



AMITY UNIVERSITY MAHARASHTRA
MUMBAI

AMITY BUSINESS SCHOOL

CURRICULUM

BBA
(HONOURS/HONOURS WITH RESEARCH)

DURATION: 4 YEARS

(NEP 2020)

(IMPLEMENTED FROM ACADEMIC YEAR 2023-24)

PREAMBLE

Amity University Maharashtra, Mumbai aims to achieve academic excellence by providing multi-faceted education to students and encourage them to reach the pinnacle of success. The University has designed a system that would provide rigorous academic programme with necessary skills to enable them to excel in their careers.

Amity Business School, Mumbai (ABS) is one of the leading institutions that imparts knowledge to foster innovative leaders with strong ethical values. Amity Business School, Mumbai strives to achieve academic excellence through industry integration, experiential learning, innovative pedagogy, and research.

Bachelor of Business Administration (BBA) (Honours/Honours with Research)

BBA at Amity Business School, Mumbai, aims at developing management graduates who are ready to meet the challenges of 21st century by leveraging their theoretical knowledge to design sustainable real-world problems. BBA (General), BBA (International), and BBA-3 Continental course contain basic concepts to build a strong foundation. BBA (International) and BBA (3C) programs help imbibe global know-how and assimilate business perspectives.

This booklet contains the Programme Structure, the Detailed Curriculum and the Scheme of Examination. The Programme Structure includes the courses (Core and Elective), arranged semester wise. The importance of each course is defined in terms of credits attached to it. The credit units attached to each course has been further defined in terms of contact hours i.e. Lecture Hours (L), Tutorial Hours (T), Practical Hours (P). Towards earning credits in terms of contact hours, 1 Lecture and 1 Tutorial per week are rated as 1 credit each. Thus, for example, an L-T-P structure of 3-0-0 will have 3 credits, 0-0-2 will have 2 credits.

The Curriculum and Scheme of Examination of each course includes the course objectives, course contents, scheme of examination and the list of text and references. The scheme of examination defines the various components of evaluation and the weightage attached to each component. The different codes used for the components of evaluation and the weightage attached to them are:

<u>Components</u>	<u>Code</u>	<u>Weightage (%)</u>
Case Discussion/ Presentation/ Analysis	C	05 – 10
Home Assignment	H	05 – 10
Project	P	05 – 10
Seminar	S	05 – 10
Viva	V	05 – 10
Quiz	Q	05 – 10
Class Test	CT	10 – 20
Attendance	A	05
End Semester Examination	EE	70

It is expected that this will help the students study in a planned and a structured manner and promote effective learning. Wishing you an intellectually stimulating study at Amity University.

VISION AND MISSION OF AMITY BUSINESS SCHOOL

VISION

To impart high-quality management education to transform students as responsible leaders, by nurturing talent & inculcating professional excellence through research and innovation in business as a part of an innovative university.

MISSION

- To cultivate and empower managerial knowledge
- To develop skills, and a deeper understanding of planning as a tool for problem-solving by applying theoretical concepts to actual business scenario.
- To cultivate and nurturing skills-enabled business leaders.
- To develop working as a team member with a research-driven approach.
- To nurture an entrepreneurial mindset with innovative and modern analytical methods.
- To develop lifelong learning with collaboration and knowledge exchange.

PROGRAM OBJECTIVE

PO 1-To provide knowledge regarding the basic concepts, principles, and functions of management.

PO 2-To provide knowledge and requisite skills in different areas of management like human. resource, finance, operations, and marketing to give a holistic understanding of a business system.

PO 3-To equip the students with knowledge related to qualitative and quantitative techniques. for critical thinking and problem solving

PO 4- To inculcate a global view of the industrial and organizational establishments and their functions for taking viable decisions in an international business setting.

PO 5- To develop business and entrepreneurial aptitude among the students.

PO 6- To provide practical industrial exposure to the students to hone their managerial competencies and business acumen while attaining a holistic understanding of a business/industry.

