenses, Preparation of Final Accounts (with and without adjustments), Preparation of balance sheet.	15	25
2	Cash & Fund flow statement <ul style="list-style-type: none"> Understand the Meaning of Cash Flows Operational & Financial and Investing Activities Understand the Differences in cash and non-cash transactions. Fund flow statement Meaning-Concept of Gross and Net Working Capital, Preparation of Schedule of Changes in Working Capital, Preparation of Funds Flow Statement and its analysis. Inventory Control Inventory valuation, EOQ - ABC Analysis, JIT - Activity based costing	15	25
3	Ratio analysis <ul style="list-style-type: none"> Types, Computation and Applications Ratio Analysis-Solvency Ratios, Profitability Ratios, Activity Ratios, Liquidity Ratios, Market Capitalization 	15	25





Ratios.

4	Introduction to Cost Accounting and Cost Concepts	15	25





Interface of Financial Accounting with Cost Accounting, Types and segregation of Costs, (variable, fixed, sunk, marginal, opportunity), Cost Units-Cost Centers. Cost-Volume-Profit Analysis: Cost-Volume- Profit Relationship (BEP, Contribution, margin of safety) Concept of Marginal Costing, Distinction between Marginal and Absorption Costing, Standard Costing and Variance Analysis: Material and Labour.		
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 applicability of the concept of Accounting to understand the managerial Decisions and financial statements
CO2	Apply the Financial Statement Analysis associate with Financial Data in the organization.
CO3	Analyze the complexities associated with management of cost of product and services in the Organization.
CO4	Classify how the concepts of accounting and costing could integrate while identification and resolution of problems pertaining to organizations.

Reference Books

1.	1.Marketing Management-Global Perspective Indian Context (Text Book) By V.S. Ramaswamy & S. Namakumari Macmillan
2.	Rural Marketing (Text Book) By R.V Badi & N.V. Badi Himalaya Publication House
3.	2.Marketing Management–A South Asian Perspective (Text Book) By Philip Kotler, Kevin Lane Keller, Abraham Koshy & Mithileshwar Jha Pearson



Course	08990103-MANAGERIAL ECONOMICS	Semester-1
Type of Course	Minor (Elective) Courses	
Prerequisite		
Course Objective	1. To understand the Nature, Scope and Significance of Managerial Economics, its relationship with other Disciplines. 2. To identify the Role of Managerial Economics in Decision Making. 3. To understand the role of international trade, international finance and exchange rates determination. 4. To analyze the concept of price and non- price competition used by the sellers	

Teaching Scheme(3-1-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Total Marks
				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	Introduction to Managerial Economics Nature and Scope-Fundamental Concepts: Incremental reasoning, Concept of Time Perspective, Discounting Principle, Opportunity Cost Principle, Equi -Marginal Concept,-Theory of Firm	15	25
2	Demand Analysis and Forecasting Concepts of Demand, Supply, Determinants of Demand and Supply, Elasticities of Demand and Supply-Methods of demand forecasting for established and new products	15	25
3	Cost and Production Analysis Cost: Concept and types, Cost-Output Relationships, Cost Estimation, Reduction and Control-Economies and Diseconomies of Scale- Law of Variable Proportions- Returns to Scale- Isoquants,-Cobb-Douglas and CES Production functions	15	25
4	Theory of Pricing Price determination under Perfect Competition, Monopoly, Oligopoly and Monopolistic Competitions- Methods of Pricing- Game Theory basics- Dominant Strategy-Nash Equilibrium and Prisoner's Dilemma. Macro Economics and Business: Concept, Nature and Measurement of National Income-Inflation: Types, Causes and measurement of inflation-Philips curve- Stagflation-Theory of Employment- Business cycles: Policies to counter Business Cycles	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	Interpret the knowledge of the mechanics of supply and demand to explain working of markets
CO2	Produce the changes in demand and supply affect markets
CO3	Discover the choices made by a rational consumer
CO4	Discuss key characteristics and consequences of different forms of markets

Reference Books

1.	Principles of Economics (Text Book) By Mithani D.M. Himalaya Publishing House, 2005
2.	Managerial Economics (Text Book) By Dwivedi D.N. Vikas Publication, 7th Edition
3.	Managerial Economics (Text Book) By Ravikesh Srivastava Oxford University Press



Course	08990104-MARKETING MANAGEMENT-1	Semester-1
Type of Course	Minor (Elective) Courses	
Prerequisite		
Course Objective	1. To understand the concepts of marketing management 2. To learn about marketing process for different types of products and services 3. To understand the tools used by marketing managers in decision situations 4. To understand the marketing environment.	

Teaching Scheme(3-1-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Total Marks
				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	Introduction to Marketing and Marketing Management <ul style="list-style-type: none"> Marketing Concepts Marketing Process Marketing mix Marketing environment Consumer Markets and buying behaviour Market segmentation and targeting and positioning. 	15	25
2	Product Decisions <ul style="list-style-type: none"> Concept of a Product Product mix decisions Brand Decision New Product Development Sources of New Product idea Steps in Product Development Product Life Cycle strategies Stages in Product Life Cycle Price Decisions <ul style="list-style-type: none"> Pricing objectives Pricing policies and constraints Different pricing method New product pricing, Product Mix pricing strategies and Price adjustment strategy 	15	25
3	Channel Decision	15	25





- **Nature of Marketing Channels**
- **Types of Channel flows**
- **Channel functions**
- **Functions of Distribution Channel**
- **Structure and Design of Marketing Channels**
- **Channel co -operation, conflict and competition**
- **Retailers and wholesalers.**



4	Promotion Decision	15	25
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Course Content		T-Teaching Hours W- Weightage	
Sr.	Topics	T	W
	<ul style="list-style-type: none"> • Promotion mix • Advertising Decision • Advertising objectives • Difference between Advertising and Sales Promotion • Developing Advertising Programme • Role of Media in Advertising • Advertisement effectiveness • Sales force Decision • Direct Marketing • Digital Marketing 		
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 key analytical frameworks and tools used in marketing
CO2	Apply the key marketing theories, frameworks and tools to solve Marketing problems
CO3	Identify and prioritize appropriate marketing strategies by utilizing information of a firm's external and internal marketing environment
CO4	Explain critical judgements through engagement and reflection with existing marketing literature and new developments in the marketing environment

Reference Books	
1.	1. Marketing Management-Global Perspective Indian Context (Text Book) By V. S. Ramaswamy & S. Namakumari Macmillan
2.	2. Marketing Management- A South Asian Perspective (Text Book) By Philip Kotler, Kevin Lane Keller, Abraham Koshy & Mithileshwar Jha Pearson
3.	Rural Marketing (Text Book) By R. V Badi & N. V. Badi Himalaya Publication House
4.	Marketing Management Concepts and Cases (Text Book) By S. A. Sherlekar & R Krishnamoorthy Himalaya Publication House



Course	08070101- AGRIBUSINESS ECONOMICS	Semester-1
Type of Course	Elective -1	
Prerequisite		
Course Objective	1. Understand the fundamentals of Agribusiness Economics, including micro and macroeconomic concepts, their applications, functions, and limitations. 2. Examine the role of agriculture in economic development, explore the interrelationship between agriculture and industry, and understand the nature of agricultural business. 3. Study land reforms in agriculture, including types of farm organizations, land utilization principles, tenancy systems, and the impact of green revolution and modern agriculture on small and marginal farmers. 4. Explore agricultural production processes, including factors influencing production, resource efficiency, production function analysis, farm size dynamics, and regional disparities in agricultural productivity.	

Teaching Scheme (3-1-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Total Marks
				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- Weight age	
Sr.	Topics	T	W
1	Introduction to AgriBusiness Economics Introduction, scope, concept of Micro & Macro Economics in Agribusiness, applications, functions & limitations.	15	25
2	Agriculture and economic development Role of agriculture in economic development, Difference between agriculture and industry. Interrelationship between agriculture and industry. Nature of agricultural business, Agricultural development and poverty, environment and Employment.	15	25
3	Land Reforms	15	25





Types of farm organization, principle of land utilization, tenancy and crop sharing – forms. Green revolution, land reforms measures and performance traditional and modern agriculture, problems of small and marginal farmers.





4	Agricultural Production and Productivity Agricultural production, factor combination and resource substitution, resource use and efficiency, production function analysis in agriculture, size of farm and law of returns. Agricultural inputs on shifts in production function. Concept of cost, farm budgeting, response of individual and aggregate supply, Regional disparities in Indian agriculture. Regional variation in agricultural productivity. Resource use efficiency in traditional agriculture, cropping pattern	15	25
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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	Students will be able to explain the nature and scope of agricultural and rural economics, analyze the transition from traditional agriculture to modernization, and evaluate the impact of agriculture on overall economic development and its linkages with the industrial sector.
CO2	Students will gain knowledge of the linkages among various sub-sectors of the agribusiness sector, assess the impact of liberalization, privatization, and globalization on agriculture, and analyze the structural changes and reforms in the agricultural sector.
CO3	Students will learn about livestock resources, productivity, and initiatives like the White Revolution, examine issues and challenges in rural industrialization, and understand the development of agro-based industries and their impact on rural economies.
CO4	Students will be able to identify emerging trends in production, processing, and marketing of agricultural products, evaluate policies related to agribusiness, understand agricultural price and marketing policies, public distribution systems, and other regulatory frameworks impacting agro-industries.

Reference Books	
1.	S. Subba Reddy et al. Agricultural Economics. Oxford & IBH Publishing Company Pvt. Ltd, New Delhi.
2.	Talathi J.M.et al. Introduction to Agricultural Economics and Agribusiness Management Books India.
3.	Agrawal, A.N. Indian Agriculture: Problems, Progress and Prospects. Vikas Publishing House Pvt. Ltd.
4.	Owen Oliver. Natural Resource Conservation and Ecological Approach. MacMillan Co.
5.	Dewett, K.K, G.C. Singh and J.D. Varma. Elementary Economic Theory. S. Chand and Co.
6.	Adhikary M., Economic Environment of Business. S. Chand & Sons.



Course	08070102- AGRIBUSINESS ENVIRONMENT AND POLICY	Semester-1
Type of Course	Elective-2	
Prerequisite		
Course Objective	1. Understand the role of agriculture in economic development and the interdependence between agriculture and other sectors. 2. Examine the structure of agriculture, including the sub-sectors of agribusiness, and the influence of economic reforms on Indian agriculture. 3. Explore the diversification of rural economic activities, focusing on livestock economics, fisheries, poultry, forestry, horticulture, and agro-based industries. 4. Analyze emerging trends in agricultural production, processing, marketing, and exports, along with policies and regulations governing the agro-industrial sector.	

Teaching Scheme (3-1-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Total Marks
				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	Agriculture and Economic Development Nature and scope of agricultural and rural economics; Traditional agriculture and its modernization; Role of agriculture in economic development; Interdependence between agriculture and industry	15	25
2	Structure of Agriculture Linkages among sub-sectors of the Agribusiness sector; economic reforms and Indian agriculture; impact of liberalization, privatization and globalization on Agribusiness sector.	15	25
3	Diversification of Rural Economic activities Livestock economics- Livestock resources and their productivity; White revolution; Fishery and poultry development; Forestry, horticulture and floriculture; Issues and problems in rural industrialization and development of agro-based industries.	15	25
4	Emerging trends in production, processing, marketing and exports	15	25





	<p>Emerging trends in production, processing, marketing and exports; policy controls and regulations relating to the industrial sector with specific reference to agro-industries. Agribusiness policies- concept and formulation; and new dimensions in Agribusiness environment and policy. Agricultural price and marketing policies; public distribution system and other policies.</p>	
	Total	60 100



Suggested Distribution Of Theory Marks Using Bloom's Taxonomy

Level	Remember	Understand	Apply	Analyze	Evaluate	Create
Weight age	-	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 explain the nature and scope of agricultural and rural economics, analyze the transition from traditional agriculture to modernization, and evaluate the impact of agriculture on overall economic development and its linkages with the industrial sector.
CO2	Students will gain knowledge of the linkages among various sub-sectors of the agribusiness sector, assess the impact of liberalization, privatization, and globalization on agriculture, and analyze the structural changes and reforms in the agricultural sector.
CO3	Students will learn about livestock resources, productivity, and initiatives like the White Revolution, examine issues and challenges in rural industrialization, and understand the development of agro-based industries and their impact on rural economies.
CO4	Students will be able to identify emerging trends in production, processing, and marketing of agricultural products, evaluate policies related to agribusiness, understand agricultural price and marketing policies, public distribution systems, and other regulatory frameworks impacting agro-industries.

Reference Books

1.	S. Subba Reddy et al. Agricultural Economics. Oxford & IBH Publishing Company Pvt. Ltd, New Delhi.
2.	Talathi J.M.et al. Introduction to Agricultural Economics and Agribusiness Management Books India.
3.	Agrawal, A.N. Indian Agriculture: Problems, Progress and Prospects. Vikas Publishing House Pvt. Ltd.
4.	Owen Oliver. Natural Resource Conservation and Ecological Approach. MacMillan Co.
5.	Dewett, K.K, G.C. Singh and J.D. Varma. Elementary Economic Theory. S. Chand and Co.
6.	Adhikary M., Economic Environment of Business. S. Chand & Sons.



Course	08080101- Pharmaceutical Advertising & Services Management	Semester-1
Type of Course	Elective-1	
Prerequisite		
Course Objective	<ol style="list-style-type: none"> To understand the unique characteristics and challenges of services marketing, including the nature of services, types of services, and the importance of relationship marketing. To analyze the components of a service marketing plan, including market segmentation, mission, strategy, and elements of service, to develop effective strategies for service-based businesses. To explore marketing mix decisions specific to services, such as developing, pricing, promoting, and distributing services, and to examine positioning and differentiation strategies. To examine advertising methods, design, development, and control in the context of service marketing, as well as understand the nature and scope of public relations in building and maintaining relationships with customers. 	

Teaching Scheme (3-1-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Total Marks
				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	Services marketing Services marketing - meaning - nature of services - Types and importance - Relationship marketing, Mission, strategy, elements of service, service marketing plan & market segmentation.	15	25
2	Marketing mix decisions Marketing mix decisions – unique features of developing, pricing, promoting and distributing services – positioning and differentiations strategies quality of service industries – achievement and maintenance, customer support service	15	25
3	Advertising Nature and scope of advertising, advertising methods, advantages and disadvantages of advertising, advertising design and development, Advertising control and Public Relationship.	15	25



4	Nature and Pharmaceutical Services	15	25
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	Nature and Pharmaceutical Services: – Understanding the pharma services and clinics. Understanding after sales services for any medical and pharmaceutical instruments. Hospital Services and Non -Profit Organization services- Services provided in hospitals and offered by charities – Educational Services – Miscellaneous Services – Power and Telecommunication.	
	Total	60 100



Suggested Distribution Of Theory Marks Using Bloom's Taxonomy

Level	Remember	Understand	Apply	Analyze	Evaluate	Create
Weight age	-	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:

C O 1	Students will be able to differentiate between goods and services and understand the implications of these differences on marketing strategies.
C O 2	Students will develop skills in creating comprehensive service marketing plans, including market segmentation strategies and relationship-building initiatives.
C O 3	Students will analyze and apply marketing mix decisions specific to services, such as pricing strategies, promotion tactics, and distribution channels, to real-world service-based scenarios.
C O 4	Students will gain insights into effective advertising methods and public relations strategies tailored to the services industry, enhancing their ability to communicate value and build strong customer relationships.

Reference Books

1.	Services Marketing: Valarie A. Zeithaml & Mary Jo Bitner, Integrating Customer Focus Across The Firm, Third Edition, 2004.
2.	Services Marketing: Christopher H. Lovelock, Jochen Wirtz, Jayanta Chatterjee, People, Technology, Strategy (A South Asian Perspective) Fifth Edition 2017; Pearson Education
3.	Services Marketing- love lock – Prentice Hall, 2021
4.	Services Marketing- S.M. Jha, Himalaya Publishing Company, 1998, Mumbai
5.	Services Marketing- Principles and Practice - palmer, Prentice Hall, 1995



Course	08080102- HEALTHCARE SERVICES MANAGEMENT	Semester-1
Type of Course	Elective-2	
Prerequisite		
Course Objective	<p>1. To understand the meaning, characteristics, role, and functions of medical services within a hospital, as well as the systems view of hospitals within the broader healthcare context.</p> <p>2. To explore the organization of hospitals, including management structures, types of hospitals, governing bodies, committees, and the duties/responsibilities of various positions within a hospital setting.</p> <p>3. To analyze outpatient and inpatient services, nursing services, and clinical support services such as radiology/diagnostic services, operating departments, medical records, pharmacy, and central sterile supply departments.</p> <p>4. To delve into the planning process for hospitals, hospital administration roles, hospital organization structures, directing hospital staff, controlling and evaluating hospital performance, and managing service quality.</p>	

Teaching Scheme(3-1-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Total Marks
				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	Understanding Hospitals: Definitions, Characteristics, Medical Service Roles, Healthcare Systems, and Organizational Structure Hospital – meaning, characteristics, role and functions of medical services; systems view of hospitals; health care systems – primary, secondary and tertiary; classification of hospitals; hospital planning and designing location and layout. Organization of the Hospital a. Management structure Types of hospitals, Governing body, Hospital committee and hospital functionaries b. Duties and responsibilities of various positions	15	25
2	Comprehensive Healthcare Services: Outpatient and Inpatient Care, Nursing Support, Clinical Diagnostics, Surgical Operations, Medical Records Management, Pharmacy Services, and Central Sterile Supply	15	25





	Outpatient and inpatient services; nursing services; clinical support services – radiology/diagnostic services; operating department; medical records; pharmacy and central sterile supply department.		
3	Comprehensive Hospital Planning: Principles, Administration, Organization, Facility Design, and Operational Unit Planning	15	25





Planning process for hospitals; hospital administration – role and responsibilities of hospital administrator; hospital organization – structure and functions; types of hospital committees; directing the hospital staff – training, leading, motivating and communication; controlling and evaluating hospital performance.

Hospital Planning

a. Guiding principles in planning hospital facilities & services



	<p>b. Planning the hospital building Stages in planning, Finance, Location, Need assessment survey of community, factors determining site, legal requirements, design consideration, Project management & implementation, Gantt Chart</p> <p>c. Planning the operational units, engineering, lighting etc.</p>		
4	<p>Quality Management in Healthcare Services: Requirements, Programs, Infection Control, Waste Management, Accreditation, and Professional Service Unit Management</p> <p>Managing service quality - need, mandatory requirements, constraints; quality management programs – development process, tools and techniques; control of hospital acquired infection and role of CSSD; hospital waste management.; NABH, NABL Management of Quality Assured services of professional service units of hospital. Function, location, flow chart of operation, design based on flow chart, organization, physical facilities and space requirements, statutory requirements, special features, problem situation, Staff requirement, Auxiliary requirements, Work load estimation, Documentation, Equipment & supplies, Emergency services.</p>	15	25
Total		60	100

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy

Level	Remember	Understand	Apply	Analyze	Evaluate	Create
Weight age	-	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 gain a comprehensive understanding of hospital operations, including the management structure, types of hospitals, and the roles/responsibilities of different personnel within a hospital.
CO2	Students will be able to differentiate between outpatient and inpatient services, understand the importance of nursing and clinical support services, and appreciate the role of various departments in delivering healthcare.
CO3	Students will develop skills in hospital planning, including guiding principles, financial considerations, location assessment, legal requirements, and project management.
CO4	Students will learn about managing service quality, quality management programs, infection control, waste management, accreditation standards like NABH and NABL, and the requirements for professional service units within a hospital setting.

Reference Books

1.	Francis C.M. (2006), "Hospital Management", Jaypee Publication, New Delhi, 1st ed.
2.	Spencer J A (1987), Management In Hospitals, Faber & Faber, London, 1st ed.
3.	Application of Management Sciences To Hospitals - ISHA
4.	Tabish A. (2005), "Hospital Administration", Jaypee, New Delhi, 3rd ed.
5.	Mukhopadhyay S P and Sur Dipika (1984), "Prescription Habit of the Physician & its Economical Implication", Journal of Indian Medical Association, Vol. 21. Principles of Hospital Administration & Planning: B.M. Sakharkar
6.	Park's textbook of Preventive & Social medicine
7.	Management of Hospitals: S.L.Goel, R.Kumar

Course	08000201- ENGLISH COMMUNICATION AND LIFE SKILLS - II	Semester-2
Type of Course	Ability Enhancement Course	
Prerequisite		
Course Objective	1. To understand the necessity of written communication. 2. To familiar the students with business vocabulary. 3. To develop confidence during interview in real life situation. 4. To evaluate the skill for decision making process in real life corporate situation	

Teaching Scheme(3-1-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Total Marks
				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- Weight age	
Sr.	Topics	T	W
1	Written Communication <ul style="list-style-type: none"> Formats For Business Letters And Memos: Routine Type; Sales Promotion, Bill Collection, Disciplinary Action Persuasive Messages Communication Essentials for Business Job Applications. Preparing a Professional Resume and Cover Letter, Follow-Up Messages and Letters. Internal Communication Through: Memos, Minutes, Notices, Circulars. Writing Effective Business Reports; Digital Communication Power point Preparation; Using Web as a Source of Knowledge Sharing 	15	25
2	Professional Conduct in a Business Setting: <ul style="list-style-type: none"> Work place Hierarchy; The Proper Way to Make Introductions; Use of Courteous Phrases and Language in the Workplace Professional Image Appropriate Business Attire Telephone Etiquette 	15	25
3	Interview Management	15	25





- Personal Language and Body Language.
- Types Of Managerial Speeches
- Occasional Speech; Thematic Speech
- Group Communication
- Group Discussions, Meetings, Seminars, and Conferences.
- Art Of Facing Interviews
- Selection or Placement,
- Appraisal,
- Disciplinary Committees and Exit Interviews.



4	<ul style="list-style-type: none"> • Characteristics Of Critical Thinker • How To Make Decisions • Decision Making Techniques • Leadership Skills • Managerial Skills • Entrepreneurial Skills • Innovative Leadership And Design Thinking • Ethics And Integrity 		
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 Formal Communication Skill.
CO2	Apply vocabulary for effective presentation.
CO3	Analyze the necessity of interview preparation in real life situations.
CO4	Describe decision-making skill in practical life.

Reference Books

1.	Development of Life Skills and Professional Practice (Text Book) By Shalini Verma Sultan Chand (G/L) & Company, 2014.
2.	Learn English vocabulary at a Glance (Text Book) By Dr. Rakesh Bharadwaj Evincepublishing
3.	Personality Development & Soft Skills (Text Book) By Barun K. Mitra Oxford Publishers, Third impression, 2017.
4.	Life Skills for Engineers", (Text Book) By ICT Academy of Kerala McGraw Hill Education(India)PrivateLtd.,2016
5.	Soft Skill for Managers" (Text Book) By Kalyana, First Edition; Wiley Publishing Ltd, 2015

List of Practical



Course	08000202 - RESEARCH METHODOLOGY	Semester - 2
Type of Course	Multidisciplinary / Interdisciplinary / Allied Courses	
Prerequisite		
Course Objective	1. To develop understanding of the basic framework of research process. 2. To develop an understanding of various research designs and techniques. 3. To identify various sources of information for literature review and data collection. 4. Understand some basic concepts of research and its methodologies. 5. Organize and conduct research in a more appropriate manner write a research report and thesis.	

Teaching Scheme (3-1-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Total Marks
				External Mark	Internal Marks	External Mark	Internal Marks	
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	Unit No.1 - Nature of Research Meaning, types, process of research- management problem, defining the research problem, formulating the research Hypothesis, developing the research proposals, research design formulation, sampling design, planning and collecting the data for research, data analysis and interpretation. Research Application in business decisions, Features of good research study.	15	25
2	Business Research Design Meaning and significance - Types: Exploratory and Conclusive Research Design. Exploratory Research Meaning, purpose, methods- Literature search, experience survey, focus groups and comprehensive case methods Conclusive Research Design Descriptive Research - Meaning, Types – Cross sectional studies and longitudinal studies. Experimental Research Design - Meaning and classification of experimental designs- formal and informal, Pre experimental design, Quasi-experimental design, True experimental design, statistical experimental design.	15	25
3	Sampling Concepts- Types of Sampling - Probability Sampling – simple random sampling, systematic sampling, stratified random sampling, cluster sampling -Non Probability Sampling –convenience sampling- judgmental sampling, snowball sampling- quota sampling - Errors in sampling. Data Collection: Primary and Secondary data Primary data collection methods - Observations, survey, Interview and Questionnaire, Qualitative Techniques of data collection, Questionnaire design – Meaning - process of designing questionnaire. Secondary data -Sources – advantages and disadvantage	15	25
4	Hypothesis	15	25



Types, characteristics, source, formulation of hypotheses, errors in hypotheses. Parametric and Non-Parametric Tests- t-test, z-test, f-test, u-test, K-W Test (problems on all tests) Statistical analysis- Bivariate and Multivariate Analysis- ANOVA-one-way and two-way classification (theory only). Data Analysis and Report Writing: Editing, Coding, Classification, Tabulation, Validation Analysis and Interpretation- Report writing and presentation of results: Importance of report writing, types of research report, report structure, guidelines for effective documentation.	
	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 best research design for your research questions.
CO2	Interpret the main research methods that are typically applied in management studies.
CO3	Evaluate and practice the skills necessary to conduct, review, and publish management research.
CO4	Explain your research ideas.

Reference Books

1.	Research Methodology (Text Book) By C. R. Kothari New Age International Publishers
2.	Business Research Methodology (Text Book) By J. K. Sachdeva Himalaya Publishing House
3.	Business Research Methods By Cooper & Schindler McGraw Hill India

List of Practical



Course	08990201 - FINANCIAL MANAGEMENT	Semester - 2
Type of Course	Major (Core) Courses	
Prerequisite		
Course Objective	1. Provide an in-depth view of the process in financial management of the firm 2. Develop knowledge on the allocation, management and funding of financial resources. 3. Improving students' understanding of the time value of money concept and the role of a financial manager in the current competitive business scenario. 4. Enhancing student's ability in dealing short-term dealing with day-to-day working capital decision; and also longer-term dealing, which involves major capital investment decisions and raising long-term finance.	

Teaching Scheme (3-1-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Total Marks
				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	Overview of Financial Management <ul style="list-style-type: none"> Meaning, Objectives, Scope, Role and Functions of Financial Management (Financial Decisions). Financial Goal - Profit Maximization versus Shareholders' Wealth Maximization Time value of Money: (theory and numerical) <ul style="list-style-type: none"> Concepts, Compounding, Discounting, Annuities. Sources of Long-Term Finance: <ul style="list-style-type: none"> Introduction to Equity Shares, Preference Shares and Debentures, Term loan. Leverage Analysis <ul style="list-style-type: none"> Concept of leverage Measuring of leverage Operating & financial and total leverage. 	15	25
2	Capital expenditure decision & Capital Budgeting	15	25





- Nature of investment of capital
- The process of capital budgeting
- Financial appraisal of a project by Various methods
- Appraisal criteria
- Discounted and Non-discounted methods
- (PBP, IRR, ROR, NPV, and Profitability Index).

Capital Structure Theories

- Meaning of capital structure
- Factors effecting capital structure
- Theories of capital structure (Net income approach, Net operating income approach, Traditional approach, Modigliani miller model).

3	Cost of Capital	15	25
Course Content		T - Teaching Hours W - Weightage	



Sr.	Topics	T	W
	<ul style="list-style-type: none"> The meaning of cost of capital Cost of different sources of finance Concept and importance Cost of debenture Term loans & equity capital. Calculation of overall cost of capital (Based on historical and market rates). <p>Dividend Policy:</p> <ul style="list-style-type: none"> Concept of retained earnings and plough back of profits Relevance and Irrelevance Theories of dividend decision: Walter's Model Gordon's Model and Modigliani Miller Model Factors affecting dividend decision 		
4	<p>Overview of Working Capital Decision</p> <ul style="list-style-type: none"> Concept – components Need & factors affecting working capital requirement Introduction to Working Capital Financing. <p>Working Capital Management: Introduction – component – objectives</p> <p>- Factors effecting WC - Important WC Ratios. Management of Cash and receivables Difference between Profits and Cash–Need for and Objectives of Cash Management</p> <ul style="list-style-type: none"> Factors for Efficient Cash Management Purpose of receivables - cost of maintaining receivables Credit period - cash discount - monitoring receivables. 	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 concepts of finance in practical mode
CO2	Produce various financial management decision
CO3	Analyze the published financial data pinpointing companies' strengths and weaknesses, thereby contributing to business units' value creation role.
CO4	Explain the competence and skill in financial planning and controlling





CO5 Express employability related to financial management



Reference Books

1.	Financial Management Khan & Jain (Text Book) By Khan & Jain McGraw-Hill Education (India) Pvt. Ltd
2.	Strategic Financial Management (TextBook)





	By Ravi M Kishore Taxmann
3.	Financial Management (TextBook) By Prasanna Chandra TMH, New Delhi. 8th Edition,
4.	Financial Management I. M. Pandey (TextBook) By I. M. Pandey Vikas Publication,
5.	Basic Financial Management (TextBook) By Saha, Tapas Ranjan World Press
6.	Corporate Finance (TextBook) By Damodaran Wiley

List of Practical



Course	08990202 - HUMAN RESOURCE MANAGEMENT	Semester - 2
Type of Course	Major (Core) Courses	
Prerequisite		
Course Objective	1. Demonstrate a basic understanding of HR Management and analyze the issues and strategies required to select and develop manpower resources. 2. To develop innovative solutions to the problems in the field of HRM. 3. Develop the ability to look at the totality of HR situations. 4. To introduce HRM as an integral managerial function while focusing on pre-procurement, procurement and development of human resources.	

Teaching Scheme (3-1-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Total Marks
				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	Basics of Human Resources Management Introduction-Definition, Nature, scope, Objectives, Human resource management and Personnel management. Evolution and Development of HRM, functions of HRM, Personnel Policy, Records and Reports. HRM Process, Principles of HRM, Opportunities, Challenges and Recent Trends in HRM, Organization and Personnel department, Role of HR Manager	15	25
2	Human Resource Planning and Procurement, Training Human Resource Planning- Meaning and Importance of HRA, Need, Process of HRP Job Analysis- Meaning, Importance, Purpose, Job Description and Job Specification. Recruitment and selection- Importance, Process of Selection, Methods, Placement and Induction, Challenges in Recruitment. Human resource Training- Meaning, Importance, Need, Methods and Evaluation.	15	25
3	Human Resource Appraisal and Motivation Human Resource Appraisal-Meaning and Importance of HR Appraisal, Traditional and Modern Methods of Appraisal and Evaluation. Human Resource Motivation- Techniques and Applications. Work Life Balance and Wellbeing. Human Resource Mobility-Meaning, Importance and purpose, Promotion, Demotion, Transfer, Separation, Absenteeism, Labour turnover	15	25
4	Industrial Relation and Administration Industrial Relation theory, Approaches. Industrial Conflict Management- Grievance, Disputes and Discipline. Theories of Wages and Employee Compensation-Factors influencing wage fixation, Theories of Wage fixation, Methods and Policies of Compensation. Employee welfare, Types of Welfare Facilities and Statutory provisions	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 basic concepts of HR management analyses the environment of organization.
CO2	Apply to manage employee issues and evaluate the new trend and practices in terms of HRM.
CO3	Analyze and endow the student with a broad perspective on themes and issues of Human Resource Management along with their relevance and application in the Indian prospect.
CO4	Explain It will help the students build up and refine their decision-making skills so that they can help organizations effectively conduct personnel management and employee relations.

Reference Books

1.	Human Resource and Personnel Management (Text & Cases) (Text Book) By K. Aswathappa Tata McGraw-Hill Publication Company Limited
2.	Human Resource Management & Industrial Relations: Text, Cases & Games (Text Book) By Dr. P. Subba Rao Himalaya Publishing House
3.	Essentials of human resources management and industrial relations (Text Book) By P Subba Rao Himalaya Publishing House
4.	Human resource management (Text Book) By Garry Dessler Person education

List of Practical

Course	08990203-GLOBAL BUSINESS ENVIRONMENT	Semester-2
Type of Course	Major (Core) Courses	
Prerequisite		
Course Objective	1. To explore and offer knowledge on global business environment. 2. To familiarize the students with the concepts, functions and practices of international business. 3. Understand the major financial, economic/socioeconomic, political, labour, competitive and distributive forces affecting international business. 4. To identify the major trends in the international trade and investment patterns between and among the major groups of nations and the theories purporting to explain these patterns.	

Teaching Scheme(3-1-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Total Marks
				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	Introduction To Global Business Environment Nature, Importance and Scope Mode of Entry in to International Business Framework for Analyzing International Business Environment <ul style="list-style-type: none"> • Geographical, • Economic, • Socio-Cultural, • Political Legal Environment 	15	25
2	International Economic Environment Regional Integration and Trade Blocks – Types of Integration – Theory of Customs Union, European Union – Regional Groupings – Integration Of Developing Countries – SAARC, SAPTA, International Commodity Agreements – Quota Agreements–Cartels–Bi-Lateral&MultilateralContracts–EconomicInstitutions– InternationalMonetaryFunds(IMF)– World Bank, Asian Development Bank, UNCTAD, UNIDO, International Trade Centre, WTO, GATT, GATS, TRIM, TRIPS	15	25
3	International Trade And Investment Theory Historical Developments of Modern Trade Theory – Investment Theories – Theory of Capital Movements – Market Imperfections–Internationalization–Appropriability–Location Specific Advantage–Eclectic. Foreign Investment: Capital Flows–Types and Theories of Foreign Investment; Foreign Investment Flows and Barriers.-Foreign Direct Investment (FDI)	15	25
4	Multi National Corporation	15	25





Definition and Meaning –Importance and Dominance of MNCs –Code of Conduct –MNCs in India–Transfer of Technology – Global Competitiveness – Indicators of Competitiveness -Competitive Advantage of Nations – Technology and Global Competitiveness. International Operations – Global Supply Chain Management – Global Manufacturing Strategies – Factors Affecting International HRM and Staffing Policy – International Negotiations – International Asset Protection –Protection of IPRs.		
Total	60	100

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



Weightage	-	40	30	30	-	-
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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 role and impact of political, economic, social and cultural variables in international business Analyze international business from a multi-centric perspective, avoiding ethnocentrism
CO2	Apply international business from a multi-centric perspective, avoiding ethnocentrism
CO3	Identify an action plan for a hypothetical business firm on how to enter a foreign market in order to take advantage of an international business opportunity.
CO4	Associate students will be able to develop an entry strategy in to other markets recognizing the nature of institutions and forces governing the process of globalization.

Reference Books

1.	International Business-Competing in the global market place(Text Book) By Charles W L Hill-Arun K Jain McGraw Hill
2.	International Business- Environment and Operations (Text Book) ByJohnP.Daniels-LeeH.Radebaugh-DanielP.Sullivan-PrashantSalwan Pearson
3.	International Business-Text and Cases (Text Book) By Francis Cherunilam PHI
4.	Business Environment (Text Book) By Shaikh Saleem Pearson
5.	Business Environment (Text Book) By Vivek Mittal Pearson

List of Practical



Course	08990204 - PRODUCTION AND OPERATION MANAGEMENT	Semester - 2
Type of Course	Minor (Elective) Courses	
Prerequisite		
Course Objective	<p>1. The objective of the production management is 'to produce goods services of right quality and quantity at the right time and right manufacturing cost'. The quality of product is established based upon the customer's needs.</p> <p>2. Analyze contemporary production and operation management practices for a given industry.</p> <p>3. Select the most appropriate methods and tools for the solution</p> <p>4. Explain the various parts of the operations and production management processes.</p>	

Teaching Scheme (3-1-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Total Marks
				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	Introduction to Production & Operations Management An Overview - Nature – Scope - Difference Process - Production & Manufacturing Systems - Operations Strategy (Brief) Production Planning and Control – Benefits – Reason – Decisions – Levels Forecasting – Nature – Types - Factors Affecting Forecasting – Models Process Design, Analysis & Selection – Make To Order - Make To Stock - Product & Service Design - Product Mix (Brief) Production Technology – CAD – CAM – Types – Role - Application.	15	25
2	Capacity Location Facility Layout – Product- Process – Matrix - Material Handling – Designs – Hybrid (Brief) Aggregate Planning – Strategies and Methods (Brief) Resource Requirement – MRP (Brief) Purchase Management - Make Or Buy Decisions - Purchase Cycle - Policy	15	25
3	Inventory & Material Management Methods – Functions – ABC – EOQ – VED – FSN - P & Q System Quality Management & Modern tools: TQM - Six Sigma – DMAIC - ISO series - ISO 9000 - statistical quality control – Kanban Kaizen - Lean manufacturing – JIT	15	25
4	Project Management Project Life Cycle, PERT – CPM - Project Crashing (Brief) Shop Floor Planning And Control - Line Balancing - Line Of Balance, Scheduling (Gantt Chart), Supply Chain 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	-	-
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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 about Production and manufacturing systems.
CO2	Apply about the Inventory and Material Management.
CO3	Identify the production management and planning problems
CO4	Describe and select the most appropriate methods and tools for the solution of problems related to production and operation management.

Reference Books

1.	Production & Operations Management (Text Book) By R. Panneer selvam PHI Learning
2.	Operations Management for Competitive Advantage By Chase R. B., Jacobs, F. R., Aquilano, N. J. and Agarwal N. K. Tata McGraw Hill
3.	Production & Operations Management By K. Aswathappa & K. Sridhara Bhatt Himalaya Publication House

List of Practical



Course	08990205 - MARKETING MANAGEMENT-II	Semester - 2
Type of Course	Minor (Elective) Courses	
Course Objective	1. To outline key marketing concepts and its application to different markets 2. To identify factors and processes essential for designing marketing strategy 3. To analyze and examine the implementation of marketing concepts and strategy to firms 4. To develop marketing communication skills relevant to the corporate world.	

Teaching Scheme (3-1-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Total Marks
				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	Basics of Marketing Management Basics of Marketing Management · Definition, Scope, Core Concepts, Tasks Basic 4P's of Marketing Mix & Updated P's of Marketing Mix Company's Orientation towards Marketplace, Marketing as a value delivery process & Value Chain · Content of a Marketing Plan (very briefly) Creating Customer Value: Customer Perceived value, Cultivating Customer Relationship Understanding Consumers' Markets · Factors affecting consumer buying Behaviour , Key Psychological Processes, Consumer Buying Decision Process, Business /consumer markets	15	25
2	Segmentation, Targeting and Positioning(STP)	15	25



	<p>Segmentation:</p> <ul style="list-style-type: none"> • Bases of Segmenting Consumer Markets and Business Markets <p>Targeting:</p> <ul style="list-style-type: none"> • Meaning, effective segmentation criteria, evaluating and selecting the market segments <p>Positioning:</p> <ul style="list-style-type: none"> • Developing and establishing Brand Positioning • Differentiation strategies <p>Dealing with Competition:</p> <ul style="list-style-type: none"> • Competitive Strategies – Leaders, Challengers, Followers, Nichers • Product Life Cycle (PLC) Strategies <p>Developing Product Strategy:</p> <ul style="list-style-type: none"> • Product characteristics and Classification • Product hierarchy • Product system and mix • Product Line and Length <p>decisions Packaging, Labeling and Warranties</p>		
3		15	25
	New Product Development:	T	W



	<ul style="list-style-type: none"> • Process & Challenges <p>Brand Management:</p> <ul style="list-style-type: none"> • Brand Equity • Brand Equity Models – CBBE • Devising Branding Strategies <ul style="list-style-type: none"> ◦ Branding decisions ◦ Co-branding and ingredient branding ◦ Brand extensions <p>Developing Services</p> <ul style="list-style-type: none"> • Definition, categories • Distinctive Characteristics • Service Differentiation <p>Pricing Decisions</p> <ul style="list-style-type: none"> • Consumer Psychology and Pricing • Setting up the price • Price Adaptation and Strategies 		
4	<p>Managing Distribution Channels</p> <ul style="list-style-type: none"> • Marketing Channels <ul style="list-style-type: none"> ◦ Role, Importance, Design & Management Decisions, ◦ Channel Integration and Systems Retailing, Wholesaling and Logistics Management <p>Promotion Decision Promotion Mix, Advertising Decision, Advertising Objectives, Advertising in Sales Promotion, Developing advertising Program, Roles of Media in Adverting, Advertisement Effectiveness</p>	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 scope and significance of Marketing in domain industry.
CO2	Explain marketing concepts and phenomenon to current business events In the Industry.
CO3	Evaluate the various marketing environment variables and interpret them for designing marketing strategy for business firms



CO4	Explain market research skills for designing innovative marketing strategies for business firms
Reference Books	
1.	1. Marketing Management- Global Perspective Indian Context (Text Book) By V. S. Ramaswamy & S. Namakumari Macmillan
2.	2. Marketing Management – A South Asian Perspective (Text Book) By Philip Kotler, Kevin Lane Keller, Abraham Koshy & Mithileshwar Jha Pearson



3.	Rural Marketing (Text Book) By R.V Badi & N.V. Badi Himalaya Publication House
4.	Marketing Management Concepts and Cases. (Text Book) By S.A. Sherlekar & R Krishnamoorthy Himalaya Publication House



Course	08070201- Food Technology and Processing Management	Semester-2
Type of Course	Elective-1	
Prerequisite		
Course Objective	1. Understand the present status and organization of the food industry in India, including its operations, processing methods, and distribution channels. 2. Learn the basic principles of food processing and preservation, including the application of various technologies and agents for food safety and quality. 3. Analyze the costs, risks, and regulatory aspects associated with the food industry, including laws, standards, and quality management systems. 4. Apply theoretical knowledge to practical scenarios through case studies, focusing on project formulation and implementation in different sectors of the food industry, with an emphasis on hazard analysis and critical control points (HACCP).	

Teaching Scheme (3-1-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Total Marks
				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	Food Industry in India Food Industry in India: Present status of food industry in India; Organization in food industry; Introduction to operations of food industry; Deteriorative factors and hazards during processing, storage, handling and distribution.	15	25
2	Basics of Food Processing Basics of Food Processing: Basic principles of food processing and food preservation through technology interventions; Application of energy, radiations, chemicals and other agents for food preservation; aseptic modes of processing-freezing, quick, cryogenic, high pressure, membrane technology; Packaging of foods, labelling techniques, advanced technologies for packaging.	15	25
3	Food Safety and Costs Analysis	15	25





Food Safety and Costs Analysis: Analysis of costs; risk management; Laws and regulations w.r.t to food industry including production, processing and marketing; Food Safety and Quality Standards-AGMARK; BIS/ISO; FPO, FSSAI, TQM, HACCP etc.





4	Case studies on project formulation in various types of food industries	15	25
Case studies on project formulation in various types of food industries: Discussion sessions and analysis of Case studies related to dairy, cereal milling, sugarcane production; baking/confectionary, vegetable storage, handling, egg processing, fish and meat products. ; Cases related HACCP.			
Total		60	100



Suggested Distribution Of Theory Marks Using Bloom's Taxonomy

Level	Remember	Understand	Apply	Analyze	Evaluate	Create
Weight age	-	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 gain a comprehensive understanding of the food industry in India, including its structure, operations, and challenges.
CO2	Students will be able to identify and apply various food processing and preservation techniques, including energy, radiations, chemicals, and advanced technologies, to ensure food safety and quality.
CO3	Students will develop skills in cost analysis, risk management, and compliance with food safety regulations, enhancing their ability to assess and manage food industry operations effectively.
CO4	Students will be able to analyze and solve real-world problems in the food industry through case studies, demonstrating proficiency in project formulation, hazard analysis, and adherence to quality standards such as HACCP.

Reference Books

1.	Acharya SS & Aggarwal NL. 2004. Agricultural Marketing in India. Oxford & IBH.
2.	Early R. 1995. Guide to Quality Management Systems for Food Industries. Springer
3.	Jelen P. 1985. Introduction to Food Processing. Reston Publishing.
4.	Jelen P. 1985. Introduction to Food Processing. Reston Publishing.
5.	P. J. Fellows (2016). Food Processing Technology Principles and Practice, Woodhead Publishing, 4th Edition
6.	Potter, N. N. (2018). Food science. McGraw-Hill Education, 6th Edition
7.	Singh R.P, Heldman D.R (2013). Introduction to Food Engineering. Elsevier Inc., 5th Edition



Course	08070202- Agri Insurance Management	Semester-2
Type of Course	Elective-2	
Prerequisite		
Course Objective	1. Understand the fundamentals of risk management and the concept of insurance, including its evolution and importance in different sectors like agriculture. 2. Explore the insurance market, customer dynamics, ethical considerations, and the key principles governing insurance contracts. 3. Examine different insurance products, including life insurance and general insurance, and understand common insurance terminology. 4. Delve into the practices of life insurance and general insurance, including premium calculations, policy documents, underwriting, claims processing, and the specific aspects of agri insurance.	

Teaching Scheme (3-1-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Total Marks
				SEE	CIA	SEE		
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	Principles of Insurance Risk Management: different types of risks, actual and consequential losses, loss minimization techniques. The Concept of Insurance and its Evolution: How insurance operates today, different classes and importance of insurance. The Business of Insurance: Management of risk by individuals and insurers, fixing of premiums, reinsurance & its importance for insurers and evolution, importance types of Agri Insurance.	15	25
2	Principles of Insurance Insurance Terminology: Common terms used in insurance. Life Insurance products: The risk of dying early - the risk of living too long - different products offered by life insurers. General Insurance Products: Risks faced by the owner of assets - exposure to perils - features of products covering fire and allied perils - products covering marine and transit risks - products covering financial losses due to accidents - products covering financial losses due hospitalization - products covering miscellaneous risks and classification of agriculture insurance.	15	25



3	Products of Insurance	15	25
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	Insurance Terminology: Common terms used in insurance. Life Insurance products: The risk of dying early - the risk of living too long - different products offered by life insurers. General Insurance Products: Risks faced by the owner of assets - exposure to perils - features of products covering fire and allied perils - products covering marine and transit risks - products covering financial losses due to accidents - products covering financial losses due hospitalization – products covering miscellaneous risks and classification of agriculture insurance.		
4	Practises of Life Insurance and General Insurance	15	25



Introduction to practice of Life Insurance and Life Insurance Organization, Premiums and Bonuses, Plans of Life insurance, Annuities, Group Insurance, Linked Life Insurance Policies, Applications and Acceptance, Policy Documents, Premium payment, Life Insurance Corporation (L.I.C) of India policy lapse and revival, Assignment, Nomination, Surrender of policy and Policy Claims, agri insurance policies and its different parts. Introduction to General Insurance, Policy Documents and forms, General Insurance Products - Part 1 (Fire & Marine), General Insurance Products - Part 2 (Motor, Liability, Personal Accident and Specialty Insurance with special focus on agri insurance product, General Insurance Products - Part 3 (Engineering & other Insurances), Underwriting, Ratings & Premiums, Claims and Insurance Reserves & Accounting.