PROGRAM STRUCTURE

BBA (Honours/Honours with Research)

Semester	I	II	III	IV	V	VI	VII	VIII	TOTAL CREDITS
Credits	23	22	24	21	25	20	23	22	180

SEMESTER -I BBA (Honours/ Honours with Research)

Types of Courses		Course Code	Course Title	Lecture (L) Credits	Tutorial (T) Credits	Practical (P) Credits	Total (T) Credits
Discipline Specific Courses	Discipline I(Core)						8
	Discipline-I	MGF2101N	Management Foundations	2	-	-	2
		FOA2102N	Fundamentals of Accounting	3	-	-	3
		POE2103N	Principles of Economics	3	-	-	3
	Discipline II (any one from the basket)						4
	Discipline-II	POM2104N	Principles of Marketing	4	-	-	4
		FEN2105N	Financial Environment	4	-	-	4
		ECM2107N	E-Commerce	4	-	-	4
	Discipline-III (any one from the basket)						4
	Discipline-III	BMT2110N	Business Management	3	1	-	4
		HMR2110N	Human Rights-I	3	1	-	4
		ECO2110N	Economics-I	3	1	-	4
		ACW2110N	Academic and Creative Writing	3	1	-	4
		FST2110N	Fashion Technology-I	3	1	-	4
		IND2110N	Interior Design-I	3	1	-	4
	Total						16
	Foreign Language(any one from basket)						2

Foundation Courses	Foreign Language	FLF2111N	French- I	1	-	-	1
		FLG2111N	German-I				
		FLS2111N	Spanish-I				
	Communication Skill	CSE2112N	Effective Listening	1	-	-	1
	Sub Total						2
	Behavioral Science	BEH2113N	Behavioral Science -1	1	-	-	1
	Sub Total						1
	VAC I	ENV2116N	Environmental Studies*	4	-	0	4
	Sub Total						4
Total Foundation Courses							7
Grand Total							23

SEMESTER -II BBA (Honours/ Honours with Research)							
Types of Courses		Course Code	Course Title	Lecture (L) Credits	Tutorial (T) Credits	Practical (P) Credits	Total (T) Credits
Discipline Specific Courses	Discipline I (Core)						8
	Discipline-I	OBH2201N	Organizational Behavior	3	-	-	3
		BLW2202N	Business Law	3	-	-	3
		HVP2203N	Human Values & Professional Ethics	2	-	-	2
	Discipline II (any one from the basket)						4
	Discipline-II	BST2204N	Business Statistics	4	-	-	4
		CCM2205N	Cross Cultural Management	4	-	-	4
		FAC2206N	Financial Accounting	4	-	-	4
	Discipline-III (any one from the basket)						4
	Discipline-III	ABM2210N	Advances in Business Management	3	1	-	4
		HMR2210N	Human Rights-II	3	1	-	4
		CSW2210N	Technical and Literary Writing	3	1	-	4

Foundation Courses		ECO2210N	Economics – II	3	1	-	4
		FST2210N	Fashion Technology-II	3	1	-	4
		IND2210N	Interior Design-II	3	1	-	4
	Total						16
	Foreign Language(any one from basket)						2
	Foreign Language	FLF2211N	French- II	2	-	-	2
		FLG2211N	German-II		-	-	
		FLS2211N	Spanish-II		-	-	
	Communication Skill	CSE2212N	Introduction to Communication Skills	1	-	-	1
	SubTotal						3
	Behavioral Science	BEH2213N	Behavioral Science-2	1	-	-	1
	SubTotal						1
	VAC-II (any one from basket)						2
	VAC-II (any one from basket)	UBC2217N	Understanding Business Cases	2	-	-	2
		ANM2217N	Animation – I		-	-	
		PHT2217N	Photography – I		-	-	
		POL2217N	Political Science- I		-	-	
		TSM2217N	Tourism Management- I		-	-	
		SCW2217N	Social Work – I		-	-	
	VAC-III	PHE2218N	Physical Education & Sports	0	-	0	0
	SubTotal						2
	Total Foundation Courses						6
	Grand Total						22