Total 60 100

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy

Level	Remember	Understand	Apply	Analyze	Evaluate	Create
Weight age	-	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 identify different types of risks, learn about actual and consequential losses, explore techniques for minimizing losses, explain how insurance operates today, understand the various classes of insurance, and analyze the importance of insurance in managing risks in agriculture.
CO2	Students will gain knowledge of the insurance market constituents, understand customer mindsets and behavior in purchasing insurance and during claims, grasp the importance of ethical behavior in insurance practices, and analyze the terms and principles of insurance contracts, especially in the context of agricultural insurance products.
CO3	Students will learn common insurance terms, explore various life insurance products related to mortality and longevity risks, understand general insurance products covering different perils and financial losses, and classify agriculture insurance products based on their coverage and benefits.
CO4	Students will be able to explain the practices of life insurance organizations, understand premium calculations and bonus systems, analyze different life insurance plans, grasp the application and acceptance processes, learn about policy documents and their handling, and explore the specific features of agri insurance policies including claims handling and policy elements.

Reference Books

- Principles & Practice of Insurance, 2nd Edition, Dr. P. Periasamy, Himalaya Publishing House, 2019.





2.	Insurance Principles and Practice, 22nd Edition, Mishra M.N. & Mishra S.B., S. Chand Publishing, 2016.
3.	IC 01 PRINCIPLES OF INSURANCE by Insurance Institute of India.





4.	IC 02 PRACTICES OF LIFE INSURANCE by Insurance Institute of India.
5.	IC 11 PRACTICES OF GENERAL INSURANCE by Insurance Institute of India.
6.	Insurance Law and Practice: C. L. Tyagi & Madhu Tyagi-Atlantic Publishers
7.	IRDA Journal (Published every month by IRDA) www.irdaindia.org



Course	08080201- QUALITY MANAGEMENT FOR PHARMACEUTICALS	Semester-2
Type of Course	Elective-1	
Prerequisite		
Course Objective	<p>1. To understand the concept of quality and its relevance to business competitiveness, including the benefits of quality management and the changing criteria of quality in modern business environments.</p> <p>2. To differentiate between efficiency and effectiveness in the context of quality management, and to identify the key drivers that contribute to maintaining high-quality standards in products and services.</p> <p>3. To explore various customer-centric quality concepts such as customer focus, satisfaction, and retention models, as well as quality function deployment and customer satisfaction measurement techniques.</p> <p>4. To gain knowledge and skills in quality control and quality assurance methodologies, including statistical quality control principles, control charts, acceptance sampling techniques, process capability ratio, and the seven basic tools of quality.</p>	

Teaching Scheme(3-1-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Total Marks
				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	Quality Quality: Concept and its relevance to business competitiveness, Benefits of quality management, changing criteria of quality, efficiency v/s effectiveness, drivers of quality, definition of quality, Internal & External customers , Quality , Profitability and Cost, Customer focus, Customer satisfaction & retention models, Quality function deployment, Customer satisfaction measurement.	15	25
2	Quality Control and Quality Assurance	15	25





	Quality Control and Quality Assurance: Concept and Introduction. Statistical Quality Control: Principles of Control Charts: Control Charts for attributes and variables, Acceptance Sampling Techniques, Seven basic tools of quality (Including calculations of Control Charts), Process Capability ratio		
3	Total Quality Management	15	25





	Total Quality Management: Juran's and Deming's Principles, Quality Circle, KAIZEN, Quality Maintenance Management, Total Productive Maintenance, Mistake Proofing		
4	Quality Systems	15	25



Quality Systems: ISO Systems, ISO Certification Schemes, Preparing an Organization for ISO Certification, Role of Consultants, Quality Awards- Baldrige, Deming, Tata Excellence and JIPM Award Systems
 GMP : Introduction about GMP, Basic Principles of GMP, GMP Guidelines

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 analyze the impact of quality on business competitiveness and profitability, demonstrating an understanding of how quality management contributes to organizational success.
CO2	Students will develop the ability to differentiate between different quality management approaches, such as Juran's and Deming's principles, quality circles, Kaizen, and total productive maintenance, and apply them in real- world scenarios.
CO3	Students will acquire practical skills in implementing quality systems, including ISO certification schemes, preparing organizations for ISO certification, and understanding the role of consultants in quality management.
CO4	Students will demonstrate proficiency in quality control and assurance techniques, including statistical tools, control charts, acceptance sampling, and process capability analysis, enhancing their ability to ensure product and service quality in various industries.

Reference Books

1.	Frank M, Gryna, Richard C. H. Chua, Joseph A. Defeo, "Juran's Quality Planning & Analysis for Enterprise Quality", 5th Edition, Tata McGraw Hill.
2.	S.Nigama, Total Quality Management, Excel Books.
3.	Dale H. Besterfield, Carol Besterfield-Michna, Glen H. Besterfield, Mary Besterfield-Sacre, "Total Quality Management", 3rd Ed. Pearson.





4.	Pete Pande and Larry Holpp, "What is Six Sigma?", Tata McGraw Hill.
5.	Gittow, H, Openheim A and Oppenheim R., "Quality Management", McGraw Hill, 2004.
6.	Zaidi, A., "SPC: Concepts, Methodologies and Tools", Pearson.v



Course	08080202- PURCHASING AND VENDOR MANAGEMENT	Semester-2
Type of Course	Elective-2	
Prerequisite		
Course Objective	1. Understand the evolution and fundamentals of purchasing within an organization. 2. Develop skills in strategic sourcing processes, market analysis, and supplier management. 3. Enhance vendor development and management capabilities, including vendor rating and relationship management. 4. Explore global trends, issues, and best practices in sourcing, including dealing with international suppliers and environmental considerations.	

Teaching Scheme(3-1-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Total Marks
				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	Purchasing an important function in organization Evolution of purchasing, Meaning of Purchasing, purchasing cycle/process, , Purchasing objectives, purchasing principles, Impact of strategic purchasing on profitability, Make or Buy Decisions, centralized vs decentralized sourcing, single sourcing vs multiple sourcing, day-to-day vs long range sourcing, Purchase policy- Rate and Running Contract – Subcontracting- Systems Contract – Stockless purchase – Buying seasonal items – Forward Buying – Hedging – Purchasing Activities – Indent Status – A to Z of Purchase Order –Transportation – Incoming Inspection – Bill settlement – Documentation.	15	25
2	Sourcing as a Strategy in Purchasing	15	25





The Sourcing Process , Market analysis and supplier research, Prime sources of supplier information, Request for Proposal, terms and condition of purchase, Buying Documentation, Negotiation, Use of IT in sourcing, Global Tenders and EProcurement, Reverse Auctions, Expanded role of global purchasing, Vendor selection process, Purchase Budgets, Budgetary control, Definition of lead time and its elements, compressing lead time and its benefit



3	Vendor Development and Management Relevance of Good Supplier, Advantages of Good Relations with vendors, The Buyers Role, Role of the Vendor, Relevance of Good Suppliers, vendor rating, Need for vendor rating, Goals of Vendor Rating, vendor rating techniques, Advantages of Vendor Rating , Parameters of Vendor Rating, Developing vendor performance measures, new vendor development process, working with suppliers to manage quality, JIT and TQM in sourcing, Key supplier account management, Vendor relationship management, Negotiation skills, Vendor monitoring, Promoting SME suppliers.	15	25
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4	Global Trends and Issues in Sourcing Global Trade Barriers, Dealing with international suppliers, UNO and GATT conventions, Legal, socio-cultural issues in international buying, Environmental Issues- Green Purchasing- Industry Best Practices, Measurement of sourcing performance, Benchmarking in Retail Purchasing.	15	25
Total		60	100

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy						
Level	Remember	Understand	Apply	Analyze	Evaluate	Create
Weight age	-	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 explain the historical development of purchasing, define its meaning and objectives, outline the purchasing cycle/process, and analyze the impact of strategic purchasing on organizational profitability.
CO2	Students will gain knowledge and practical experience in conducting market analysis, researching suppliers, creating effective request for proposals (RFPs), negotiating terms and conditions of purchase, and utilizing IT tools for sourcing activities.
CO3	Students will learn how to evaluate and rate vendors, understand the importance of good relations with suppliers, develop vendor performance measures, and apply strategies for managing quality, just-in-time (JIT) processes, and total quality management (TQM) in sourcing
CO4	Students will gain insights into global trade barriers, international buying conventions, legal and socio-cultural issues in sourcing, green purchasing practices, industry benchmarking, and measuring sourcing performance in a global context.

Reference Books	
1.	Purchasing and Supply Chain management by Lysons and Farrington, Pearson Education, New edition.





2.	Purchasing and Supply Chain Management by Monczka and Trent, Thomson South Western, 3rd Edition.
3.	Purchasing and Supply Chain Management by Dobler, Tata McGraw Hill Publication, 6th Edition



Course	08000301 - BUSINESS AND COMPANY LAW	Semester - 3
Type of Course	Multidisciplinary / Interdisciplinary / Allied Courses	
Prerequisite		
Course Objective	1. Understand and identify key concepts in corporate law and the field of management education. 2. Effectively communicate by engaging in a persuasive style, and demonstrate oral advocacy skills in a clear and objective manner. 3. Successfully analyze a situation and collaborate effectively with others on a variety of legal issues. 4. Recognize, evaluate and resolve ethical dilemmas in legal and other professions.	

Teaching Scheme (3-1-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Total Marks
				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	Indian Contract Act – 1872 General Principles of Contract Act-Introduction- Essentials of a valid contract, Agreement and contract - Types of contracts - Proposal and Acceptance - Capacity to contract - Free consent - performance and discharge of a contract - remedies on breach of a contract - Specific Contracts Sections 124 TO 238 (Bare act) e.g. Indemnity- guarantee - bailment - pledge - agency – etc. Rights & Duties of the respective parties - applications in the business World.	15	25
2	Companies act – 1956 Introduction – Types of Companies - Memorandum & Articles of Association - Prospectus-Meetings - Appointment and removal of directors - Membership of a company - Issue of Capital - Amalgamation and Reconstruction	15	25
3	Sales of Goods Act –1930 , Consumer Protection act,1986, Negotiable Instruments Act – 1881 Sale of Goods act, 1930 – Contract of sale and its features-conditions & warranties- Performance of contract - Rights of an unpaid seller - Breach of Contract Consumer Protection Act, 1986 – Introduction - Consumer & consumer disputes - Consumer protection councils - various consumer disputes redressal agencies Negotiable Instruments Act, 1881 – Instruments - Types of Negotiable instruments and their essential features - Parties to negotiable instruments - Discharge of parties from liabilities - Dishonor of Cheques due to insufficiency of funds.	15	25
4	Intellectual Property Rights (IPRs) & Information Technology Act, 2000.	15	25





Intellectual Property Rights (IPRs) - Introduction, their major types like Patents – Trademarks – Copyrights - Industrial designs - etc. Important provisions. With respect to registration- renewal - revocation - remedies in case of infringement. Information Technology act, 2000 – Introduction - Digital Signature - Electronic Governance - cybercrimes and remedies. Electronic records - Controlling and certifying authority - cyber regulation appellate tribunals.

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

Course Outcomes

distribution of marks in the question paper may vary slightly from above table.



At the end of this course, students will be able to:	
CO1	Describe the relevance of business law to individuals and businesses and the role of law in an economic, political and social context.
CO2	Examine the fundamental legal principles behind contractual agreements
CO3	Identify how businesses can be held liable in tort for the actions of their employees.
CO4	Discuss the legal and fiscal structure of different forms of business organizations and their responsibilities as an employer.

Reference Books	
1.	Intellectually property law (Text Book) By Bently & B Sherman Oxford
2.	Company Law (Text Book) By Avtar Singh Eastern Book Co
3.	Business Law (Text Book) By S. S. Gulshan
4.	Elements of Mercantile Law (Text Book) By N. D. Kapoor & G. K. Kapoor



Course	08000302 - MANAGEMENT INFORMATION SYSTEM	Semester - 3
Type of Course	Skill Enhancement Courses	
Prerequisite		
Course Objective	1. To describe the role of information technology and decision support systems in business and record the current issues with those of the firm to solve business problems. 2. To introduce the fundamental principles of computer-based information systems analysis and design and develop an understanding of the principles and techniques used. 3. To enable students understand the various knowledge representation methods and different expert system structures as strategic weapons to counter the threats to business and make business more competitive. 4. To provide the theoretical models used in database management systems to answer business questions.	

Teaching Scheme (3-1-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Total Marks
				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	Management Information Systems <ul style="list-style-type: none"> MIS-Definition, Functions of management, Characteristics of MIS, Functions of MIS, Structure of MIS, Structure of MIS on processing function, Evolution of MIS, Nature and Scope of MIS, MIS: A support to the management. Information, Types of information, Information Quality, System, Kinds/Types of system, System Related concepts, Elements of system. 	15	25
2	Data Base Management Systems Introduction, Data in Data Warehouse, Architecture of DWH (Characteristics, Types, Advantages, & Disadvantages), Organization and management of DWH, Implementation of DWH, DWH and MIS, Advantages of DWH. Introduction to Data Mining, Features and advantages.	15	25
3	Systems Analysis and Design SDLC, System development Stages, System development approaches- Prototyping, SAD Introduction, Requirement determination, Strategies for requirement determination, Structured Analysis tool. System Design: - Design objectives, Conceptual Design, Design Methods, Detail Communication in System Design	15	25
4	DSS - (DECISION SUPPORT SYSTEM)	15	25





Decision making-Concept, Simon's Model of decision making, Types of Decisions, Methods for choosing among alternatives, Decision making and MIS, Decision Support System (DSS) and its types, Characteristics of DSS, GDSS, DSS Application in e- enterprise, Knowledge management, KBES (Knowledge management Expert System). Enterprise Management System (ERP) Enterprise management system(EMS), ERP Systems, ERP Modules and models, Benefits of ERP, ERP Implementation, Supply chain management(SCM), Customer relationship management (CRM), EMS & MIS.

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 basic concepts and technologies used in the field of management information systems
CO2	Develop the processes of developing and implementing information systems.
CO3	Identify the role of the ethical, social, and security issues of information systems
CO4	Understanding of how various information systems like DBMS work together to accomplish the information objectives of an organization.

Reference Books

1.	Management Information Systems (Text Book) By Jawadekar, W.S. Tata McGraw Hill Private Limited, New Delhi, 2009
2.	Management Information Systems (Text Book) By Kenneth C. Laudon and Jane P. Laudon Pearson Education, New Delhi
3.	Data Base Management Systems (Text Book) By Alex Leon and Mathew Leon Vikas Publishing House, New Delhi
4.	Management Information System (Text Book) By Goyal, D.P MACMILLAN India Limited, New Delhi, 2008
5.	Management Information System (Text Book) By Mahadeo Jaiswal, Monika Mital Oxford University Press, New Delhi, 2008
6.	Database Management Systems (Text Book) By Philip J, Pratt, Joseph J. Adamski Cengage Learning, New Delhi, 2009



Course	08010301 - TRAINING AND DEVELOPMENT	Semester - 3
Type of Course	Minor (Elective) Courses	
Prerequisite		
Course Objective	1. To develop beginning ability to study need for Training. 2. To acquire knowledge related to Training methods. 3. To understand various training methods and their applicability in different organizational situations. 4. To comprehend the tools and techniques of management development.	

Teaching Scheme (3-1-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Total Marks
				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	Introduction to training & Training Design Introduction to training concept and meaning - Importance of training - Objectives of training - Need for Training - Training vs development - A checklist to avoid training pitfalls - Areas of training - Types of training Training Design: Meaning and Significance of Training Design and Development, Principles of Training Design, Design Process, Identifying the Training Objectives, Determining Structure, Content, Duration, Method, Learning Activities	15	25
2	Training Process & Methods Process of training: Use of technology in training - Methods of evaluation - Designing Training Programmes - The future of Training & Development - Budgeting of Training Training Methods: On the Job Training, Off the Job Training Choosing Training methods, E-Learning & Use of Technology in Training: Technology's Influence on Training, Technology & Multimedia, Computer-Based Training, Developing Effective Online Learning, Blended Learning, Mobile Technology & Training Methods, Intelligent Tutoring Systems, Technologies for Training Support, Technologies for Training Administration, Learning Management Systems (LMSs), Systems for Training Delivery, Support & Administration, Choosing New Technology Training Methods.	15	25
3	Employee development Methods of Management Development - Steps in Managing Development Programme - Need, Factors Affecting MDP, Methods, Administration, Delivery, Costing & Pricing, Company Strategies for Providing Development, Increased Use of New Technologies for Learning, Increased Demand for Learning for Virtual Work Arrangements, Increased Use of Training Partnerships & Outsourcing Training, Special Issues in Training and Employee Development	15	25



4	Career Management & Development	15	25
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	Career Management, Career Development, Career Development Cycle - Human Recourse Development - Principles in Designing HRD Systems – The Future of Training and Development - Training the Trainer - Cost-Benefit Analysis - ROI Of Training	
	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 need and process of training need analysis in organizations.
CO2	Apply the process of designing a training program and its evaluation.
CO3	Analyze various training methods and their applicability in different organizational situations.
CO4	Describe the tools and techniques of management development.

Reference Books

1.	Employee Training & Development (Text Book) By Raymond Andrew Noe New Delhi, Tata McGraw Hill
2.	Training for Development (Text Book) By Rolf Lynton, Udai Pareek New Delhi, Sage Publications India (P) Ltd.
3.	Training for Development (Text Book) By Sahu, R.K Excel Books, New Delhi
4.	Human Resource Management: Text & Cases (Text Book) By VSP Rao Excel books



Course	08010302 - INDUSTRIAL RELATIONS AND LABOR LAWS	Semester - 3
Type of Course	Minor (Elective) Courses	
Prerequisite		
Course Objective	1. To know the development and the judicial setup of Labour Laws. 2. To learn the salient features of welfare and wage Legislations. 3. To learn the laws relating to Industrial Relations, Social Security and Working conditions. 4. To understand the laws related to working conditions in different settings.	

Teaching Scheme (3-1-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Total Marks
				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	Industrial relations & Industrial Disputes Act, 1947 Industrial relations: Characteristics, Factors Affecting IR, Approaches to IR, Participation in IR, Objectives of IR and Human Relations, IR and Productivity, Various Dimensions of IR, Impact of ILO on Labour Legislation and Indian Constitution Industrial Disputes Act, 1947 Introduction, Objectives, Various Methods and Various Authorities under the Act for resolution of industrial disputes e.g. Methods Of Conciliation, Adjudication And Voluntary Arbitration, Authorities like Works Committee, Conciliation officer, Court of Enquiry, Labour Court, Industrial Tribunal, National Tribunal, Provisions with respect to Strikes and Lockouts, Lay-off and Retrenchment, Special Provisions Relating to Lay-Off, Retrenchment and Closure, Offences and Penalties, Unfair Labour Practices.	15	25
2	Trade Unions Act, 1926 & Industrial Employment Trade Unions Act, 1926: Introduction, meaning, definitions, nature of trade unions, trade union movement in India, problems of trade union, appointment of Registrar, procedure for registration of a trade union, cancellation of registration, appeal, rights and Privileges of a registered TU, duties and liabilities, amalgamation, dissolution of TUs, offences and penalties, etc. Industrial Employment Standing Order Act, 1946 Introduction, Objectives, definitions, Model Standing Orders, Procedure for approval of standing orders, appeal, modification of standing orders, Certifying Officer, subsistence allowance, offences and penalties	15	25
3	Factories Act, 1948 & Labour Welfare Factories Act, 1948: Objectives, definitions, Provisions regarding, Health, safety, Welfare of workers, hazardous processes, working hours, restriction on employment of women and children, annual leave with wages, offences and penalties, Labour Welfare: Meaning, Definition, Scope, Theories, Principle & Approaches. Statutory & Non Statutory labour welfare, Intra Mural – Extra Mural, Agencies of labour Welfare- State, Employer, Trade Unions, Voluntary Agencies	15	25





4 Contract Labour & Collective Bargaining

15 25





<p>Contract Labour (Regulation & Abolition) Act, 1970: Application, Establishments, definitions, jurisdiction of government, Central and State advisory boards, registration of establishments and licensing of contractors, prohibition of employment of contract labour, welfare and health of contract labour, liabilities of the Principal employer, Inspecting Staff, offences and penalties, etc. Collective Bargaining: Introduction, Definitions, Characteristics, Process of CB, Pre- requisites of a Successful CB, Types, Functions of CB, Factors Obstructing CB, CB in India, Assessment of CB in India, Suggestions for better functioning of CB</p>	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 fundamental concepts and nature of Industrial Relations.
CO2	Illustrate the nature and role of trade unions for workers and industries
CO3	Analyze the relevance of collective bargaining and its impact on employee-management relations.
CO4	Classify the industrial disputes and ways to resolve them.

Reference Books

1.	Human Resource Management & Industrial Relations: Text, Cases & Games (Text Book) By Dr. P. Subba Rao Himalaya Publishing House
2.	Dynamics of Industrial Relations (Text Book) By Mamoria CB, Mamoria, Gankar Himalayan Publications
3.	Industrial & Labor Laws (Text Book) By Dr. Sanjeev Kumar Bharat Law House
4.	Industrial Relations and Labour Laws (Text Book) By Srivastava SC Vikas publication



Course	08010303 - INTRODUCTION TO INDUSTRIAL RELATIONS AND EMPLOYEE DEVELOPMENT	Semester - 3
Type of Course	Minor (Elective) Courses	
Prerequisite		
Course Objective	1. To know about industrial relations and its policies. 2. To know about the industrial grievance handling process and methods 3. To provide theoretical and practical knowledge about business organizations and its management in general. 4. To equip students specifically with regard to people management at workplace and its various dimensions.	

Teaching Scheme (3-1-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Total Marks
				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	Industrial relations & Industrial Disputes Act, 1947 Industrial relations: Characteristics, Factors Affecting IR, Approaches to IR, Participation in IR, Objectives of IR and Human Relations, IR and Productivity, Various Dimensions of IR, Impact of ILO on Labour Legislation and Indian Constitution Industrial Disputes Act, 1947 Introduction, Objectives, Various Methods and Various Authorities under the Act for resolution of industrial disputes e.g. Methods Of Conciliation, Adjudication And Voluntary Arbitration, Authorities like Works Committee, Conciliation officer, Court of Enquiry, Labour Court, Industrial Tribunal, National Tribunal, Provisions with respect to Strikes and Lockouts, Lay-off and Retrenchment, Special Provisions Relating to Lay-Off, Retrenchment and Closure, Offences and Penalties, Unfair Labour Practices	15	25
2	Trade Unions Act, 1926 & Industrial Employment Trade Unions Act, 1926: Introduction, meaning, definitions, nature of trade unions, trade union movement in India, problems of trade union, appointment of Registrar, procedure for registration of a trade union, cancellation of registration, appeal, rights and Privileges of a registered TU, duties and liabilities, amalgamation, dissolution of TUs, offences and penalties, etc. Industrial Employment Standing Order Act, 1946 Introduction, Objectives, definitions, Model Standing Orders, Procedure for approval of standing orders, appeal, modification of standing orders, Certifying Officer, subsistence allowance, offences and penalties	15	25
3	Employee development	15	25





Methods of Management Development - Steps in Managing Development Programme - Need, Factors Affecting MDP, Methods, Administration, Delivery, Costing & Pricing, Company Strategies for Providing Development, Increased Use of New Technologies for Learning, Increased Demand for Learning for Virtual Work Arrangements, Increased Use of Training Partnerships & Outsourcing Training, Special Issues in Training and Employee Development





4	Career Management & Development	15	25
	Career Management, Career Development, Career Development Cycle - Human Recourse Development - Principles in Designing HRD Systems – The Future of Training and Development - Training the Trainer - Cost-Benefit Analysis - ROI Of Training		
		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 nature and scope of business organizations & their relevance in today's society.
CO2	Explain the conceptualize role of people/ human resource in making a business successful and sustainable.
CO3	Illustrate the factors influencing the people behavior, the different aspects of behavior & their motives.
CO4	Identify the tools and techniques, which help the students to address the issues associated with people management in the best possible way, maintaining a balance between the interest of business and the society at large.