SEMESTER -III BBA (Honours/ Honours with Research)							
Types of Courses	Course Code		Course Title	Lecture (L) Credits	Tutorial (T) Credits	Practical (P) Credits	Total (T) Credits
Discipline Specific Courses	Discipline I (Core)			8			8
	Discipline-I	COA2301N	Corporate Accounting	3	-	-	3
		FNM2302N	Financial Management	3	-	-	3
		BEN2303N	Business Environment	2	-	-	2
	Discipline II (any one from the basket)			4	-	-	4
	Discipline-II	ETD2304N	Entrepreneurship Development	4	-	-	4
		ADM2305N	Analytical Decision Making	4	-	-	4
		FRT2306N	Financial Reporting	4	-	-	4
	Total						12
	Foreign Language(any one from basket)						2
Foundation Courses	Foreign Language	FLF2311N	French- III	2	-	-	2
		FLG2311N	German-III		-	-	
		FLS2311N	Spanish-III		-	-	
	Communication Skill	CSE2312N	Communications-II	1	-	-	1
	SubTotal						3
	Behavioral Science	BEH2313N	Behavioral Science-III	1	-	-	1
	Vocational Courses/Skill Enhancement Program	LDL2315N	Leadership Lab-I	-	2	4	3
	SubTotal						4
	VAC-II (any one subject from basket)						
	VAC-II (From Basket)	ABC2317N	Analyzing Business Case	2	-	-	2
		ANM2317N	Animation-II		-	-	
		PHT2317N	Photography-II		-	-	
		POL 2317N	Political Science-II		-	-	

		TSM 2317N	Tourism Management-II		-	-	
		SCW 2317N	Social Work-II		-	-	
	VAC-III	PHE2318N	Physical Education & Sports **	0	-	0	0
	Total - Foundation Courses						9
	Community Engagement Services	CES2319N	"Community Outreach"	-	2	4	3
	Total						3
Grand Total							24

SEMESTER -IV BBA (Honours/ Honours with Research)								
Types of Courses	Course Code		Course Title	Lecture (L) Credits	Tutorial (T) Credits	Practical (P) Credits	Total (T) Credits	
Discipline Specific Courses	Discipline I (Core)			8			8	
	Discipline-I	FPI2401N	Financial Planning & Investment	3	-	-	3	
		HRM2402N	Human Resource Management	3	-	-	3	
		BEC2403N	Business Ethics & Corporate Governance	2	-	-	2	
	Discipline II (any one from the basket)			4	-	-	4	
	Discipline-II	RMD2404N	Research Methodology	4	-	-	4	
		MIS2405N	Management Information Systems	4	-	-	4	
		DSM2406N	Digital & Social Media Marketing	4	-	-	4	
	Total						12	
		Foreign Language(any one from the basket)						2
		Foreign Language	FLF2411N	French- IV	2	-	-	2
	FLG2411N		German-IV	-		-		
	FLS2411N		Spanish-IV	-		-		

	Communication Skill	CSE2412N	Strategic Communication for Managers	1	-	-	1
	SubTotal						3
	Behavioral Science	BEH2413N	Behavioral Science-IV	1	-	-	1
	Skill Enhancement Program	LDL2414N	Leadership Lab-II	0	2	4	3
	SubTotal						4
	VAC-II (any one subject from basket)						2
	VAC-II (Value Added Courses)	DBC2417N	Developing Business Cases	2	-	-	2
		ANM2417N	Animation – III		-	-	
		PHT2417N	Photography- III		-	-	
		POL2417N	Political Science-III		-	-	
		TSM2417N	Tourism Management- III		-	-	
		SCW2417N	Social Work- III		-	-	
	VAC-III	PHE2318N	Physical Education & Sports**	0	-	0	0
	Total - Foundation Courses						9
	Grand Total						21

SEMESTER -V BBA (Honours/ Honours with Research)							
Types of Courses	Course Code		Course Title	Lecture (L) Credits	Tutorial (T) Credits	Practical (P) Credits	Total (T) Credits
Discipline Specific Courses	Discipline I (Core)			12			12
	Discipline-I	MAC2501N	Management Accounting	3	-	-	3
		FDV2502N	Financial Derivatives	3	-	-	3
		CBH2503N	Consumer Behavior	3	-	-	3
		TND2504N	Training& Development	3	-	-	3
	Choose any one Course from Discipline II			4	-	-	4
	Discipline-II	OPR2505N	Operations Research	4	-	-	4
		ITM2506N	International Marketing	4	-	-	4
		PRO2507N	Production & Operations Management	4	-	-	4
	Total						16
Foundation Courses	Foreign Language (anyone from the basket)						2
	Foreign Language	FLF2511N	French- V	2	-	-	2
		FLG2511N	German-V		-	-	
		FLS2511N	Spanish-V		-	-	
	Communication Skill	CSE2512N	Employability Skills	1	-	-	1
	SubTotal						3
	Behavioral Science	BEH2513N	Behavioral Science-V	1	-	-	1
	VAC-III	PHE2318N	Physical Education & Sports**	0	-	0	0
	SubTotal						1
	Total - Foundation Courses						4
Non-Teaching Credit Courses	SIP/Internship/ Project/Dissertation/ Field Visit	SIP2521N	Summer Internship	5	-	-	5
	Total						5
Grand Total							25