Reference Books

1.	Human Resource Management & Industrial Relations: Text, Cases & Games (Text Book) By Dr. P. Subba Rao Himalaya Publishing House
2.	Dynamics of Industrial Relations (Text Book) By Mamoria CB, Mamoria, Gankar Himalayan Publications
3.	Industrial & Labor Laws (Text Book) By Dr. Sanjeev Kumar Bharat Law House
4.	Industrial Relations and Labour Laws (Text Book) By Srivastava SC Vikas publication
5.	Industrial Relations and Labour Laws (Text Book) By Srivastava S. C. Vikas Publication



Course	08020301 - ADVANCE FINANCIAL SERVICES	Semester - 3
Type of Course	Minor (Elective) Courses	
Prerequisite		
Course Objective	1. To help the students to develop cognizance of the importance of Financial Management in corporate valuation 2. To enable students to describe how people analyze the corporate leverage under different conditions and understand why people value different corporates in different manner. 3. To provide the students to analyze specific characteristics of Supply Chain Industry and their future action for cash flow 4. To enable students to synthesize related information and evaluate options for most logical and optimal solution such that they would be able to predict and control Debt Equity incurrence and improve results.	

Teaching Scheme (3-1-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Total Marks
				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	Indian Financial System <ul style="list-style-type: none"> • Introduction to Indian Financial System • Formal and Informal Sectors, • Components of Formal Financial System including Financial Markets, • Financial Institutions, • Financial Services and Financial Instruments. • Financial Inclusion and Exclusion Introduction to Financial Services: Meaning, Characteristics, Distinctiveness and Classification of Financial Services.	15	25
2	Financial Markets <ul style="list-style-type: none"> • Money Market and Instruments, • Capital Market: • Primary and Secondary Market, • Overview of Foreign Exchange Market Regulation of Financial System: <ul style="list-style-type: none"> • Role of RBI, SEBI, IRDA 	15	25
3	Factoring and Forfaiting	15	25





- Housing finance, Merchant
- Banking and Issue Management
- Stock Broking
- Credit Rating
- Custodial and Depository Service
- Leasing and Hire Purchase

Mutual Fund: Concept, Types, Structure of Mutual Fund, Mutual Fund Schemes

4 Banking

15 25



Introduction to Banking Structure NBFCs: Types and Overview of regulations for NBFCs in India Specialized Financial Services – Microfinance, Venture Capital, Private Placement, Private Equity, Securitization & Asset Reconstruction Company, Overview of Credit Information Reporting							
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 applicability of the concept of Financial Management to understand the managerial Decisions and Corporate Capital Structure
CO2	Apply the Leverage and EBIT, EPS Analysis associate with Financial Data in the corporate
CO3	Analyze the complexities associated with management of cost of funds in the capital Structure
CO4	Associate how the concepts of financial management and investment, financing and dividend policy decisions could integrate while identification and resolution of problems pertaining to LSCM Sector

Reference Books	
1.	Indian Financial system (Text Book) By Bharti Pathak Pearson
2.	Financial Services (Text Book) By Thummuluri Siddaiah Pearson
3.	Financial Services & System (Text Book) By K Sasidharan, Alex K Mathews McGraw Hill
4.	Indian Financial Systems (Text Book) By M Y Khan McGraw Hill
5.	Financial Markets & Services (Text Book) By E. Gordon & K. Natarajan Himalaya Publication
6.	Financial Institution and Markets (Text Book) By L M Bhole, Jitendra Mahakud McGraw Hill
7.	Indian Financial System (Text Book) By Sujatra Bhattacharyya Oxford



Course	08020302 - CORPORATE RESTRUCTURING	Semester - 3
Type of Course	Minor (Elective) Courses	
Prerequisite		
Course Objective	1. To develop the perspective of financial policy as a subset of corporate strategy and to have an insight into financial decisions 2. In addition, the course aims to familiarize students with various techniques of corporate restructuring, and valuation methods and their application used by corporate in real life. 3. To develop an understanding of Mergers and Acquisitions (M&A) as a significant economic activity taking place in today's economy. 4. To understand the Economic, financial, and strategic reasons for corporate restructurings	

Teaching Scheme (3-1-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Total Marks
				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	Introduction to Corporate Restructuring <ul style="list-style-type: none"> Fundamental Concept of corporate restructuring Different forms of corporate restructuring Motives & applications of corporate restructuring Mergers & - Acquisitions & Takeover Defense Tactics & Friendly vs. Hostile Takeovers 	15	25
2	Accounting - Taxation & legal aspects of M&A <ul style="list-style-type: none"> Accounting for Mergers & Demergers Competition Act for M&A SEBI's rules & regulations for M&A Share Buyback guidelines Calculations of exchange ratio 	15	25
3	Dimensions of Corporate Restructuring	15	25





- **Corporate Restructuring including buy-back of shares & Divestiture - Financial Restructuring**
- **Alliances & Joint Ventures**
- **Employee Stock Ownership**
- **Going Private & Leveraged Buyouts**
- **Cross-Border Merger s & Acquisitions**
- **De-Merger**



4	Valuation Aspects of M&A	15	25
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<ul style="list-style-type: none"> • Fundamental and methods of valuation • Calculations of financial synergy and return • Different approaches of valuation • Comparable company & transaction analysis method • DCF - Real Option method • Formula approach for valuation and other important methods of valuation • Valuation of Brands • Funding Options for M&A 	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	Discuss the role and strength of corporate restructuring for growth.
CO2	Interpret the process and economic rationales of various corporate restructuring tools such as takeovers, acquisitions, joint ventures, disinvestments, amalgamations, buyback of shares, mergers, demergers, reverse mergers, etc.
CO3	Analyze the anti-takeover strategies to avoid hostile acquisition
CO4	Explain the skills in analyzing real-world cases in the need for corporate restructuring in a respective venture.

Reference Books

1.	Mergers Acquisitions And Corporate Restructuring (Text Book) By Prasad Gajanan Godbole Vikas Publication
2.	Mergers & Acquisitions (Text Book) By Rajinder S. Arora & Shard Kale Oxford Publication
3.	Mergers & Acquisitions (Text Book) By Nishikantha Jha- Nishikantha Jha Tata McGraw Hill
4.	Mergers & Acquisitions & Valuations (Text Book) By Kamal Goshray Vikas Publishing



Course	08020303 - INTRODUCTION TO FINANCIAL SERVICES AND CORPORATE RESTRUCTURING	Semester - 3
Type of Course	Minor (Elective) Courses	
Prerequisite		
Course Objective	<p>1. To provide basic understanding of the working of Indian financial systems and the management of non-banking financial services.</p> <p>2. To develop the perspective of financial policy as a subset of corporate strategy and to have an insight into financial decisions</p> <p>3. To familiarize students with various techniques of corporate restructuring, and valuation methods and their application used by corporate in real life.</p> <p>4. To explain various facets of the corporate restructuring process and discuss the impact of reorganization on companies</p>	

Teaching Scheme (3-1-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Total Marks
				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	Indian Financial System <ul style="list-style-type: none"> Introduction to Indian Financial System Formal and Informal Sectors, Components of Formal Financial System including Financial Markets, Financial Institutions, Financial Services and Financial Instruments Financial Inclusion and Exclusion Introduction to Financial Services: <ul style="list-style-type: none"> Meaning, Characteristics, Distinctiveness and Classification of Financial Services. 	15	25
2	Financial Markets <ul style="list-style-type: none"> Money Market and Instruments, Capital Market: Primary and Secondary Market, Overview of Foreign Exchange Market Regulation of Financial System: <ul style="list-style-type: none"> Role of RBI, SEBI, IRDA 	15	25
3	Dimensions of Corporate Restructuring	15	25





	<ul style="list-style-type: none">• Corporate Restructuring including buy-back of shares & Divestiture - Financial Restructuring• Alliances & Joint Ventures• Employee Stock Ownership• Going Private & Leveraged Buyouts• Cross-Border Merger s & Acquisitions• De-Merger		
4	Valuation Aspects of M&A	15	25



Course Content		T - Teaching Hours W - Weightage	
Sr.	Topics	T	W
	<ul style="list-style-type: none"> • Fundamental and methods of valuation • Calculations of financial synergy and return • Different approaches of valuation • Comparable company & transaction analysis method • DCF - Real Option method • Formula approach for valuation and other important methods of valuation • Valuation of Brands • Funding Options for M&A 		
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 practical applications of investment and portfolio theories.
CO2	Develop of skills required to act as financial analyst or consultant having thorough knowledge of financial analysis, risk management, portfolio theory and insurance etc.
CO3	Illustrate the accounting treatment in the nature of merger and purchase and computation of purchase consideration
CO4	Identify the changes in internal and external aspects of reorganization

Reference Books	
1.	Mergers Acquisitions And Corporate Restructuring (Text Book) By Prasad Gajanan Godbole Vikas Publication
2.	Mergers & Acquisitions (Text Book) By Rajinder S. Arora & Shard Kale Oxford Publication
3.	Financial Markets And Services (Text Book) By Gordon, Natarajan Himalaya Publishing House
4.	Financial Markets & Services (Text Book) By E. Gordon & K. Natarajan Himalaya Publication
5.	Financial Institutions & Markets (Text Book) By L M Bhole Tata Mc Graw Hill





6.	Financial Services (TextBook) By M Y Khan Tata Mc Graw Hill
7.	Management Of Indian Financial Institutions (Text Book) By R.M.Srivastav, Divya Nigam



Course	08030301 - CONSUMER BEHAVIOR	Semester - 3
Type of Course	Minor (Elective) Courses	
Prerequisite		
Course Objective	1. To understand consumer behaviour in an informed and systematic way. 2. To analyze personal, socio-cultural, and environmental dimensions that influence consumer decisions making. 3. To enable students in designing and evaluating the marketing strategies based on fundamentals of consumer buying behaviour. 4. To give the students a perspective to understand the application of market research in framing effective marketing strategies.	

Teaching Scheme (3-1-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Total Marks
				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	Introduction to Consumer Behaviour Consumer Behaviour and marketing Strategy, Methods of consumer research, Applications of consumer behaviour knowledge in marketing. Contributing disciplines and area like psychology, social psychology, economics, anthropology etc. Diversity of consumers and their behaviors. Profiling the consumer and understanding their needs. Segmentation, Consumer Decision making process and decision making roles Information Search Process; Evaluative criteria and decision rules. Are consumers Rational or emotional. Involvement theory and applications	15	25
2	Consumer needs theories of Motivation and their applications Process theories and content theories. Personality and self-concept. Theories of personality. Trait theory and measurement. Motivational Research. Perception. Thresholds of perception, Subliminal perception, Perceptual process dynamics. Positioning methods and measurement. Perceptual mapping methods, multi-dimensional scaling. Consumer imagery Learning theories and their applications, Brand loyalty, Brand extensions. Conditioning theories, Cognitive learning theories. Attitudes and Attitude Change; Concept and measurement of attitudes. Strategies of attitude change. Attribution theory and Cognitive dissonance. Persuasion and persuasibility.	15	25
3	Self-Concept.	15	25





Concept of Multiple Selves. Development of the self. Image Congruence assumptions. Social Comparison theory. Self-esteem. Body image and body esteem. Fashion, Cosmetics and Conspicuous consumption. Psychographics and Lifestyle; Reference Group Influence; Theory of reference group and applications. Endorsements and reference group influence. Family: family life cycle and decision-making. Social Class. The concept and measurement. Mobility among social classes. Prestige products and status. Diffusion of Innovation and Opinion Leadership



4	Culture	15	25
<p>the concept meaning and measurement Content analysis. Values and beliefs, Rituals, Customs, Tradition, Symbol and influence in consumption. Consumer learning of culture. Consumer Socialization. Semiotics. Subcultures and Cross Cultural issues in marketing. Marketing, consumer behaviour and society. Consumption and persuasion- Issues of manipulation and long term impacts on society and children. Consumer materialism. Consumer behaviour knowledge for public policy.</p>		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 how knowledge of consumer behaviour can be applied to marketing.
CO2	Apply factors which influence consumer behaviour
CO3	Analyze internal dynamics such as personality, perception, learning motivation and attitude to the choices consumers make.
CO4	Explain research approaches including sampling, data collection and questionnaire design for specific marketing situations.

Reference Books

1.	Consumer Behavior (Text Book) By Blackwell Roger D, Cengage Learning, 2006
2.	Consumer Behavior (Text Book) By Schiffman Leon G., Prentice Hall, 2010
3.	Consumer Behavior (Text Book) By Batra Satish, Excel Books, 2008
4.	Consumer Behaviour: Insights from Indian Market (Text Book) By Majumudar Ramanuj PHI Learning



Course	08030302 - PRODUCT AND BRAND MANAGEMENT	Semester - 3
Type of Course	Minor (Elective) Courses	
Prerequisite		
Course Objective	1. Increase the understanding of the important issues in planning and evaluating product and brand strategies. 2. Provide “real world” experience and understanding of product and branding strategies and understand product and branding concepts from the consumer’s point-of-view. 3. Understand the work with the appropriate theories, models and other tools to ensure better branding decisions, and to make these concepts relevant for any type of organization. 4. Explore contemporary issues in product and branding development and sustainability and to provide as strategic approach to product and branding issues.	

Teaching Scheme (3-1-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Total Marks
				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	Introduction <ul style="list-style-type: none"> Introduction to Product Management Role of a Product Manager Competition & Product Strategy: Life Cycle Analysis Managing Competition <ul style="list-style-type: none"> Product Strategy is central (5 Forces Model & Strategy Options) Extended Product life cycle: Concept, Seven Stages of PLC, Managerial Implications of PLC, Criticism of PLC & Operationalizing the PLC Product Portfolio: <ul style="list-style-type: none"> Concept, Factors influencing Product Portfolio Shell’s Directional Policy Matrix New Product Development: <ul style="list-style-type: none"> Brief overview of NPD Process Usefulness of the Process Models Factors affecting the success and failure of new product development	15	25
2	New product Strategy	15	25



Course Content

T - Teaching Hours | W - Weightage



Sr.	Topics	T	W
	<ul style="list-style-type: none"> • The need for Product Innovation Strategy • The components of new Product Strategy • Commercialization: Test Marketing, Time to Market <p>Breaking into the Market</p> <ul style="list-style-type: none"> • Managing Growth • Resistance to Change • Leveraging new Product Growth • Sustaining Differentiation <p>Managing the mature Product:</p> <ul style="list-style-type: none"> • Offensive Strategies • Extending the product life cycle • Customer Relationship Management <p>Managing Product Elimination:</p> <ul style="list-style-type: none"> • Importance of Product Deletion & the reasons for neglect • Product Deletion Process (Briefly) • Triggers in Product Deletion 		
3	<p>Branding & Brand Management</p> <ul style="list-style-type: none"> • What Is a Brand? Why Do Brands Matter? Can Anything Be Branded? Branding Challenges and Opportunities, The Brand Equity Concept, Strategic Brand Management Process <p>Customer-Based Brand Equity and Brand Positioning:</p> <ul style="list-style-type: none"> • Customer-Based Brand Equity (Sources of Brand Equity & Building Strong Brand), Identifying and Establishing Brand Positioning, Positioning Guidelines, Defining a Brand Mantra <p>Choosing Brand Elements to Build Brand Equity:</p> <ul style="list-style-type: none"> • Criteria for Choosing Brand Elements • Options and Tactics for Brand Elements <p>Leveraging Secondary Brand Associations to Build Brand Equity:</p> <ul style="list-style-type: none"> • Conceptualizing the Leveraging Process • Sources of secondary Brand Associations 	15	25
4	<p>Measuring and Interpreting Brand Performance</p>	15	25



Course Content		T - Teaching Hours W - Weightage	
Sr.	Topics	T	W
	<ul style="list-style-type: none"> Developing a Brand Equity Measurement and Management System The Brand Value Chain Designing Brand Tracking Studies Establishing a Brand Equity Management System <p>Measuring Sources of Brand Equity: Capturing Customer Mind-Set: Overview</p> <ul style="list-style-type: none"> Qualitative & Quantitative Research Techniques Comprehensive Models of Consumer-Based Brand Equity <p>Designing and Implementing Branding Strategies:</p> <ul style="list-style-type: none"> Brand Architecture & Brand Hierarchy Designing Branding Strategies Using Cause Marketing to Build Brand Equity Brand Extension (Advantages & Disadvantages, how Consumers evaluate brand extensions) <p>Managing Brands over Time:</p> <ul style="list-style-type: none"> Reinforcing Brands & Revitalizing Brands <p>Managing Brands over Geographic Boundaries: Global Brand Strategies</p> <ul style="list-style-type: none"> Developing a Brand Equity Measurement and Management System The Brand Value Chain Designing Brand Tracking Studies Establishing a Brand Equity Management System <p>Measuring Sources of Brand Equity: Capturing Customer Mind-Set: Overview</p> <ul style="list-style-type: none"> Qualitative & Quantitative Research Techniques Comprehensive Models of Consumer-Based Brand Equity <p>Designing and Implementing Branding Strategies:</p> <ul style="list-style-type: none"> Brand Architecture & Brand Hierarchy Designing Branding Strategies Using Cause Marketing to Build Brand Equity Brand Extension (Advantages & Disadvantages, how Consumers evaluate brand extensions) <p>Managing Brands over Time:</p> <ul style="list-style-type: none"> Reinforcing Brands & Revitalizing Brands <p>Managing Brands over Geographic Boundaries:</p> <ul style="list-style-type: none"> Global Brand Strategies 		
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 product policy, product mix, product line, product modification and deletion.
CO2	Develop the innovation, theories, models, process of new product development
CO3	Analyze the product concept generation, concept selection, concept testing, product architecture, design for manufacturing and prototype product.
CO4	Associate the brand image, brand awareness, brand decision, brand personality and also the benefits of brand

Reference Books

1.	Product Management (Text Book) By S.A. Chunawalla Himalaya Publishing House
2.	Marketing Management: A south Asian Perspective (Text Book) By Philip Kotler, Kevin Lane Keller, Abraham Koshy and Mithileshwar Jha Pearson Education -Prentice Hall, 13th edition
3.	Brand Management: Text and Cases (Text Book) By Harsh V Verma Excel books
4.	Services Marketing (Text Book) By R. Srinivasan PHI
5.	Strategic Brand Management (Text Book) By V.S.Ramaswamy and S Namakumari Macmillan, 4th edition
6.	Marketing Management: Global Perspective Indian Context (Text Book) By Michael Baker & Susan Hart Pearson Education



Course	08030303 - CONSUMER BEHAVIOUR AND BRAND MANAGEMENT	Semester - 3
Type of Course	Minor (Elective) Courses	
Prerequisite		
Course Objective	1. To understand consumer behaviour in an informed and systematic way. 2. To analyze personal, socio-cultural, and environmental dimensions that influence consumer decisions making. 3. To identify how brands are viewed, built, managed, and measured to ensure firms' superiority and sustainability in profits. 4. To understand of the importance of Brand and Brand equity as well as how to build, measure, and manage brand equity.	

Teaching Scheme (3-1-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Total Marks
				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	Introduction to Consumer Behaviour Consumer Behaviour and marketing Strategy, Methods of consumer research, Applications of consumer behaviour knowledge in marketing. Contributing disciplines and area like psychology, social psychology, economics, anthropology etc. Diversity of consumers and their behaviors. Profiling the consumer and understanding their needs. Segmentation, Consumer Decision making process and decision making roles Information Search Process; Evaluative criteria and decision rules. Are consumers Rational or emotional. Involvement theory and applications	15	25
2	Consumer needs theories of Motivation and their applications Process theories and content theories. Personality and self-concept. Theories of personality. Trait theory and measurement. Motivational Research. Perception. Thresholds of perception, Subliminal perception, Perceptual process dynamics. Positioning methods and measurement. Perceptual mapping methods, multi-dimensional scaling. Consumer imagery Learning theories and their applications, Brand loyalty, Brand extensions. Conditioning theories, Cognitive learning theories. Attitudes and Attitude Change; Concept and measurement of attitudes. Strategies of attitude change. Attribution theory and Cognitive dissonance. Persuasion and persuasibility.	15	25
3	Branding & Brand Management	15	25





- What Is a Brand? Why Do Brands Matter? Can Anything
- Be Branded? Branding Challenges and Opportunities, The
- Brand Equity Concept, Strategic Brand Management Process

Customer-Based Brand Equity and Brand Positioning:

- Customer-Based Brand Equity (Sources of Brand Equity & Building Strong Brand), Identifying and Establishing Brand
- Positioning, Positioning Guidelines, Defining a Brand Mantra

Choosing Brand Elements to Build Brand Equity:

- Criteria for Choosing Brand Elements
- Options and Tactics for Brand Elements

Leveraging Secondary Brand Associations to Build Brand Equity:

- Conceptualizing the Leveraging Process
- Sources of secondary Brand Associations



4	Measuring and Interpreting Brand Performance	15	25
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Course Content		T - Teaching Hours W – Weightage	
Sr.	Topics	T	W
	<ul style="list-style-type: none"> • Developing a Brand Equity Measurement and Management System • The Brand Value Chain • Designing Brand Tracking Studies • Establishing a Brand Equity Management System Measuring Sources of Brand Equity: Capturing Customer Mind-Set: Overview <ul style="list-style-type: none"> • Qualitative & Quantitative Research Techniques • Comprehensive Models of Consumer-Based Brand Equity Designing and Implementing Branding Strategies: <ul style="list-style-type: none"> • Brand Architecture & Brand Hierarchy • Designing Branding Strategies • Using Cause Marketing to Build Brand Equity • Brand Extension (Advantages & Disadvantages, how • Consumers evaluate brand extensions) Managing Brands over Time: <ul style="list-style-type: none"> • Reinforcing Brands & Revitalizing Brands Managing Brands over Geographic Boundaries: <ul style="list-style-type: none"> • Global Brand Strategies 		
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 how knowledge of consumer behaviour can be applied to marketing.
CO2	Identify and explain factors which influence consumer behaviour.
CO3	Organize the brand concepts in real-life setting by articulating the context and the rationale for the application.
CO4	Discuss branding principles and marketing communication concepts and frameworks to achieve brand management goals and improve marketing performance





Reference Books

1.	Consumer Behavior (Text Book) By Blackwell Roger D, Cengage Learning, 2006
2.	Consumer Behavior (Text Book) By Schiffman Leon G., Prentice Hall, 2010
3.	Consumer Behavior (Text Book) By Batra Satish, Excel Books, 2008
4.	Consumer Behaviour: Insights from Indian Market (Text Book) By Majumudar Ramanuj PHI Learning
5.	Brand Management: Text and Cases (Text Book) By Harsh V Verma Excel books
6.	Strategic Brand Management (Text Book) By V.S.Ramaswamy and S Namakumari Macmillan, 4th edition



Course	08040301 - INTERNATIONAL LOGISTICS AND SUPPLY CHAIN MANAGEMENT	Semester – 3
Type of Course	Minor (Elective) Courses	
Prerequisite		
Course Objective	1. Developing an understanding of the key concepts applied in international Logistics and Supply Chain Management. 2. To highlight the importance of globalization and how it is impacting the countries across the globe. 3. To highlight the importance of all activities of the supply chain and an understanding of concepts like inbound and outbound logistics, offshore and inshore logistics. 4. To highlight the various complexities involved in the international business.	

Teaching Scheme (3-1-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Total Marks
				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	Introduction to Logistics Introduction to Logistics: The concept of logistics, Integrated Logistics, New Directions in logistics, Formulating Logistic strategy.	15	25
2	International Logistic Management International Logistic Management: Customer Service, Inventory Management, Global Transportation System, Warehousing, Materials Handling and Packaging, Managing Logistics Information, Improving Logistics Performance, Reverse Logistics	15	25
3	Introduction to Supply chain Introduction to Supply chain: What is supply chain Management? Global Supply chain Management, Global Sourcing	15	25
4	International Supply Chain Management	15	25





International Supply Chain Management: Designing the Supply Chain Network , Lean supply chain management, Managing Cross Functional Drivers in a Supply Chain



	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	-	-



Course Outcomes

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

CO1	Discuss the issues in International sourcing and trade and take a strategic view of the global business environment impacting International supply chains
CO2	Develop analytical techniques to arrive at cost effective solutions to meet SC requirements of efficiency and responsiveness.
CO3	Analyze optimal financing options for International trade.
CO4	Describe International Logistics & Supply chain partners and service providers.

Reference Books

1.	International Logistics: Global Supply Chain Management (Text Book) By Douglas Long Springer
2.	Handbook of Global Supply Chain Management (Text Book) By John T. (Thomas) Mentzer, Matthew B. Myers, Theodore P. Stank Sage Publications
3.	International Logistics: The Management of International Trade Operation (Text Book) By Pierre A. David, Richard D. Stewart Cengage Learning
4.	Global Logistics Management (Text Book) By Craig Voortman Juta Academic



Course	08040302 - MULTINATIONAL TRADES AND REGULATIONS	Semester - 3
Type of Course	Minor (Elective) Courses	
Prerequisite		
Course Objective	1. To Gain understanding of the basic concepts and principles of International trade, role of the government through its policy, balance of payment accounts and BOP crisis. 2. To outline the historical perspective of globalization and Role of WTO, its functions and its implications on the world trade 3. To help in understanding EXIM policy, FDI regulations, role of trade credit agencies and FEMA. And to explicate the basics of International Financial markets such as Capital markets, Forex markets, Debt Instruments, Rupee convertibility etc. 4. To expound investment decisions, capital budgeting, risks reward linkage, risk factors and Real Options in Capital budgeting decisions.	

Teaching Scheme (3-1-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Total Marks
				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	Introduction to multinational Trade Introduction to multinational Trade: Why Trade? Gains from trade and Qualifications, Why Protect? Trade instruments, Why Protect? Policies in the face of market, Trade and Jobs, The Challenge of Deeper Integration ,Trade Rules: GATT: Basic principles and Exceptions ,GATS: Trade in Services, Organizing to Negotiate: Fast Track Case ,TRIPS Cases ,Dispute Settlement and Retaliation	15	25
2	World Trade Organization World Trade Organization: WTO Simulation, Doha Debrief, Regionalism Theory ,Regionalism Practice, Pre-Thanksgiving ,Economic Challenges of Globalization: Growth and Inequality ,Future of the Trading System	15	25
3	Trade Regulations Trade Regulations: Multi National Enterprises (MNEs) and Foreign Direct Investment (FDI), Foreign Trade Policy and Procedures, Anti-Dumping Duties, Subsidies and Countervailing Duties	15	25





	Legal Aspects: International Sales Contracts, Intellectual Property Rights and Licensing Agreements ,Criminal Liability for Bribery in Foreign Countries and Political Risks of Foreign Direct Investment Foreign Corrupt Practices Act , Foreign Enforcement Actions ,Nationalization, expropriation and privatization	
	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 fundamental theories and concepts of international trade and finance and apply for the management decisions
CO2	Apply functions, provisions of international trade system and functions to facilitate the global trade. Students will be able analyze impact of WTO on current global trade in detail
CO3	Analyze the organizations allocate portfolio assets and take investment decisions. Students will be able to apply the different methods to mitigate the foreign trade and exchange rate risks in their respective organizations after they are recruited
CO4	Discuss the concept and apply the knowledge of capital budgeting decisions to mitigate the financial risks of organizations.

Reference Books

1.	International Business Law and Its Environment, 7th edition (Text Book) By Schaffer, Agusti and Earle South-Western Cenage Learning, 2009
2.	Managing Intellectual Property (Text Book) By Vinod V Sople, PHI Learning Private Limited
3.	WTO text and cases By Palle Krishna Rao Excel Books



Course	08040303 - INTERNATIONAL SUPPLY CHAIN AND MULTINATIONAL TRADE	Semester – 3
Type of Course	Minor (Elective) Courses	
Prerequisite		
Course Objective	1. Developing an understanding of the key concepts applied in international Logistics and Supply Chain Management. 2. To highlight the importance of all activities of the supply chain and an understanding of concepts like inbound and outbound logistics, offshore and inshore logistics. 3. To help in understanding EXIM policy, FDI regulations, role of trade credit agencies and FEMA. And to explicate the basics of International Financial markets such as Capital markets, Forex markets, Debt Instruments, Rupee convertibility etc. 4. To expound investment decisions, capital budgeting, risks reward linkage, risk factors and Real Options in Capital budgeting decisions.	

Teaching Scheme (3-1-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Total Marks
				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	Logistics management and Supply Chain management Definition, Evolution, Importance. The concepts of logistics and Supply Chain Management, Key Drivers of Supply Chain Management and Logistics relationships Warehousing: Concept and types, Warehousing strategy, Warehouse facility location & network design, Reverse logistics, Outsourcing- Nature and concept, Strategic decision to Outsourcing, Third party logistics (3PL), Fourth party logistics (4PL). Supply Chain and CRM- Linkage, IT infrastructure used for Supply Chain and CRM, Functional components for CRM, Green supply chain management, Supply Chain sustainability.	15	25
2	Containerization Genesis, Concept, Classification, Benefits and Constraints; Inland Container Depot (ICD): Roles and Functions, CFS, Export Clearance at ICD; CONCOR; ICDs under CONCOR; Packing and Packaging: Meaning, Functions and Essentials of Packing and Packaging, Packing for Storage, Overseas Shipment Inland - Transportation, Product content Protection, Packaging Types: Primary, Secondary and Tertiary, Requirements of Consumer Packaging, Channel Member Packaging and Transport Packaging, Shrink packaging, Identification codes, bar codes, and electronic data interchange (EDI), Universal Product Code, GS1 Standards, package labels, Symbols used on packages and labels	15	25
3	Transnational, Transactions and Resolution	15	25





	Transnational Commercial Laws: Meaning and scope of Transnational Commercial Law, Sources of Transnational Commercial Law, Movement towards unification of national commercial laws .UNIDROIT and UNCITRAL, International Carriages- Carriage of goods by sea; Carriage by air; Multimodal transportation, International Sales of goods, The role of International Chamber of Commerce in the development of Transnational Commercial Laws; Uniform Customs and Practices on Documentary Credits. International Commercial Arbitration. UNCITRAL Model Law on International commercial arbitration. Indian Arbitration and Conciliation Act, 1996; Enforcement of foreign arbitral awards		
4	Introduction to Law and Policy of Export-Import Trade in India	15	25
	Foreign Trade Development and Regulation) Act, 1992. Foreign Exchange Management Act, 1999. Special Economic Zones and International trade. Law relating to Customs Act, 1962. Foreign Investment in India-Liberalization in the nineties. Foreign Investment Promotion Board. Current issues relating to foreign direct investment. The Industries (Development and Regulation) Act and its application. The recent challenges and proposed amendments by third world. Role of SAARC and BRICS		



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	Discuss the issues in International sourcing and trade and take a strategic view of the global business environment impacting International supply chains.
CO2	Examine the organizations allocate portfolio assets and take investment decisions. Students will be able to apply the different methods to mitigate the foreign trade and exchange rate risks in their respective organizations after they are recruited
CO3	Analyze the concept and apply the knowledge of capital budgeting decisions to mitigate the financial risks of organizations
CO4	Identify International Logistics & Supply chain partners and service providers.

Reference Books

1.	International Logistics: Global Supply Chain Management (Text Book) By Douglas Long Springer
2.	Handbook of Global Supply Chain Management (Text Book) By John T. (Thomas) Mentzer, Matthew B. Myers, Theodore P. Stank Sage Publications
3.	International Logistics: The Management of International Trade Operation (Text Book) By Pierre A. David, Richard D. Stewart Cengage Learning
4.	Global Logistics Management (Text Book) By Craig Voortman Juta Academic
5.	International Business Law and Its Environment, 7th edition (Text Book) By Schaffer, Agusti and Earle South-Western Cenage Learning, 2009
6.	Managing Intellectual Property (Text Book) By Vinod V Sople, PHI Learning Private Limited



Course	08990301 - STRATEGIC MANAGEMENT	Semester – 3
Type of Course	Major (Core) Courses	
Prerequisite		
Course Objective	1. Students will be able to demonstrate capability of making their own decisions in dynamic business landscape. 2. Students will be able to develop their capacity to think and execute strategically. 3. Develop and prepare organizational strategies that will be effective for the current business environment. 4. Devise strategic approaches to managing a business successfully in a global context	

Teaching Scheme (3-1-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Total Marks
				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	Overview of Strategic Management Introduction to strategic Management: Evolution of Strategic Management, Concept of strategy, strategic decision making, schools of thought on strategy formation, Introduction to Strategic Management - Hierarchy of Strategic Intent: Strategic intent, Vision, Mission, Business Model, Goals and Objectives - External Environment Analysis: PESTLE Analysis, Porter's Five Forces Model - Internal Environment Analysis: Value Chain Analysis, SWOT (TOWS) Analysis - Strategic Analysis and Choice: Tools and techniques for strategic Analysis, corporate portfolio analysis, Experience curve Analysis, Life cycle Analysis, Strategic Group Analysis	15	25
2	Strategy Formulation: Corporate Level Strategy Levels of Diversification, Reasons for diversification, Related diversification, Unrelated Diversification - Business Level Strategy: Importance of effectively managing relationships with customers, Types of business level strategy (Generic and focus) - Competitive rivalry and competitive dynamics: Model for competitive rivalry, likelihood of attack, likelihood of response, competitive dynamics	15	25
3	Business Strategies Acquisition and Restructuring Strategies Difference between merger and acquisition, reasons for acquisition, problems in achieving acquisition success, restructuring- International Strategies: International business level strategy, international corporate level strategy, choice of international entry mode, risks in an international environment - Cooperative strategy: Joint Ventures, Strategic Alliances, Business level cooperative Strategy, corporate level cooperative strategy, international cooperative strategy, Network cooperative strategy, competitive risks with cooperative strategy, Managing cooperative strategy	15	25
4	Strategy Implementation and Control	15	25





<p>Structural Implementation: Structural consideration, types of organizational structure, structures for strategies - Behavioral Implementation: Stakeholders and strategic Management, Corporate Governance and strategic Management, Role of Board of Directors in strategic Management, strategic Leadership. Corporate Culture and strategic Management, Social Responsibility and strategic Management - Financial and Operational Implementation: Functional Strategies, Functional plans and policies, Financial plans and policies, Marketing plans and policies, operations plans and policies, Personnel plans and policies - Strategy review, Evaluation and control: Rumelt's criteria for evaluating strategies, strategy evaluation framework, Tools for strategy evaluation, 21st century challenges in Strategic Management Strategic Management lessons from Indian Ethos: Mahabharat, Ramayan, Kautilya Arthshashtra, Chankya Sutra, Panchtantra etc.</p>	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 core concepts of Strategy and Strategic Management and its scope.
CO2	Predict various external factors and its effect business policy or business strategy
CO3	Develop and execute the process of internal analysis any business unit of Industry.
CO4	Analyze various steps of formulation and implementation of various business strategies.

Reference Books

1.	Strategic Management and Business Policy (Text Book) By Azhar Kazmi
2.	Crafting and Executing Strategy: The Quest for Competitive Advantage – Concept and Cases (Text Book) By Arthur A. Thompson, A.J. Strickland, John E. Gamble and Arun K. Jain The McGraw-Hill
3.	Strategic Management, Concepts and Cases (Text Book) By Fred R David PHI Learning Pvt Ltd. (Twelfth Edition)
4.	Business Policy and Strategic Management (Text Book) By Willam F. Gluch Frank Bros & Co.-





Course	08990302 - SUMMER TRAINING PROJECT REPORT & VIVA-VOCE	Semester - 3
Type of Course	Major (Core) Courses	
Prerequisite		
Course Objective	1. To give learners the chance to put their classroom knowledge into action. 2. To undergo real-world training in the field. 3. To develop several business skills add relevant experience to their resumes. 4. To develop work habits and attitudes necessary for job success.	

Teaching Scheme (0-0-6)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Total Marks
				SEE	CIA	SEE	CIA	
-	-	12	6	-	-	200	-	200

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

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 theoretical knowledge in the real world.
CO2	Develop professional connections.
CO4	Analyze boost students resume and refine career goals.
CO5	Explain direct job offers from same or same kind of several organizations.

List of Practical



Course	08070301- Agri Rural Marketing	Semester-3
Type of Course	Major Elective (Agri-Business Management)	
Prerequisite		
Course Objective	1. To familiarize students with the concept, scope, and unique characteristics of rural markets, including the potential they hold for various sectors such as agriculture, consumer goods, and services. 2. To analyze the environmental factors that impact rural marketing, including socio-cultural, economic, demographic, technological, and other relevant factors, enabling students to formulate effective marketing strategies. 3. To study the behavior of rural consumers and farmers, including their buyer characteristics, buying behavior, and differences between rural and urban markets, facilitating the development of targeted marketing approaches. 4. To develop students' skills in devising comprehensive rural marketing strategies, encompassing product planning, pricing policies, distribution strategies, promotion and communication strategies, and fostering innovation in rural marketing initiatives.	

Teaching Scheme(3-1-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Total Marks
				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	Understanding Rural Market Dynamics Concept and scope of rural marketing, nature and characteristics of rural markets, potential of rural markets in India, rural communication and distribution.	15	25
2	Environmental Analysis in Rural Marketing Environmental factors - socio-cultural, economic, demographic, technological and other environmental factors affecting rural marketing.	15	25
3	Consumer Behavior in Rural Context Rural consumer's behaviour - behavior of rural consumers and farmers; buyer characteristics and buying behaviour; Rural v/s urban markets, customer relationship management, rural market research.	15	25
4	Strategic Planning for Rural Markets	15	25





	Rural marketing strategy - Marketing of consumer durable and non-durable goods and services in the rural markets with special reference to product planning; product mix, pricing Course Objective, pricing policy and pricing strategy, distribution strategy. Promotion and communication strategy - Media planning, planning of distribution channels, and organizing personal selling in rural market in India, innovation in rural marketing.	
	Total	60 100

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy



Level	Remember	Understand	Apply	Analyze	Evaluate	Create
Weight age	-	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 should be able to demonstrate a deep understanding of rural market dynamics, including their potential, challenges, and opportunities across different sectors.
CO2	Students will be proficient in conducting environmental analyses specific to rural marketing, identifying key factors that influence market behavior and adapting strategies accordingly.
CO3	Students will have gained insights into rural consumer behavior, enabling them to segment markets effectively, tailor products/services, and enhance customer relationship management in rural contexts.
CO4	Students will be capable of developing and implementing robust rural marketing strategies, integrating product planning, pricing, distribution, and promotion strategies while embracing innovation to address the evolving needs of rural markets.

Reference Books

1.	Krishnamacharyulu C & Ramakrishan L. 2002. Rural Marketing. Pearson Edu.
2.	Ramaswamy VS & Nanakumari S. 2006. Marketing Management. 3rd Ed. MacMillan Publ.
3.	Singh AK & Pandey S. 2005. Rural Marketing. New Age.
4.	Singh Sukhpal. 2004. Rural Marketing. Vikas Publ. House.



Course	08070302- Agricultural Finance and Investment Management	Semester-3
Type of Course	Major Elective (Agri-Business Management)	
Prerequisite		
Course Objective	<p>1. To provide students with a comprehensive understanding of the importance, need, and scope of financial management in agriculture, including the classification and credit requirements in the evolving agricultural scenario.</p> <p>2. To equip students with the skills necessary for financial planning and control in agribusiness, including the assessment of financial requirements, understanding leverage concepts, and optimizing capital structure.</p> <p>3. To educate students about the concept and components of working capital in agribusiness, emphasizing the management of cash, accounts receivables, and inventory to ensure smooth operations.</p> <p>4. To enable students to master the steps and concepts of capital budgeting, apply appraisal criteria such as payback period, net present value, and internal rate of return, and understand the functioning of various financing institutions in the agricultural sector in India.</p>	

Teaching Scheme(3-0-2)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Total Marks
				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	Understanding Financial Management in Agriculture Importance, need and scope of financial management; classification and credit need in changing agriculture scenario; finance functions, investment financing; balance sheet, income statement, cash flow statement for agribusiness.	15	25
2	Financial Planning and Control Skills Financial planning and control – assessment of financial requirement of a agribusiness unit; leverage – concept of leverage, financial and operating leverage; factor affecting capital structure, features of an optimal capital structure.	15	25
3	Efficient Working Capital Management Working capital management – concept and components of working capital, need for working capital in agribusiness, management of cash and accounts receivables, and inventory for agribusiness.	15	25



4	Proficiency in Capital Budgeting and Agribusiness Financing	15	25
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	<p>Capital budgeting - steps and concept of capital budgeting, appraisal criteria – payback period, average rate of return, net present value, benefit cost ratio and internal rate of return, Agri-business financing system in India - functioning of cooperative credit institutions, commercial banks, regional rural banks, NABARD, Agro-Industries Corporation, etc in agribusiness financing.</p>	Total	60	100
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Suggested Distribution Of Theory Marks Using Bloom's Taxonomy

Level	Remember	Understand	Apply	Analyze	Evaluate	Create
Weight age	-	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 demonstrate a deep understanding of financial management principles specific to agriculture, enabling them to make informed financial decisions in agribusiness settings.
CO2	Students will be proficient in assessing financial requirements, implementing financial planning strategies, and exercising control measures to manage resources efficiently in agricultural enterprises.
CO3	Students will have the skills to manage working capital effectively, ensuring liquidity, minimizing costs, and enhancing profitability in agribusiness operations.
CO4	Students will gain comprehensive knowledge of the agribusiness financing ecosystem in India, including cooperative credit institutions, commercial banks, regional rural banks, NABARD, and Agro-Industries Corporation, facilitating informed decision-making regarding financial investments and management strategies.

Reference Books

1.	Chandra P. 2000. Financial Management. Tata McGraw Hill.
2.	Khan MY & Jain PK. 2004. Management Accounting. Tata McGraw Hill.
3.	Pandey IM. 1997. Financial Management. Vikas Publ. House.
4.	Nelson AG & Murrey WG. 1988. Agricultural Finance. Kalyani Publ.



Course	08070303- Agricultural Information Technology Management	Semester-3
Type of Course	Major Elective (Agri-Business Management)	
Prerequisite		
Course Objective	<p>1. To explore the scope and potential of Information and Communication Technology (ICT) in the context of Indian agriculture, including the establishment and role of village knowledge centers.</p> <p>2. To teach the fundamentals of analysis, design, testing, implementation, and maintenance of agricultural information systems, covering aspects such as data collection, editing, manipulation, storage, and system development life cycle.</p> <p>3. To familiarize students with different types of information systems and provide an overview of database management, data analysis tools, and techniques for effective data handling in agricultural contexts.</p> <p>4. To introduce the fundamentals of Unified Modeling Language (UML) for constructing models in agricultural information systems, including identifying actors, use cases, activity diagrams, classes, objects, relationships, and system architecture.</p>	

Teaching Scheme(3-1-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Total Marks
				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-TeachingHours W- Weightage	
Sr.	Topics	T	W
1	Understanding ICT Scope in Agriculture Scope of ICT in indian agriculture; village knowledge centers. Fundamentals of analysis, design, testing, implementation and maintenance for developing agricultural information systems.	15	25
2	Developing Agricultural Information Systems	15	25





Course Content		T-TeachingHours W- Weightage	
Sr.	Topics	T	W
	Different Types of information systems. Overview of database management; data collection, data editing, data manipulating, and data storing. Overview of data analysis tools.		
3	Utilizing Data Analysis Tools and Techniques Fundamentals of Unified Modeling Language (UML) for constructing models. Identification of actors, use cases, activity diagram, identification of classes and object, relationships, members and their behaviour and scope, inheritance, polymorphism, etc.	15	25
4	Applying Unified Modeling Language (UML) Designing the system architecture, domain specific model to enable rapid implementation of new industry-specific applications over different platforms. Agricultural information systems: current situation, challenges and opportunities in India.	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 have a deep understanding of ICT's scope and application in Indian agriculture, enabling them to identify opportunities for technological interventions and knowledge dissemination through village knowledge centers.
CO2	Students will be proficient in analyzing, designing, testing, implementing, and maintaining agricultural information systems, ensuring efficient data management and system functionality.
CO3	Students will be equipped with the knowledge and skills to utilize data analysis tools effectively, enhancing their ability to process agricultural data, derive insights, and make informed decisions.
CO4	Students will be capable of designing and implementing industry-specific applications in agriculture across different platforms, fostering innovation and rapid

Reference Books	
1.	"Agricultural Information Systems and Their Applications" edited by Tharam S. Dillon and Elizabeth Chang
2.	"Design Patterns: Elements of Reusable Object-Oriented Software" by Erich Gamma, Richard Helm, Ralph Johnson, and John Vlissides





3.	"Information and Communication Technology in Agriculture" by V. P. Sharma
4.	"Database Management Systems" by Raghu Ramakrishnan and Johannes Gehrke
5.	"UML Distilled: A Brief Guide to the Standard Object Modeling Language" by Martin Fowler



Course	08080301- Pharmaceutical Business Environment	Semester-3
Type of Course	Major Elective (Pharmaceutical Management)	
Prerequisite		
Course Objective	1. Gain a comprehensive understanding of the business environment as it relates to the pharmaceutical industry, including internal and external factors that influence business operations. 2. Learn various methods and models such as PEST analysis, Porter's Five Forces, and SWOT analysis to analyze the political, social, economic, and technological factors affecting the pharmaceutical business environment. 3. Trace the historical evolution of the Indian pharmaceutical industry, from its early stages to its current status, including key players and market dynamics. 4. Explore international pharmaceutical business environments, multinational corporations, mergers, acquisitions, and the impact of global economic and technological developments on the industry.	

Teaching Scheme(3-1-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Total Marks
				SEE	CIA	SEE		
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	Introduction to Business Environment Meaning & Importance of Business Environment Dimensions of Business Environment, Impact of Internal & External Environment of Business on Pharmaceutical Industry.	15	25
2	Environmental, Political, Social and Economical cultural environment of pharmaceutical business Various Processes for Environmental Analysis, PEST Model, Structural Industry Analysis (Porter's Five Forces), SWOT Analysis, Changing Market Access Strategies in Pharmaceutical Industry Concept of Economic Environment of Business, Component (fiscal and monetary policy) and development (pre-globalisation), Political legal environment for pharmaceutical business.	15	25
3	Evolution of Indian Pharmaceutical Industry Global Pharmaceutical Business Environment Different Evolution Phases of Indian Pharmaceutical Industry, Present status of Indian Pharma Industry (Present value, Key Players, Indian Bulk Drug Market).	15	25
4	International and technological environment , Strategies & Trends – Research & Development in Pharmaceutical Industries	15	25





	<p>Global Pharma Developments, Multinational Corporation, Mergers & Acquisitions of pharmaceutical industry at global level & India level, International Financial Environment (FDI, FDI in Drugs & Pharmaceuticals). Various types of Research, R& D Funds, Pharmaceutical research and development support fund (PRDSF), R&D Opportunities, and Contract research Opportunities, Research in generics, changing the conventional façade of drug discovery research, Six Sigma and its approach to drug discovery.</p>
	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:

CO 1	Develop critical thinking skills to analyze and evaluate the complex interactions between internal and external factors shaping the pharmaceutical business environment.
CO 2	Gain insights into the competitive landscape, market trends, and regulatory frameworks impacting the pharmaceutical sector, both domestically and globally.
CO 3	Acquire knowledge about research and development processes in the pharmaceutical industry, including funding mechanisms, opportunities, and emerging trends such as Six Sigma in drug discovery.
CO 4	Develop a global perspective on pharmaceutical business strategies, including market access, international investments, and the role of technology in driving innovation and competitiveness in the industry.

Reference Books

1.	Business Environment by F. Cherunilam, Himalaya Publishing House, Revised edition- 2019
2.	Business Environment by Raj Aggarwal and Parag Diwan,2002
3.	Government and Business by N K Sengupta,1999
4.	Technology and Economic Development The Indian Case by Debashish Mallick,2014
5.	Business Laws by N D Kapoor, 2019
6.	Business Policy and Strategic Management by W F Glueck and Jauch, 1988
7.	Pharmaceutical Industrial Management, Shah, 2010



Course	08080302- Pharmaceutical Production, Operations and Quality Management	Semester-3
Type of Course	Major Elective (Pharmaceutical Management)	
Prerequisite		
Course Objective	1. Understand the fundamental concepts, definitions, and evolution of Production and Operations Management (POM) in the context of the pharmaceutical industry. 2. Explore the nature and scope of production/operations management, including the roles and responsibilities of production managers within the Pharma sector. 3. Analyze facilities planning and layout strategies specific to pharmaceutical manufacturing, encompassing product and service design, process selection, and technology utilization. 4. Develop competencies in production planning, materials planning and control, capacity planning, labor planning, inventory control, and quality management within pharmaceutical plants.	

Teaching Scheme(3-1-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Total Marks
				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-TeachingHours W- Weightage	
Sr.	Topics	T	W
1	Introduction to production and operations management Definition, concept and Evolution of Production and operations management, Nature and Scope of production/operations management, Production function and its environment, Functions of production/operations manager, Organization of production function in Pharma industry	15	25
2	Facilities planning, Layout planning Product selection and design, service design, Process and technology, selection, Location of manufacturing/service facility, Center of gravity and median models, dimensional analysis, Brown and Gibson model. Product layout, process layout, fixed position and group layout, layout design, Relationship based and load-distance cost matrix, Materials handling concepts.	15	25
3	Production planning, Materials planning and control	15	25





	Need and definition, factors affecting planning- external and internal, dependent and independent demand system, techniques of planning, Materials Requirement Planning, Aggregate production planning, Operations Scheduling and Production activity control for mass manufacturing, batch processing		
4	Drug and Pharmaceutical Plants, Resources Requirement Planning, Inventory Control & Quality Control & Management	15	25





	<p>Building layout, equipment layout, regulatory requirements for the same, GMP and cGMP Capacity Planning, Labour Planning, Inventory Control: Importance and scope, costs, economic order quantity, Inventory control techniques. Quality control functions, Acceptance sampling, Statistical Process control, Application of control charts, Operating characteristic curve and its applications, Total Quality improvement, six sigma.</p>	
	Total	60 100



Suggested Distribution Of Theory Marks Using Bloom's Taxonomy

Level	Remember	Understand	Apply	Analyze	Evaluate	Create
Weight age	-	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 articulate the historical evolution and contemporary significance of Production and Operations Management within the pharmaceutical industry, demonstrating a comprehensive understanding of its core concepts and principles.
CO2	Students will demonstrate proficiency in analyzing and designing production facilities, including layout planning, product/service design, and process selection, aligned with regulatory requirements such as Good Manufacturing Practices (GMP) and current Good Manufacturing Practices (cGMP).
CO3	Students will develop skills in production planning techniques, materials planning and control strategies, capacity and labor planning, and inventory control specific to drug and pharmaceutical manufacturing, enabling them to optimize operational efficiency and resource utilization.
CO4	Students will gain knowledge and expertise in quality control and management practices relevant to the pharmaceutical sector, including acceptance sampling, statistical process control, Total Quality Improvement (TQI), and Six Sigma methodologies, contributing to enhanced product quality and regulatory compliance.

Reference Books

1.	Operations Management by Bernard Taylor, 2011
2.	Production and Operations Management by Adam, Ronald and Ebert, 1992
3.	Production and Operations Management by Aswathappa and Bhat, 2010
4.	Pharmaceutical Operations Management: Manufacturing for Competitive Advantage, 2016
5.	Pharmaceutical Quality Assurance, 2006
6.	Concepts of Quality Management in Pharmaceutical Industry, 2017



Course	08080303- Pharmaceutical Marketing	Semester-3
Type of Course	Major Elective (Pharmaceutical Management)	
Prerequisite		
Course Objective	<p>1. Understand the foundational concepts, principles, and scope of pharmaceutical marketing, including its distinctiveness from selling and the marketing environment in which pharmaceutical products operate.</p> <p>2. Analyze the pharmaceutical market comprehensively, including quantitative and qualitative aspects, market segmentation, targeting strategies, and the role of market research in decision-making.</p> <p>3. Develop competencies in product decision-making specific to the pharmaceutical industry, including product classification, life cycle management, branding, packaging, labeling, and new product development.</p> <p>4. Gain insights into promotion strategies and channels relevant to pharmaceutical marketing, including promotional mix determinants, personal selling, advertising, online techniques, and the role of physical distribution management and pricing strategies</p>	

Teaching Scheme(3-1-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Total Marks
				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-TeachingHours W- Weightage	
Sr.	Topics	T	W
1	Marketing, Pharmaceutical market Definition, general concepts, and scope of marketing; Distinction between marketing & selling; Marketing environment; Industry and competitive analysis Quantitative and qualitative aspects; size and composition of the market; demographic descriptions and socio-psychological characteristics of the consumer; market segmentation& targeting; Analyzing the Market, Role of market research.	15	25
2	Product decision, Promotion	15	25



CourseContent		T-TeachingHours W- Weightage	
Sr.	Topics	T	W
	<p>Meaning, Classification, product line and product mix decisions, product life cycle, product portfolio analysis; product positioning; new product decisions; Product branding, packaging and labeling decisions, Product management in pharmaceutical industry.</p> <p>Meaning and methods, determinants of promotional mix, promotional budget; An overview of personal selling, advertising, direct mail, journals, sampling, retailing, medical exhibition, public relations, online promotional techniques for OTC Products.</p>		
3	<p>Pharmaceutical marketing channels</p> <p>Designing channel, channel members, selecting the appropriate channel, conflict in channels</p> <p>Physical distribution management: Strategic importance, tasks in physical distribution management: duties of Physical Sales Representative, purpose of detailing, selection and training, supervising, motivating, evaluating, compensation and future prospects of the Physical Sales Representative.</p>	15	25
4	<p>Pricing</p> <p>Meaning, importance, objectives, determinants of price; pricing methods and strategies, issues in price management in pharmaceutical industry. An overview of DPCO (Drug Price Control Order) and NPPA (National Pharmaceutical Pricing Authority).</p>	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 demonstrate a thorough understanding of marketing principles as applied to the pharmaceutical sector, enabling them to distinguish between marketing and selling activities and assess the impact of the marketing environment on pharmaceutical business operations.
CO2	Students will be able to analyze pharmaceutical markets effectively, using both quantitative and qualitative methods, and apply segmentation and targeting strategies to optimize marketing efforts.
CO3	Students will develop skills in product management, including product line decisions, product life cycle management, branding strategies, and packaging and labeling decisions specific to pharmaceutical products, contributing to effective product positioning and market penetration.
CO4	Students will gain proficiency in promotion strategies and channels utilized in pharmaceutical marketing, including personal selling techniques, advertising methods, online promotion, and understanding the complexities of pricing management within the regulatory framework of the pharmaceutical industry, including DPCO and NPPA guidelines.

Reference Books

1.	Philip Kotler and Kevin Lane Keller: Marketing Management, Prentice Hall of India, New Delhi, Fifteen edition, 2017
2.	Walker, Boyd and Larreche: Marketing Strategy- Planning and Implementation, Tata McGraw Hill, New Delhi, 2017
3.	Dhruv Grewal and Michael Levy: Marketing, Tata McGraw Hill, 1994





5.	Rajan Saxena: Marketing Management; Tata MC Graw-Hill (India Edition), 1 July 2017.
6.	Ramaswamy, U.S & Nanakamari, S: Marketing Management: Global Perspective, Indian Context, Macmillan India, New Delhi, June 2012.
7.	Shanker, Ravi: Service Marketing, Excell Books, New Delhi, July 2017
8.	Subba Rao Changanti, Pharmaceutical Marketing in India (GIFT – Excel series) Excel Publications, October 2018.



Course		08010401-COMPENSATION MANAGEMENT				Semester-4		
Type of Course		Minor (Elective) Courses						
Prerequisite								
Course Objective		1. To know about industrial compensation. 2. To know about the legal aspects of compensation and social security-related acts. 3. To understand the various methods and practices of Compensation Management. 4. To learn basic compensation concepts and the context of compensation practice						
Teaching Scheme(3-1-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Total Marks
				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		-Teaching Hours W- Weightage	
Sr.	Topics	T	W
1	Introduction to Compensation Management Nature and Objectives of Compensation 1.2. Factors affecting Compensation Policy 1.3. Concept of Wages and Salary, Minimum Wages, Fair Wages and Living Wages. 1.4. Understanding Elements of Compensation Structure <ul style="list-style-type: none"> • Fixed Pay • Variable Pay • Cash Benefits • Incentives • Executive Compensation • Stock Options 1.5. Understanding Salary Slip	15	25
2	Understanding the Basics of Social Security Concept of Social Security: Laws relating to Social Security <ul style="list-style-type: none"> • Introduction to Provident Fund • Employees State Insurance • Gratuity • Superannuation • Bonus • Reward Systems • Retirement • VRS/Golden Handshake 	15	25
3	Performance Management System Introduction to Performance Management and Objectives of Performance Management 3.2. Determinants of Performance 3.3. Diagnosing the causes of Poor Performance 3.4. Implementing Performance Management System	15	25
4	Performance Appraisal Organizational uses of Performance Appraisal 4.2. Methods of Appraisal <ul style="list-style-type: none"> • Traditional Methods and Modern Methods 4.3. Shift from Performance Appraisal to Potential Appraisal 4.4. Appraisal Interview and Follow up 4.5. Related Cases	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 art and science of compensation practice.
CO2	Apply the learning compensation practice and its role in promoting a company's competitive advantage
CO3	Organize a compensation system encompassing; internal consistency, external competitiveness, employee contributions, organizational benefit systems, and administration issues
CO4	Discuss the solutions for compensation related problems in organizations

Reference Books

1.	Compensation Management: Text and Cases (Text Book) By Tapomoy Deb Excel Books 1stEdition
2.	Personal management (text & cases) By Mamoria,C.B.,& Gankar, S.V. (2002), Tata McGraw-Hill
3.	Compensation Management (Text Book) By Mousumi Bhattacharya, Nilanjan Sem Gupta Excel Books 1st Edition
4.	Compensation and Reward Management: (Text Book) By B D Singh Excel Books India 1st Edition

List of Practical



Course	08010402 - STRATEGIC HUMAN RESOURCE MANAGEMENT	Semester - 4
Type of Course	Minor (Elective) Courses	
Prerequisite		
Course Objective	1. This course presents a thorough and systematic coverage of strategic human resource management issues. 2. This course is basically for students who are specializing in the field of Human resource management. 3. This course will help the students to think strategically and integrate the activities of HR with the organization's goals. 4. This course will help develop managerial solutions to employment relations problems at national and workplace levels.	

Teaching Scheme (3-1-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Total Marks
				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	Introduction to Human Resource Management Meaning, Objectives, Scope and Functions of HRM · Role and qualities of HR executives · Changing environment of HRM in India · Traditional Vs. Strategic HR · Creating an HR based Competitive Advantage, Role of Line Manager for HR based Competitive Advantage Human Resource System Macro and Micro Dimensions, Macro HR Policy; Factors affecting Macro HR policy; Micro HR, Factors affecting micro part of HR, MICRO Level practices Human Resource Planning: · Significance and Process · Factors affecting HRP · Techniques of HRP · Strategic HRP - Activities related to Strategic HR planning, Integration of HR plan & Business Plan, Strategies for managing employee shortage and Surpluses. Recruitment: · Definition, Process and Sources of Recruitment, Factors governing the Recruitment Policy · Industry Specific Strategy & labor market Choice Selection: Selection Process - Application Forms, Selection Tests, Interviews, Evaluation · Role of Line & HR manager in Selection · Placement and Induction	15	25
2	Job Analysis Job Design and Job Evaluation: · Job Analysis - Features, Process and Methods of Job Analysis, Job Description, Job Specification · Job Design - Meaning and Components of Job Design · Job Evaluation - Concept, Objectives, Process, Methods, Advantages and Limitations of job evaluation, Competency based job evaluation Training and Management Development: · Training – Meaning, Process and Methods · Management Development – Meaning, Methods, Differences between Training and Development	15	25
3	Performance Appraisal	15	25





	<p>Meaning, Need and Process · Performance Appraisal Methods - 360-degree Feedback, Management by Objectives (MBO), · Factors affecting Performance of an Employee, Correcting performance gap in different area Compensation and Reward Systems: · Meaning, types, Strategic approach to compensation Industrial Relations · Definition, Characteristics and Objectives of Industrial Relations, · Factors affecting IR, participants of IR, importance of IR. Approaches to Industrial relations, system of IR in India Industrial Conflict, and Dispute Resolution: · Industrial conflict – Meaning, Nature of Industrial conflict · Industrial disputes – Meaning, Causes, Outcomes and Methods of disputes settlement · Collective Bargaining. · ILO – Meaning, Conventions, recommendations and major activities · Overview of Trade Union Act, 1926 :Major provisions, Registration, Types of union, Basic Rights</p>		
4	Employee Welfare and Social Security	15	25



Course Content		T - Teaching Hours W - Weightage	
Sr.	Topics	T	W
	Employee Welfare - Objectives of Employee Welfare, Statutory Welfare Facilities as per Factories Act 1948 and Non-Statutory Welfare Facilities · Social Security – Meaning, Features and Classification of Social Security · Social Security Schemes in India - Employee State Insurance, Maternity Benefit, Payment of Gratuity, Employee Provident Fund (Coverage and Operation) Current Trends in HRM: · Employee Engagement – Meaning, Degrees, Drivers, and Measurement of Engagement · Talent Management – Meaning, Life cycle and Initiatives · Diversity at work place – Meaning and Management strategies · Mergers and Acquisitions in HRM. · HR Scorecard. · Knowledge Management Process		
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 strategic role of human resource management in a competitive environment and evaluate the relationship between human resource management and organizational performance.
CO2	Examine the human resource management functions of job analysis, human resource planning, recruitment and selection, performance management, training and development, compensation and benefits, employee relations, maintenance and separation, and human resource information systems and assess their contribution to organizational effectiveness.
CO3	Identify knowledge in human resource management to contemporary organizations
CO4	Summarize the principle and practices of Strategic Human Resource Management

Reference Books	
1.	Human Resource Management (Text & Cases) (Text Book) By V. S. P. Rao Excel Books
2.	Strategic Human Resource Management (Text Book) By Pulak Das Cengage Learning
3.	Strategic Human Resource Management By Jeffrey Mello Cengage Learning
4.	Strategic Human Resource Management (Text Book) By Charles Greer Person

List of Practical



Course	08010403 - COMPENSATION MANAGEMENT AND STRATEGIC HUMAN RESOURCE MANAGEMENT	Semester - 4
Type of Course	Minor (Elective) Courses	
Prerequisite		
Course Objective	1. To know about the legal aspects of compensation and social security-related acts. 2. To understand the various methods and practices of Compensation Management. 3. This course will help the students to think strategically and integrate the activities of HR with the organization's goals. 4. This course will help develop managerial solutions to employment relations problems at national and workplace levels.	

Teaching Scheme (3-1-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Total Marks
				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	Introduction to Compensation Management Nature and Objectives of Compensation 1.2. Factors affecting Compensation Policy 1.3. Concept of Wages and Salary, Minimum Wages, Fair Wages and Living Wages. 1.4. Understanding Elements of Compensation Structure • Fixed Pay • Variable Pay • Cash Benefits • Incentives • Executive Compensation • Stock Options 1.5. Understanding Salary Slip	15	25
2	Understanding the Basics of Social Security Concept of Social Security : Laws relating to Social Security • Introduction to Provident Fund • Employees State Insurance • Gratuity • Superannuation • Bonus • Reward Systems • Retirement • VRS / Golden Handshake	15	25
3	Performance Appraisal Meaning, Need and Process • Performance Appraisal Methods - 360-degree Feedback, Management by Objectives (MBO), • Factors affecting Performance of an Employee, Correcting performance gap in different area Compensation and Reward Systems: • Meaning, types, Strategic approach to compensation Industrial Relations • Definition, Characteristics and Objectives of Industrial Relations, • Factors affecting IR, participants of IR, importance of IR. Approaches to Industrial relations, system of IR in India Industrial Conflict, and Dispute Resolution: • Industrial conflict – Meaning, Nature of Industrial conflict • Industrial disputes – Meaning, Causes, Outcomes and Methods of disputes settlement • Collective Bargaining. • ILO – Meaning, Conventions, recommendations and major activities • Overview of Trade Union Act, 1926 :Major provisions, Registration, Types of union, Basic Rights	15	25
4	Employee Welfare and Social Security	15	25



<p>Employee Welfare - Objectives of Employee Welfare, Statutory Welfare Facilities as per Factories Act 1948 and Non-Statutory Welfare Facilities · Social Security – Meaning, Features and Classification of Social Security · Social Security Schemes in India - Employee State Insurance, Maternity Benefit, Payment of Gratuity, Employee Provident Fund (Coverage and Operation) Current Trends in HRM: · Employee Engagement – Meaning, Degrees, Drivers, and Measurement of Engagement</p> <p>· Talent Management – Meaning, Life cycle and Initiatives · Diversity at work place – Meaning and Management strategies · Mergers and Acquisitions in HRM. · HR Scorecard. · Knowledge Management Process</p>	
	<p style="text-align: right;">Total 60 100</p>



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 dimensions related to strategic HRM activities which contributes to an organization competitive edge.
CO2	Illustrate how pay decisions help the organization achieve a competitive advantage
CO3	Analyze, integrate, and apply the knowledge to solve compensation related problems in organizations
CO4	Describe comprehension by constructing a compensation system encompassing; - internal consistency, - external competitiveness, - employee contributions, - organizational benefit systems, and administration issues.

Reference Books

1.	Human Resource Management (Text Book) By K. Ashwathapa Himalaya Publication
2.	Fundamentals of Human Resource Management (Text Book) By Garry Dessler and BijuVarkkey Pearson
3.	Strategic Human Resource Management (Text Book) By Pulak Das Cengage Learning
4.	Strategic Human Resource Management By Charles Greer Person
5.	Strategic Human Resource Management By Jeffrey Mello Cengage Learning

List of Practical



Course	08020401-SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT	Semester-4
Type of Course	Minor (Elective) Courses	
Prerequisite		
Course Objective	1. To understand about Risk and return in investment. To know about the Investment process. 2. To understand and apply about security analysis and security valuation aspects. 3. To understand various capital market theories. 4. To understand portfolio management, fixed income securities.	

Teaching Scheme(3-1-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Total Marks
				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	Introduction to Indian and international Money markets and capital markets Investment <ul style="list-style-type: none"> • Define investment • Investment alternative • The process of investment trading-margin trading etc. • Types of orders • Risk and return in investment • Real return-nominal return • Historical and expected return • Risk-valuation of risk • Sources of risk • Company stock market interest • Inflation-Credit risk-Portfolio risk-Power of diversification. 	15	25
2	Security analysis and valuation <ul style="list-style-type: none"> • The fundamental analysis • EIC framework economic analysis. • Variables tracked industry analysis • Variables tracked • Company analysis • Variables analyzed • Sources of information and trouble shots of financial statements • Behavior finance and efficient market theory and technical analysis • Tools and uses 	15	25





3	Theories of capital market	15	25
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	<ul style="list-style-type: none">• CAPM-Sharpe Model• Arbitrage theory and multi factor model• Portfolio Analysis• Listing down data inputs• Selection and construction of optimal portfolios		
4	Fixed Income Securities & Portfolio Management	15	25



Course Content		T-Teaching Hours W- Weightage	
Sr.	Topics	T	W
	<ul style="list-style-type: none"> • Investment in bonds. • Types of bonds • Investment process in bonds • Portfolio Revision • Portfolio Management • Portfolio Evaluation • Sharpe–Jensen–Treynor & Fama • Net Selectivity 		
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 investment markets and securities
CO2	Develop of optimal portfolios and evaluate the performance
CO3	Analyze the published financial data to project future earning of firms
CO4	Identify the macro, micro variables for industry analysis and company analysis

Reference Books	
1.	Investment Analysis and Portfolio Management (Text Book) By Prasanna Chandra Tata McGraw Hill Publication
2.	Security Analysis & Portfolio Management By S. Kevin PHI learning
3.	Investment Analysis and Portfolio Management By Frank K.Reilly, Keith C. Brown Cengage
4.	Fundamental of Investments (Text Book) By Gordon Alexander, William Sharpe and Jeffery Bailey Pearson Publications
5.	Security analysis and Portfolio Management (Text Book) By Fischer and Jordan Pearson Publications
6.	Modern Investment Theory (Text Book) By Robert A. Haugen Pearson



7.	Security Analysis & Portfolio Management (Text Book) By P. Pandian Vikas Publishing
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List of Practical



Course	08020402 - CORPORATE TAX PLANNING AND MANAGEMENT	Semester - 4
Type of Course	Minor (Elective) Courses	
Prerequisite		
Course Objective	1. To enable the students to identify the basic concepts, definitions and terms related to Income Tax. To enable the students to determine the residential status of an individual and scope of total income. To understand Tax Planning, Tax Management, Tax Avoidance and Tax Evasion. 2. To enable the students to compute income under various heads namely income from salaries. 3. To enable the students to compute income under various heads house property, to enable the students to compute income under various heads business/ profession. 4. To enable the students to compute income under various heads capital gains and income from other sources.	

Teaching Scheme (3-1-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Total Marks
				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	Corporate Tax in India Definitions - Residential Status and Tax Incidence - Tax Planning - Tax Management - Tax Avoidance and Tax Evasion.	15	25
2	Computation of Total Income under Various Heads Salaries	15	25
3	Computation of Total Income under Various Heads Income from House Property - Profit and Gains of Business or Profession.	15	25
4	Computation of Total Income under Various Heads Capital Gains - Income from Other Sources	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 corporate tax provisions and financial planning tools to corporate world. Students would identify the technical terms related to Income Tax
CO2	Examine the residential status of an individual and scope of total income



CO3	Analyze and figure out the income from salaries, house property, business/profession, capital gains and income from other sources
CO4	Identify the net total income of an individual and recommend tax planning and tax management.

Reference Books

1.	Corporate Tax Planning And Business Tax Procedures (Text Book) By Dr. Vinod K Singhanian & Dr Monica Singhanian Taxmann Publication
2.	Corporate Tax Planning By E.A. Srinivas Tata McGraw Hill
3.	Direct Taxes Laws Practice By Bhagwati Prasad Wishwa Prakashan
4.	Direct Tax Laws & Practices (Text Book) By Girish Ahuja & Ravi Gupta Bharat Law House
5.	Corporate Taxation In A Dynamic World (Text Book) By Paolo M Panteghini Springer
6.	Commentaries on the Law of Income- Tax in India By V.S. Sundaram Law Publishers

List of Practical



Course	08020403 - TAXATION AND PORTFOLIO MANAGEMENT	Semester - 4
Type of Course	Minor (Elective) Courses	
Prerequisite		
Course Objective	<p>1. To enable the students to identify the basic concepts, definitions and terms related to Income Tax. To enable the students to determine the residential status of an individual and scope of total income. To understand Tax Planning, Tax Management, Tax Avoidance and Tax Evasion.</p> <p>2. To enable the students to compute income under various heads namely income from salaries.</p> <p>3. To understand and apply about security analysis and security valuation aspects.</p> <p>4. To understand portfolio management, fixed income securities.</p>	

Teaching Scheme (3-0-1)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Total Marks
				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	Corporate Tax in India Definitions - Residential Status and Tax Incidence - Tax Planning - Tax Management - Tax Avoidance and Tax Evasion.	15	25
2	Computation of Total Income under Various Heads Salaries	15	25
3	Theories of capital market <ul style="list-style-type: none"> • CAPM - Sharpe Model • Arbitrage theory and multifactor model • Portfolio Analysis • Listing down data inputs • Selection and construction of optimal portfolios 	15	25
4	Fixed Income Securities & Portfolio Management <ul style="list-style-type: none"> • Investment in bonds. • Types of bonds • Investment process in bonds • Portfolio Revision • Portfolio Management • Portfolio Evaluation • Sharpe – Jensen – Treynor & Fama • Net Selectivity 	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	Describe the corporate tax provisions and financial planning tools to corporate world. Students would identify the technical terms related to Income Tax. Students would determine the residential status of an individual and scope of total income
CO2	Develop income from salaries, house property, business/profession, capital gains and income from other sources.
CO3	Analyze the investment markets and securities in market
CO4	Interpret of optimal portfolios and evaluate the performance of portfolio

Reference Books

1.	Corporate Tax Planning And Business Tax Procedures (Text Book) By Dr. Vinod K Singhania & Dr. Monica Singhania Taxmann Publication
2.	Investment Analysis and Portfolio Management By Prasanna Chandra Tata McGraw Hill Publication
3.	Direct Tax Laws & Practices (Text Book) By Girish Ahuja & Ravi Gupta Bharat Law House

List of Practical



Course	08030401-INTEGRATED MARKETING COMMUNICATION	Semester-4
Type of Course	Minor (Elective) Courses	
Prerequisite		
Course Objective	1. The objective of the course is to acquaint the students with essential concepts and techniques for the development and designing of an effective Integrated Marketing Communication program me. 2. It provides the learning about various communication tools and its effectiveness, in such a way that fosters the creative ideas from the learners for development of effective marketing communication program. 3. To familiarize the students with concepts and practices in marketing communications. 4. Bring out creative ideas for effective marketing communication.	

Teaching Scheme(3-1-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Total Marks
				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	An Introduction to Integrated Marketing Communication (IMC) Concept of Integrated Marketing Communications (IMC), Process and Role of IMC in Marketing, Promotion Mix- Advertising (Classification of advertising, types, advertising appropriation, advertising campaigns), Sales Promotion (Different types of Sales Promotion, relationship between Sales promotion and advertising), Publicity (Types of Publicity, relationship between advertising and publicity), Personal Selling, Direct marketing and direct response methods, Basics of e-Marketing & Web Marketing.	15	25
2	Models & Approaches of IMC Basic Models of IMC, Promotional Objectives, Approaches of IMC (DAGMAR Approach), establishing and allocating promotional budget. IMC Message Design-The Creative concept development; the creative processes of the different forms of IMC; AIDA model Considerations for creative idea Visualization. (Creative planning, creative strategy development, Communications appeals and execution, Message strategy design considerations, Source of the message, Message integration, Advertorials and Infomercials, Client Evaluation and approval of Creative Strategy/work.	15	25
3	Media Management in IMC	15	25



	<p>Meaning & Concept of Media Management, Scope & Importance of Media Management, Media Types and their characteristics; Setting Media objectives; Media planning; Media Strategy; Media buying; Cross media concept; and media research. Facilitators in IMC Advertising Agencies – their role, functions, organization, Remuneration, client agency relationship of IMC, account Planning; Hoarding Contractors & Printers Planning Budgeting for Marketing Communication (Marcom) Meaning & Concept of Marcom, Establishing Marketing Communication Objectives and Budgeting for Promotional Programs-Setting communication objectives, Sales as Marketing Communication objective</p>		
4	Budgeting for IMC	15	25





Budgeting for Marketing Communication -Factors influencing budget, Theoretical approach to budgeting viz. Marginal analysis and Sales response curve, Method to determine Marketing Communication budget Integrated Marketing Communication Program: Concept of Creative Marketing, Planning and Development of creative Marketing Communication. Creative strategies in advertising, sales promotion, publicity, event sponsorship set. Creative strategy in implementation and evaluation of Marketing Communication-Types of appeals and execution styles. Media planning and selection decisions- steps involved and information needed for media planning. Measuring the effectiveness of all Promotional tools and IMC.



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 that how IMC fits in to the marketing mix.
CO2	Apply that how the communication process fits in to and works with consumer behavior with emphasis on the consumer decision making process.
CO3	Analyze an awareness of the connection between marketing communication stools, and how each can be used effectively- individually or in an integrated mix.
CO4	Describe a practical, real-world application of IMC theory.

Reference Books	
1.	Advertising & Promotion–an Integrated Marketing Communications Perspective (Text Book) By Geroge Belch, Michael Belch and Keyoor Purani Tata McGraw Hill
2.	Integrated Advertising, Promotion, & Marketing Communications By Kenneth Clow & Donald Baack Pearson Education
3.	Advertising and Promotions: An IMC Perspective (Text Book) By Kruti Shah & Alan D-Souza Tata McGraw Hill
4.	Advertising and Promotion: An IMC Approach (Text Book) By Terence A. Shimp Cengage Learning

List of Practical



Course	08030402 - SALES AND DISTRIBUTION MANAGEMENT	Semester - 4
Type of Course	Minor (Elective) Courses	
Prerequisite		
Course Objective	1. To explain the understanding of sales & distribution processes in Organizations. 2. To get familiarized with concepts, approaches and the practical aspects of the key decision-making variables in sales management and distribution channel management. 3. To explain Market analysis methods and selling concepts. 4. To discuss Performance evaluation methods, ethics and trends in sales and distribution management.	

Teaching Scheme (3-1-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Total Marks
				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	Introduction to Sales & Distribution Management Nature and Scope of Sales Management; Objectives and functions of Sales management; Prospecting for customers; Modes of sales presentation, Designing and delivering of sales presentation; Recruiting and selecting Sales Personnel – Methods and administering selection procedures;	15	25
2	Personal Selling Process, Sales Territories & Quotas Developing Sales Training Programs, Executing and Evaluating sales training programs; Motivating Sales Personnel; Compensating sales personnel, Designing and Administering various Compensation Plans; Controlling Sales personnel and managing sales evaluation programs, Comparing standards with actual performances of sales personnel	15	25
3	Sales Force Management Recruitment and selection of sales force, Training, motivating - Compensating the sales force - Controlling the sales force - Case analysis.	15	25
4	Channel Intermediaries Role and Types; Wholesaling- Types of Wholesalers, Wholesaler marketing decisions; Retailing- Types of retailers, retailer marketing decisions; Market Logistics- Logistics objectives, Market logistics decisions for Distribution Channels; Role of Information System in Distribution Channel Management; Assessing Performance of Marketing Channels	15	25
Total		60	100





Suggested Distribution Of Theory Marks Using Bloom's Taxonomy

Level	Remember	Understand	Apply	Analyze	Evaluate	Create
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Weightage	-	40	30	30	-	-
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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 information related to understanding of the sales and distribution processes in organizations
CO2	Examine the concepts, approaches and the practical aspects of the key decision-making variables in sales management and distribution channel management.
CO3	Analyze various market analysis methods and selling concepts.
CO4	Classify the techniques in sales performance and trends in sales and distribution management.

Reference Books

1.	Sales & Distribution Management (Text Book) By Krishna K. Havaladar, Vasant M. Cavale Tata McGraw Hill
2.	Selling & Sales Management By David Jobber, Geoffrey Lancaster Pearson
3.	Sales Management By Tanner, Honeycutt, Erffmeyer Pearson
4.	Sales Management: Concepts, Practice, and Cases (Text Book) By Johnson F.M., Kurtz D.L.,Scheuing E.E. Tata McGraw Hill

List of Practical

Course	08030403 - MARKETING COMMUNICATIONS AND SALES MANAGEMENT	Semester - 4
Type of Course	Minor (Elective) Courses	
Prerequisite		
Course Objective	1. The objective of the course is to acquaint the students with essential concepts and techniques for the development and designing of an effective Integrated Marketing Communication program. 2. It provides the learning about various communication tools and its effectiveness, in such a way that fosters the creative ideas from the learners for development of effective marketing communication program. 3. To explain Market analysis methods and selling concepts. 4. To discuss Performance evaluation methods, ethics and trends in sales and distribution management.	

Teaching Scheme (3-1-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Total Marks
				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	An Introduction to Integrated Marketing Communication (IMC) Concept of Integrated Marketing Communications (IMC), Process and Role of IMC in Marketing, Promotion Mix - Advertising (Classification of advertising, types, advertising appropriation, advertising campaigns), Sales Promotion (Different types of Sales Promotion, relationship between Sales promotion and advertising), Publicity (Types of Publicity, relationship between advertising and publicity), Personal Selling, Direct marketing and direct response methods, Basics of e-Marketing & Web Marketing.	15	25
2	Models & Approaches of IMC Basic Models of IMC, Promotional Objectives, Approaches of IMC (DAGMAR Approach), establishing and allocating promotional budget. IMC Message Design-The Creative concept development; the creative processes of the different forms of IMC; AIDA model Considerations for creative idea Visualization. (Creative planning, creative strategy development, Communications appeals and execution, Message strategy design considerations, Source of the message, Message integration, Advertorials and Infomercials, Client Evaluation and approval of Creative Strategy/work.	15	25
3	Sales Force Management Recruitment and selection of sales force, Training, motivating - Compensating the sales force - Controlling the sales force - Case analysis.	15	25
4	Channel Intermediaries	15	25





Role and Types; Wholesaling- Types of Wholesalers, Wholesaler marketing decisions; Retailing- Types of retailers, retailer marketing decisions; Market Logistics- Logistics objectives, Market logistics decisions for Distribution Channels; Role of Information System in Distribution Channel Management; Assessing Performance of Marketing Channels.



	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	Discuss recent distribution network.
CO2	Apply communication tools in Sales and Marketing Management.
CO3	Illustrate the various integrated marketing communications tools.
CO4	Understand methods for creating a marketing budget.

Reference Books

1.	Advertising and Promotions: An IMC Perspective (Text Book) By Kruti Shah & Alan D-Souza Tata McGraw Hill
2.	Sales & Retail Management, an Indian perspective By Dr. S.L Gupta Excel Books
3.	Advertising and Promotion: An IMC Approach (Text Book) By Terence A. Shimp Cengage Learning
4.	Sales Management: Concepts, Practice, and Case (Text Book) By Johnson F.M., Kurtz D.L., Scheuing E.E Tata McGraw Hill

List of Practical

Course	08040401 - INTERNATIONAL HRM AND MARKETING	Semester - 4
Type of Course	Minor (Elective) Courses	
Prerequisite		
Course Objective	1. To prepare students to meet international challenges and understand fundamental principles/theoretical framework associated with international activities. Understand international HRM and marketing concept. 2. Effective management with international employee relations. 3. The course aims at exposing the students to the global business activities, marketing in international business and global forces transforming the international business today. 4. The course would develop a general perspective about managing international business both in operational as well as strategic context with import and export management.	

Teaching Scheme (3-1-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Total Marks
				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	Introduction to International HRM Human Resources in a Comparative Perspective ,International Recruitment and Selection , Cultural Factors/Issues in Performance Management , Developing International Staff and Multinational Teams, Approaches to International Compensation, Repatriation , Managing Global, Diverse Workforce	15	25
2	Managing International Employee Relations Industrial Relations in a Comparative Perspective, Global Unions, Regional Integration and Framework Agreements, Emerging Trends in Employee Relations and Employee Involvement, International Labour Standards ,HR/IR issues in MNCs and Corporate Social Responsibility	15	25
3	Introduction to International Marketing Introduction to International Marketing, International Marketing Environment, Preparing for International Marketing Strategies, International Marketing Mix, International Research and Segmentation, Developing Global Products and Pricing, International Promotion and Advertising, International Distribution Systems	15	25
4	Export-Import Management The Indian Export Scenario, The Export Import Scene in India, Import-Export Policy, Export Documentation, Export Procedure, International Technology Transfer and Counter Trade, The Trade Mark Regime, International Marketing Planning, Managing Systems for International Marketing, Reflection and Evaluation of the Endeavors	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 an understanding of key terms, theories/concepts and practices within the field of IHRM, Obtain, through an in- depth knowledge of specific IHRM-related theories, skills and practices.
CO2	Apply employee relations at international level with global union, global scenario.
CO3	Analyze the documents for their own firm or clients and organizations involved in international marketing
CO4	Describe the ability to undertake strategic business analysis to develop international marketing objectives, strategies and plans. Understand concept of export and import. Ability to manage import and export in various scenarios.

Reference Books

1.	International Human Resource Management (Text Book) By Peter J. Dowling, Marion Festing, Allen D. Engle Cengage India Private Limited
2.	International Human Resource Management: Policy and Practice for the Global (Text Book) By Dennis R. Briscoe, Randall S. Schuler Routledge
3.	4. International Marketing: Text and Cases By Justin Paul, Ramneek Kapoor McGraw Hill Education
4.	Essentials of International Marketing By Donald L. Brady Jaico Publishing House

List of Practical



Course	08040402 - FOREIGN EXCHANGE MARKET	Semester - 4
Type of Course	Minor (Elective) Courses	
Prerequisite		
Course Objective	1. To understand how the foreign exchange market operates 2. To understand the concept and principles of Currency valuation 3. To Understand legal aspects of foreign exchange 4. To understand foreign exchange management aspects	

Teaching Scheme (3-1-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Total Marks
				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	Foreign Exchange Background of Exchange Rates System - International Monetary System - Gold Standard - Fixed Exchange Rates - Flexible Exchange Rates - Managed Float System - Fluctuations in Foreign Exchange Rate- Foreign Exchange Market: Cash and Spot Exchange Markets - Eurocurrency Markets - Role of Commercial Banks - Mechanics of Making Foreign Payment SWIFT - Costs Associated with International Payments, Foreign Exchange Markets and Its Importance in Tourism Industry	15	25
2	Determination of Exchange Rates Factors Affecting Exchange Rates International Trade Theories of Determination of Foreign Exchange Rates Law of One Price Purchasing Power Parity Interest Parity Balance of Payment-Theory of Different Types of Exchange Rates, Merchant Rates, Restricted Operation Accounts for Tourism Agencies and Suppliers of Tourism Services.	15	25
3	Foreign Exchange Exposure Management Forecasting Forex Rates Forward Rate as a Short- Term Forecast Technical Forecasts Economic Model Forecasting of Fixed Exchange Rates from Convertible Currencies - Denomination in Local Currency - Management of Foreign Exchange Reserves	15	25
4	Exchange Rates Arrangement in India Foreign Direct Investment-FDI Theories on Macro Level, Micro level, Development Theories, OLI theory- Cost and Benefits of FDI, Strategy for FDI Concept of FII. Indian Forex Market: Foreign Exchange Administration in India Setting Up and Operating a Forex Dealership Convertibility of Rupees on Current Account Convertibility of Rupees on Capital Account Pros and Cons Foreign Exchange Control Objectives Methods Exchange Control in India Role of FEDAI FEMA 1997.	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 comprehensive knowledge and understanding of the foreign exchange market, instruments of foreign exchange market, theories of exchange rates and their empirical relevance
CO2	Apply the foreign exchange markets derivatives, instruments of foreign exchange market derivatives.
CO3	Analyze mechanisms for managing risk in foreign exchange markets.
CO4	Discuss the foreign exchange risks and to identify risk management strategies

Reference Books

1.	The Psychology of the Foreign Exchange Market (Text Book) By Thomas O John Wiley and Sons
2.	International Financial Management By Madhu Vij Excel Books
3.	A Foreign Exchange Primer (Text Book) By Shani Shamah John Wiley & Sons

List of Practical



Course	08040403 - FOREIGN EXCHANGE MANAGEMENT	Semester - 4
Type of Course	Minor (Elective) Courses	
Prerequisite		
Course Objective	1. To understand how the foreign exchange market operates 2. To understand the concept and principles of Currency valuation 3. To prepare students to meet international challenges and understand fundamental principles/theoretical framework associated with international activities. Understand international HRM and marketing concept. 4. Effective management with international employee relations.	

Teaching Scheme (3-1-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Total Marks
				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	Foreign Exchange Background of Exchange Rates System - International Monetary System - Gold Standard - Fixed Exchange Rates - Flexible Exchange Rates - Managed Float System - Fluctuations in Foreign Exchange Rate- Foreign Exchange Market: Cash and Spot Exchange Markets - Eurocurrency Markets - Role of Commercial Banks - Mechanics of Making Foreign Payment SWIFT - Costs Associated with International Payments, Foreign Exchange Markets and Its Importance in Tourism Industry	15	25
2	Determination of Exchange Rates Factors Affecting Exchange Rates International Trade Theories of Determination of Foreign Exchange Rates Law of One Price Purchasing Power Parity Interest Parity Balance of Payment-Theory of Different Types of Exchange Rates, Merchant Rates, Restricted Operation Accounts for Tourism Agencies and Suppliers of Tourism Services.	15	25
3	Introduction to International Marketing Introduction to International Marketing, International Marketing Environment, Preparing for International Marketing Strategies, International Marketing Mix, International Research and Segmentation, Developing Global Products and Pricing, International Promotion and Advertising, International Distribution Systems	15	25
4	Export-Import Management The Indian Export Scenario, The Export Import Scene in India, Import-Export Policy, Export Documentation, Export Procedure, International Technology Transfer and Counter Trade, The Trade Mark Regime, International Marketing Planning, Managing Systems for International Marketing, Reflection and Evaluation of the Endeavors	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 comprehensive knowledge and understanding of the foreign exchange market, instruments of foreign exchange market, theories of exchange rates and their empirical relevance
CO2	Apply foreign exchange markets derivatives, instruments of foreign exchange market derivatives
CO3	Analyze mechanisms for managing risk in foreign exchange markets.
CO4	Understand comprehensive knowledge with application about foreign exchange management.

Reference Books

1.	Foreign Exchange Handbook (Text Book) By Bhardwaj, H.P Wheeler Publishing
2.	International Finance and Open Economy Macro Economics By Gandolfo, G Springer International Edition
3.	International Finance (Text Book) By Clark, E. Thomson Publications.



Course	08990401 - ENTREPRENEURSHIP DEVELOPMENT AND PROJECT MANAGEMENT	Semester - 4
Type of Course	Ability Enhancement Course	
Prerequisite		
Course Objective	1. Help students assess their entrepreneurial potential and develop the confidence to venture into challenging career of entrepreneurship. 2. To create and urge among them to become entrepreneurial manager should they decide to take up job as a manager in an organization. 3. Prepare a bankable business plan which can be considered prerequisite for starting and obtaining finance particularly from venture finance, public issue etc. 4. Understand aspects of starting a new venture.	

Teaching Scheme (3-1-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Total Marks
				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	Entrepreneurship Need, Scope , Entrepreneurial Competencies & Traits, Factors Affecting Entrepreneurial Development, Entrepreneurial motivation (Mc Clelland's Achievement Motivation Theory), conceptual model of entrepreneurship , Entrepreneur vs. Intrapreneur; Classification of entrepreneurs; Entrepreneurial Development Programmes- their Relevance and Achievements, Role of Government in organizing such Programmes Women Entrepreneurs: Challenges to Woman Entrepreneurs, Achievements of Woman Entrepreneurs, Role Models of Woman Entrepreneurs	15	25
2	Small Business Concept & Definition, Role of Small Business in modern Indian Economy, Small entrepreneur in International Business; Steps for starting a small industry, Registration as SSI, Role of SIDBI; Advantages and Problems of SSIs; Institutional Support Mechanism in India; Incentives & Facilities, Govt. Policies for SSIs - Entrepreneurship with various Incentives, Subsidies, Grants etc. related to Start up India, Stand up India, Pradhan Mantri Mudra Yojna (PMMY)	15	25
3	Project and Business Plan	15	25





- **Project: Definition, Characteristics, Types, Steps in Identification of Projects, Project Life-Cycle.**
- **Project management: Meaning, Scope & Importance, Role of Project Manager**
- **Project appraisal: Preparation of a real time project, Emerging Business Opportunities, sources and assessment**
- **Business Plan: Concepts, Methods, Analysis and Interpretation, Sources of External Finance, Short Term as well as long term. Informal Risk Capital and Venture Capital. Financial Statements, BEP, Ratio's and Project Appraisal Criteria's, Feasibility Studies – Financial, Technical, Environmental and Marketing.**



4	Implementation of Projects	15	25
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<ul style="list-style-type: none"> • Graphic Representation of Project Activities • Network Analysis • Management & Control of Projects • Project Scheduling • MIS in Project • Problems of Project Implementation • Project Audit 	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	Understanding of the evolution of industries and economies and the role of the entrepreneur
CO2	Apply the components of a business plan
CO3	Analyze the environment and assess opportunities and threats
CO4	Classify creativity and innovation in thought and action

Reference Books

1.	Entrepreneurship and Small Business Management (Text Book) By Kenneth R., Van Voorthis Allyn and Bacon
2.	Entrepreneurial Development (Text Book) By Gupta and Shrinivasan S. Chand
3.	Project : Planning, Analysis, Selection , Implementation & Review (Text Book) By Prasanna Chandra Tata McGraw Hill
4.	Project Management By P.Gopala Krishnan & V.E Rama Moorthy Trinity Publication
5.	Entrepreneurship Development By S.S. Khanka Sultan Chand Publishing
6.	Entrepreneurship Development, Project Management By Neeta Baporikar Himalaya Publishing House



List of Practical



Course	08990402 - BUSINESS ETHICS AND CORPORATE GOVERNANCE	Semester – 4
Type of Course	Major (Core) Courses	
Prerequisite		
Course Objective	1. To enable the students know the importance of ethics in management and decision making process. 2. To provide knowledge on global development on governance, ethics and sustainability aspects and best governance practices followed worldwide. 3. Understanding of national and international governance norms, ethical business practices, corporate sustainability, CSR and sustainability reporting, role of various governance forums etc. 4. To imbibe the ethical issues in corporate governance and to adhere to the ethical codes.	

Teaching Scheme (3-1-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Total Marks
				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	Understanding Ethics Morality, Ethics & value: Ethical absolutism, relativism, subjectivism, Meta Ethics, Normative Ethics(Teleological Ethics, deontological ethics & Ethics by virtue) , Applied Ethics, Traditional Ethical Theories : Consequential , Non Consequential Ethics of Rights : Moral Right, Legal right, Positive Right, Negative right, Kantian Right & Categorical Imperative ,Ethics of Justice : Distributive Justice, Retributive justice & Compensatory justice, Ethics of care - Law and morality: Kohlberg Model, Gilligan Model.	15	25
2	Managing Business Ethics Organisation & its Customers: Products safety & liability, product information, Intellectual Property Right Acts, Advertisement & regulations, Consumer Rights & Consumer protection Act. Organization & its employees: Ethical issues, discrimination at -work place Affirmative action, reinforcing and structuring ethics in organisation, code of conduct, Employees responsibility in the organisation. Organisation & natural Environment: Environment Protection Acts, sustainable development, green marketing, Environment and social impact of projects. Ethics in Marketing, Finance and business Ethics in global contexts. Corporate Social Responsibility: Trusteeship concept of Mahatma Gandhi, Multiple Stakeholder theory, Social responsibility of business: debates for and against. Complexity of Ethical Issues: Conflicts in decision making from ethical and economic point of view-Ethical Dilemma: Prisoner's Dilemma - Solving ethical dilemma Managerial integrity and decision making with special reference to bribery, child labour, wages etc. Ethical Leadership: Personal Integrity and self- development - wisdom based leadership.	15	25
3	Evaluation of Corporate Governance History of Corporate form and models - Corporate Objectives and goals, Ownership pattern - Issues in managing public limited firms - Agency problems, stewardship concept. Global and National Perspectives - Global Corporate Governance models - Anglo American and Relationship model (Germany, Japan and France) - Claims of Various Stakeholders - Why governance -Changes in eighties - Cadbury Report, Hampel Report and OECD Committee Recommendations -SOX Act. Internal Corporate Governance Mechanism: Board of Directors - Functional Committees of Board; Code of conduct, Whistle blower protection act. External Corporate Governance Mechanism: Emerging role of Regulators in India, Gate keepers. Minority Investor Protection, Role of Institutional Investors, Corporate Raiders - Company Law takeover code.	15	25
4	Corporate Governance in India	15	25

Course Content

T - Teaching Hours | W - Weightage

Sr.	Topics	T	W
	Corporate form in India post-independence and post liberalization - CII, Kumaramangalam, Narayanmurthy, Naresh Chandra, JJ Irani Committee reports - Legal and Regulatory Changes - introduction and modification of Clause 49, Board Composition, Structure, numbers and types of directors, duality of the roles of Chairman & CEO, mandatory and voluntary requirements with special references to various committees and disclosure norms, - Corporate governance in practice in India under Indian Companies act, Corporate frauds (Enron, WorldCom, BCCI, Satyam), Money laundering , FEMA& Competition act.		
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 systematic failure of corporate governance can lead to failure of markets or economies.
CO2	Develop the various corporate governance models from across the globe.
CO3	Analyze the significance and importance of corporate governance and social responsibility in the light of contemporary global business, culture, and social developments
CO4	Summarize the Employees conditions and Business Ethics

Reference Books

1.	Business Ethics (Text Book) By P.S. Bajaj, Raj Agarawal Biztrantra
2.	Ethics in management and Indian Ethos By Biswanath Ghosh Vikas
3.	Corporate Governance By Bob Tricker Oxford.
4.	Corporate Governance (Text Book) By C.V. Baxi Excel Books
5.	Essentials of Business Environment (Text Book) By K. Aswathappa Himalaya Publishing House
6.	Ethics in Business & Corporate Governance: (Text Book) By S.K. Mondal Tata Mcgraw Hill,



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| 7. | Business Ethics & Corporate Governance - An Indian Perspective (Text Book)
By A. C. Fernando Pearson Education |
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List of Practical



Course	08990403 - DISSERTATION AND RESEARCH PAPER WRITING SKILLS	Semester - 4
Type of Course	Major (Core) Courses	
Prerequisite		
Course Objective	1. To enable the students to understand the Management and System at various levels in general & in certain specific industries or organizations. 2. To support the students focus on and analyses the issues & strategies required to select and develop various live project topic in any organization. 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 (0-0-6)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Total Marks
				SEE	CIA	SEE	CIA	
-	-	12	6	-	-	200	-	200

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

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 logical conclusions and propose suitable recommendations on the research problem
CO2	Develop a logically coherent project report and will be able to defend his / her work in front of a panel of examiners
CO3	Analyze and interpretation of the data collected, student manager will be able to arrive at logical conclusions and propose suitable recommendations on the research problem
CO4	Discuss compile relevant data, interpret & analyze it and test the hypotheses wherever applicable

List of Practical

Laboratory work will be based on above syllabus with minimum required experiments/exercises to be incorporated.



Course	08070401 - Agri-Food Retail Operations	Semester-4
Type of Course	Major Elective (Agri-Business Management)	
Prerequisite		
Course Objective	<p>1. To introduce students to the international food market, India's competitive position in global food trade, and the impact of foreign investment on the global food industry.</p> <p>2. To familiarize students with the fundamentals of retail management, focusing on food retailing, organized retailing in India, e-tailing, and understanding the food preferences of Indian consumers.</p> <p>3. To analyze the value chain in food retailing, understand principal trends in food wholesaling and retailing, explore various retailing formats, competition, pricing strategies, and market implications of new retail developments.</p> <p>4. To develop students' skills in managing retail operations, handling finances, merchandise buying, pricing, logistics, procurement of food products, and transportation of food products in a retail environment.</p>	

Teaching Scheme(3-1-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Total Marks
				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	Understanding the Global Food Market Introduction to International Food market, India's Competitive Position in World Food Trade, Foreign Investment in Global Food Industry, Retail management and Food Retailing, The Nature of Change in Retailing, Organized Retailing in India, E-tailing and Understanding food preference of Indian Consumer, Food consumption and Expenditure pattern, Demographic and Psychographic factors affecting Food Pattern of Indian Consumer.	15	25
2	Comprehending Retail Management in the Food Sector	15	25





Value Chain in Food Retailing, Principal trends in food wholesaling and retailing, food wholesaling, food retailing, the changing nature of food stores, various retailing formats, competition and pricing in food retailing, market implications of new retail developments, value chain and value additions across the chain in food retail, food service marketing.



3	Exploring Value Chain and Pricing Strategies	15	25
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Course Content		T-Teaching Hours W- Weightage	
Sr.	Topics	T	W
	4 P's in Food Retail Management, Brand Management in Retailing, Merchandise pricing, Pricing Strategies used in conventional and nonconventional food retailing, Public distribution system, Promotion mix for food retailing, Management of sales promotion and Publicity, Advertisement Strategies for food retailers.		
4	Mastering Retail Operations and Financial Management Managing Retail Operations, Managing Retailers' Finances, Merchandise buying and handling, Merchandise Pricing, Logistics, procurement of Food products and Handling Transportation of Food Products.	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 gain a comprehensive understanding of the international food market, India's position in global food trade, and the role of foreign investment in shaping the global food industry.
CO2	Students will be equipped with knowledge of retail management principles specific to the food sector, including organized retailing, e-tailing, consumer preferences, and demographic factors influencing food patterns.
CO3	Students will be able to analyze value chains in food retailing, implement effective pricing strategies, manage competition, and understand market implications, thereby adding value across the food retail chain.
CO4	Students will demonstrate competence in managing retail operations efficiently, handling finances, optimizing merchandise buying and pricing, managing logistics, and ensuring the smooth procurement and transportation of food products in retail settings.

Reference Books	
1.	Berman & Evans. 2008. Retail Management: A Strategic Approach. 10th Ed. Prentice Hall of India.
2.	Cox. 2006. Retailing: An Introduction. 5th Ed. Pearson Edu.
3.	Levy M & Weitz BW. 2004. Retailing Management. 5th Ed. McGraw Hill.



Course	08070402- Agro Risk Management	Semester-4
Type of Course	Major Elective (Agri-Business Management)	
Prerequisite		
Course Objective	<p>1. To provide students with a comprehensive understanding of financial intermediation, the Indian financial system, the origin and growth of banking, the role of RBI, banking principles, laws, and practices.</p> <p>2. To delve into strategic issues in bank marketing, including positioning bank services in the market, new product development, pricing, distribution channels, communication, promotion, customer relationship management, and globalizing bank services.</p> <p>3. To equip students with knowledge of credit policy in banks, credit management principles, credit disbursal, monitoring, deployment, recovery management, treasury operations, rural banking, security considerations, control systems, and corporate governance.</p> <p>4. To introduce students to risk management essentials, risk measurement techniques, loss exposure assessment, non-insurance risk management techniques, principles of insurance, insurance industry, market, and its role as a risk management tool in agribusiness.</p>	

Teaching Scheme(3-1-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Total Marks
				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	Understanding Financial Intermediation and Indian Financial System Financial Intermediation, Indian Financial system, Origin and Growth of Banking. RBI and its functions. Principles of Banking, Banking Law and Practice. Nationalization of Banks in India, Deposit Products, Lending Activities, Retail Banking, Wealth Management, Financing SMEs, Corporate Banking, Forex Management, Fee-Based & Subsidiary Services, Plastic Money, Role of Central Banks, Emerging Trends in Banking, Fundamentals of International Banking.	15	25
2	Exploring Strategic Issues in Bank Marketing	15	25





Strategic Issues in Bank Marketing, Positioning Bank Services in the Market, New Product Development, Pricing and Launching, New Distribution Channels for Bank Marketing, Communicating and Promoting Bank Services, Improving Quality and Productivity, Customer Relationship Management in Banks, Globalizing Bank Services, Opportunities and Challenges in Bank Marketing.





3	Mastering Credit Policy and Operations in Banks Credit Policy in Banks, Principles of Credit Management, Objectives of Credit Management, Credit Disbursal and Monitoring, Credit Deployment and Types of Borrowers, Follow up and Recovery Management, Treasury Operations, Introduction to Risk Management in Banks, Rural Banking in India, Security Considerations, Control System in Banks, Corporate Governance in Banks, Annual Reports and Statutory Audit.	15	25
4	Understanding Risk Management in Agribusiness	15	25



Introduction to Banking Operations, Front Office and Back Office Operations, Operational Controls, Demand Forecasting and Resource Allocation, Policy Framing – Deposits, Advances and Investments, Services Design and Delivery Strategies in Banks, Service Quality Metrics, Work Measurement and Quality Assurance, Payment and Settlement Systems, RTGS and Clearing House, Cash Management Services, Facilities Planning, ERP in Banks, BPR in Banks, IT Enabled Supply

Chain Management, Disaster and Recovery Management. Introduction to Risk, Risk Management Essentials, Measurement of Risk, Loss Exposure, Risk Management - Non-insurance Techniques, Introduction to Insurance, Principles of Insurance, Insurance Industry, Insurance Market, Insurance as Risk Management Techniques, Selection and Implementation of Risk Management Techniques.

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 gain expertise in understanding financial intermediation, the Indian financial system, banking principles, laws, RBI functions, and banking operations, enabling them to analyze financial scenarios in agribusiness.
CO2	Students will be capable of developing and implementing strategic marketing plans for banks, including positioning services, new product development, pricing strategies, channel management, communication, and customer relationship management.
CO3	Students will demonstrate proficiency in credit policy formulation, credit management principles, credit disbursal, monitoring, deployment strategies, recovery management, and understanding security considerations and control systems in banking.
CO4	Students will possess skills in risk management essentials, risk measurement techniques, insurance principles, and implementing risk management strategies in agribusiness, ensuring effective risk mitigation and financial stability.

Reference Books

1.	Jyotsna Sethi & Nishwan Bhatia. 2012. Elements of Banking and Insurance. PHI Learning
2.	Wang Jian & Abdur Rehman. 2016. Risk Management in Agriculture: Theories and Methods. Science Publishing group
3.	Hardaker J. B., Huirne R.B.M., Anderson J. R., Lien G (2004). Coping With Risk in Agriculture, CABI Publishing, 2nd Edition
4	Rose P. S, Hudgins S. C (2006). Bank Management & Financial Services. Mcgraw-Hill College; 7th edition



Course	08070403- Agricultural Logistics Management	Semester-4
Type of Course	Major Elective (Agri-Business Management)	
Prerequisite		
Course Objective	1. Understand the changing business environment and the need for modern Supply Chain Management (SCM) in agricultural systems. 2. Analyze and compare traditional and modern approaches to SCM in agriculture, including their key elements and innovations. 3. Explore demand management techniques, operations management principles, and metrics/drivers affecting SCM efficiency. 4. Examine the history, evolution, and various components of logistics management within agricultural supply chains, including IT applications and performance measurement.	

Teaching Scheme(3-1-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Total Marks
				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	Supply Chain Supply Chain: Changing Business Environment; SCM: Present Need; Conceptual Model of Supply Chain Management; Evolution of SCM; SCM Approach; Traditional Agri. Supply Chain Management Approach; Modern Supply Chain Management Approach; Elements in SCM. Innovations in Global Agri-SCM	15	25
2	Demand Management in Supply Chain Demand Management in Supply Chain: Types of Demand, Demand Planning and Forecasting; Operations Management in Supply Chain, Basic Principles of Manufacturing Management. SCM Metrics/Drivers and Obstacles.	15	25
3	Procurement Management In Agri Supply Chain Purchasing Cycle, Types of Purchases, Contract/Corporate Farming, Classification of Purchases Goods or Services, Traditional Inventory Management, Material Requirements Planning, Just in Time (JIT), Vendor Managed Inventory (VMI).	15	25
4	Logistics Management & Information Technology	15	25



<p>History and Evolution of Logistics; Elements of Logistics; Management; Distribution Management, Distribution Strategies; Pool Distribution; Transportation Management; Fleet Management; Service Innovation; Warehousing; Packaging for Logistics, Third-Party Logistics (TPL/3PL); GPS Technology. History and Evolution of Logistics; Elements of Logistics; Management; Distribution Management, Distribution Strategies; Pool Distribution; Transportation Management; Fleet Management; Service Innovation; Warehousing; Packaging for Logistics, Third-Party Logistics (TPL/3PL); GPS Technology.</p>	
	<p>Total 60 100</p>



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 explain the conceptual model of Supply Chain Management and its evolution, specifically in the context of agricultural systems.
CO2	Students will develop skills in demand planning, forecasting, and operations management relevant to optimizing agricultural supply chains.
CO3	Students will demonstrate proficiency in purchasing cycle management, inventory planning, logistics, and distribution strategies for agricultural products.
CO4	Students will be able to critically analyze and solve real-world SCM challenges in agriculture through case studies, including green supply chains, global supply chains, coordination issues, information distortion, sourcing, contracts, and inventory planning scenarios.

Reference Books

1.	Acharya, S. S., and Agarwal, N. L., 2011, Agricultural marketing in India. Oxford and IBH.
2.	Altekar, R. V., 2006, Supply Chain Management: Concepts and Cases.PHI
3.	Chopra, S., Meindl, P. and Kalra, D. V., 2016, Supply chain management: Strategy,Planning, and Operation, Pearson Education India
4.	Mohanty R.P.2010. Indian Case studies in Supply Chain Management & other Learning Resources. OXFORD
5.	N.Chandrasekaran.2010. Supply Chain Management: Process, system &Practice OXFORD
6	Singh Sukhpal. Organic Produce Supply Chains in India-organisation and governance. Allied Publ.



Course	08080401- Drug Regulatory Affairs & Intellectual Property Rights (DRA & IPR)	Semester-4
Type of Course	Major Elective (Pharmaceutical Management)	
Prerequisite		
Course Objective	1. Understand the historical evolution of drug regulation in India and its current regulatory framework under the Drug and Cosmetics Act. 2. Explore the global regulatory environment for drugs, including regional collaborations and international licensing processes in various countries. 3. Learn about the drug approval processes in different regions, such as filing requirements for INDA, NDA, ANDA in the USFDA, and international licensing procedures in the EU, Africa, and Asia. 4. Gain insights into Intellectual Property Rights (IPR) related to the pharmaceutical industry, including patent filing, copyright registration, and challenges in patent infringement.	

Teaching Scheme (3-1-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Total Marks
				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	Drug Regulation History of drug regulation in India, Indian drug regulatory system, The Drug and Cosmetics act, Global environment regulation, Regional collaboration for drug regulation.	15	25
2	Drug approval process Filing of INDA, NDA & ANDA in USFDA, International licensing in EU countries, International licensing in African and Asian countries, API regulatory process in pharmaceutical industry.	15	25
3	Industrial Documentation	15	25



Course Content		T-Teaching Hours W- Weightage	
Sr.	Topics	T	W
	Clinical data systems, Electronic submission, File Formats for electronic documents, Procedure for sending electronic submission for archive, ICH M2-eCTD/ International Standardization efforts		
4	Pre TRIPS & WTO, Intellectual Property Right (IPR) Introduction of IPR , Types of Intellectual property Rights, Copy Right Registration, Agencies Responsible for Intellectual Property Registration, Indian Patent law in Pre TRIPS, World Trade Organization (WTO). Introduction to various IPR, Development of IP law in India, Introduction of IP law in India, World Intellectual Property Organization (WIPO), Patent Filing in India, Patent law & Indian pharmaceutical industries, Drug patent challenges in US, Regional collaboration for drug regulation, Patent Infringement.	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 analyze the historical development of drug regulation in India and explain the key provisions of the Drug and Cosmetics Act.
CO2	Students will understand the global regulatory landscape for drugs and identify opportunities and challenges in international licensing and collaborations.
CO3	Students will be proficient in the drug approval processes, including filing requirements and documentation for IND, NDA, ANDA, and international licensing in different regions.
CO4	Students will gain a comprehensive understanding of Intellectual Property Rights (IPR) as they relate to the pharmaceutical industry, including patent filing strategies, copyright protection, and the implications of patent challenges and infringements.

Reference Books	
1.	Intellectual Property Rights and Drug Regulatory Affairs, Ruchi Tiwari and Gaurav Tiwari, 2020
2.	Intellectual Property Rights in Pharma Indus, Subba Rao, 2018
3.	Levy M & Weitz BW. 2004. Retailing Management. 5th Ed. McGraw Hill.





4.	New Drug Approval Process: Accelerating Global Registrations By Richard A Guarino, MD, 5th edition, Drugs and the Pharmaceutical Sciences, Vol.190.
5.	Guidebook for drug regulatory submissions/Sandy Weinberg, John Wiley & Sons. Inc.
6.	Good Laboratory Practice Regulations, 2nd Edition, Sandy Weinberg Vol. 69, Marcel Dekker Series, 1995.



Course	08080402- Ethical Issues in Pharmaceutical Management	Semester-4
Type of Course	Major Elective (Pharmaceutical Management)	
Prerequisite		
Course Objective	1. Develop an understanding of social responsibility and managerial ethics in the pharmaceutical industry. 2. Analyze ethical issues related to marketing practices, including product safety, pricing, advertising, and consumer autonomy. 3. Explore ethical challenges in HRM and finance within the pharmaceutical sector, including HR-related issues, fraud prevention, and measures against fraudulent practices. 4. Examine the concepts of corporate social responsibility (CSR), corporate governance, whistle-blowing, managing diversity, and the role of government and media in ensuring ethical practices in pharmaceutical management.	

Teaching Scheme(3-1-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Total Marks
				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	Social responsibility and managerial ethics Social responsibility and managerial ethics, Improving ethical behaviour and ethical leadership, Ethical decision making and decision making process, Theories of Business Ethics	15	25
2	Ethics in Marketing Ethics in Marketing: Product safety and Pricing-Ethical responsibility in Product- Advertising and Target Marketing Ethics of sales, advertising and product placement and Consumer Autonomy.	15	25
3	Ethics in HRM & Finance Ethics in HRM & Finance – HR related ethical issues - Institutional Culture – Frauds in drugs - Measures against Frauds in drugs – Frauds in Pharm sector	15	25
4	Corporate social responsibility, Indian model of Governance	15	25





Corporate social responsibility, Corporate Governance, Whistle blower and Whistle blower policy, managing diversity wart gender, race, ethnicity etc. Indian model of Governance- Good Corporate Governance – Land marks in emergence of Governance OECD Principles, Role of Government in Ensuring Corporate Governance – Governance issues relating to Board of Directors - Role of Media





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	Students will be able to evaluate the importance of social responsibility and ethical leadership in pharmaceutical management and apply ethical decision-making theories in real-world scenarios.
CO2	Students will analyze and critique ethical issues in pharmaceutical marketing, including product safety, pricing strategies, advertising ethics, and their impact on consumer autonomy.
CO3	Students will demonstrate an understanding of ethical challenges in HRM and finance specific to the pharmaceutical industry, including fraud prevention measures and their implications for organizational culture.
CO4	Students will develop insights into corporate social responsibility, corporate governance, whistle-blowing policies, diversity management, and the role of government and media in promoting ethical practices and good governance in the pharmaceutical sector.

Reference Books

1.	S.K. Mandal: "Ethics in Business and Corporate Governance", TMH, New Delhi, 2012.
2.	Marianne M Jennings: "Cases in Business Ethics", Cengage Learning, New Delhi, 2012.
3.	S. Prabhakaran: "Business Ethics and Corporate Governance", Excel Books, New Delhi, 2011.
4.	N. Balasubramanyam: "A Case Book on Corporate Governance and Stewardship", TMH, New Delhi, 2011.
5.	Ethics in Human Resource Management, Dr. Srinju Kapoor, Prof Kotta Ramesh, Discovery Publishing, 2020
6.	A.C. Fernando: "Business Ethics and Corporate Governance", Pearson Publishers, New Delhi, 2013.



Course	08080403- International Marketing	Semester-4
Type of Course	Major Elective (Pharmaceutical Management)	
Prerequisite		
Course Objective	<ol style="list-style-type: none"> Understand the complexities of product policy and planning for international markets, including new product development, adoption, standardization, and segmentation. Analyze different terms of payment and delivery mechanisms in international trade, such as advance payment, open account systems, consignment sales, and documentary collections. Explore international logistics and distribution planning, including direct and indirect channels, modes of transportation, and factors influencing distribution systems. Examine communication decisions and international financial institutions in the context of international marketing, including global communication strategies, factors influencing communication decisions, and an introduction to organizations like the IMF and World Bank. 	

Teaching Scheme(3-1-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Total Marks
				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-TeachingHours W- Weightage	
Sr.	Topics	T	W
1	Product Policy and Planning for International Markets Introduction, Products, the new Product Development, National and International Product Planning, Product Adoption and Standardization, International Market Segmentation, Influences on Marketing Plan and Budget, International Product Marketing	15	25
2	Terms of Payment and Delivery Advance of payment, Open Account System, Consignment Sale, Documentary Collection, types of payment, types of dumping, counter trade, transfer pricing, Grey marketing	15	25
3	International Logistics and Distribution Planning Introduction, International Distribution, Direct and Indirect Channels, Factors involved in Distribution Systems, Value Chain Concept, Modes of Transportation.	15	25
4	Communication Decision for International Markets and International Financial Institutions, Export Procedures, Policies and Export Documentation	15	25





	<p>Introduction to Communication in Marketing, Global Communication Strategy, Factors influencing Communication decisions. Introduction, IMF, World Bank – IBRD, International Finance Corporation.</p> <p>Procedure of Export- Example of Export Procedure, Enquiry, Quotation, Order Receipt and Acceptance, Finance, Production and Packing, Excise Clearance, Export Documents, Cargo Insurance and Shipping Space Reservation, Customs Clearance, Receipt of Shipment Documents from C&F Agent, Presentation of Shipment Documents to the Negotiating Bank,</p> <p>Presentation of Documents for Payment to Foreign Bank by the Negotiating Bank, Significance of Export Documentation, Declaration Forms, Export Documentation Requirements in India</p>	
	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 develop effective product policies and plans for international markets, including strategies for new product development, adoption, and standardization, based on market segmentation and influences on marketing plans.
CO2	Students will demonstrate a comprehensive understanding of terms of payment and delivery in international trade, including advanced payment systems, consignment sales, and types of dumping, and how these impact global trade practices.
CO3	Students will analyze international logistics and distribution planning, including the value chain concept, modes of transportation, and factors affecting distribution systems, to develop efficient supply chain strategies.
CO4	Students will gain proficiency in communication decisions for international markets, including global communication strategies, and understand the roles and functions of international financial institutions in facilitating international trade and finance, along with the procedures and documentation involved in export processes.

Reference Books

1.	International Marketing, 6th edition, ISBN 981-240-244-6, by Subhash C. Jain.
2.	Masaaki Kotabe, Kristian Helsen "Global Marketing Management", 2010
3.	Joshi, Rakesh Mohan – International Marketing, 2005
4.	Simon Majaro- International Marketing, 1979
5.	Export Marketing by B.S. Rathore, 2015
6.	Export Procedures and Documents by S.C. Jain, 2013
7.	Global Marketing by Keegan, 2013