SEMESTER VI BBA (Honours/ Honours with Research)							
Types of Courses		Course Code	Course Title	Lecture (L) Credits	Tutorial (T) Credits	Practical (P) Credits	Total (T) Credits
Discipline Specific Courses	Discipline I(Core)			16			16
	Discipline-I	IBM2601N	International Business Management	4	-	-	4
		MNA2602N	Mergers& Acquisitions	3			3
		ADC2603N	Advanced Corporate Finance	3	-	-	3
		ASP2604N	Advertising & Sales Promotion	3	-	-	3
		PMS2605N	Performance Management System	3	-	-	3
	Choose any one Course from Discipline II			4	-	-	4
	Discipline-II	BPS2606N	Business Policy & Strategic Management	4	-	-	4
		BFI2607N	Banking and Financial Institutions	4		-	4
		RMT2608N	Retail Management	4	-	-	4
Co-Curricular Courses	VAC-III	PHE2618N	Physical Education & Sports	0	-	0	0
Grand Total							20

SEMESTER-VII BBA(Honours/ Honours with Research)							
Types of Courses		Course Code	Course Title	Lecture (L) Credits	Tutorial (T) Credits	Practical (P) Credits	Total (T) Credits
Discipline I(Core)							12
Discipline Specific Courses	Discipline-I	CIE2701N	Creativity & Innovation in Entrepreneurship	3	0	0	3
		SMT2702N	Service Marketing	3	0	0	3
		CTP2703N	Corporate Tax Planning	3	0	0	3
		TUI2704N	Trade Union & Industrial Relation in India	3	0	0	3
	Total						12
Non-Teaching Credit Courses	SIP/Internship/ Project/Dissertation/ Field Visit	REA2719N	Research Exploration and Analysis	0	-	3	3
		UBD2720N	Capstone Project I (Understanding Business Dynamics)	0	-	8	8
	Total						11
Grand Total							23

SEMESTER-VIII BBA (Honours/ Honours with Research)							
Types of Courses		Course Code	Course Title	Lecture (L) Credits	Tutorial (T) Credits	Practical (P) Credits NTCC	Total (T) Credits
Discipline Specific Courses	Discipline-I (Core)	MCA2801N	Marketing Case Analysis	0	0	6	3
		FCA2802N	Finance Case Analysis	0	0	6	3
		HRC2803N	HR Case Analysis	0	0	6	3
		SPF2804N	Startup Policy framework	0	0	6	3
	Total						12
Non-Teaching Credit Courses	SIP/Internship/ Project/Dissertation/ Field Visit	UBD2820N	Capstone Project II (Understanding Business Disruptions)	0	-	10	10
	Total						10
Grand Total							22

EXAM EVALUATION SCHEME								
SEMESTER -I BBA (Honours/ Honours with Research)								
Types of Courses		Course Code	Course Title	Total Credits	Internal Marks	External Marks	Total Marks	
Discipline Specific Courses	Discipline I(Core)							
	Discipline-I	MGF2101N	Management Foundations	2	30	70	100	
		FOA2102N	Fundamentals of Accounting	3	30	70	100	
		POE2103N	Principles of Economics	3	30	70	100	
	Discipline II (any one from the basket)							
	Discipline-II	POM2104N	Principles of Marketing	4	30	70	100	
		FEN2105N	Financial Environment	4	30	70	100	
		ECM2107N	E-Commerce	4	30	70	100	
	Discipline-III (any one from the basket)							
	Discipline-III	BMT2110N	Business Management	4	50	50	100	
		HMR2110N	Human Rights-I	4	50	50	100	
		ECO2110N	Economics-I	4	50	50	100	
		ACW2110N	Academic and Creative Writing	4	50	50	100	
		FST2110N	Fashion Technology-I	4	50	50	100	
		IND2110N	Interior Design-I	4	50	50	100	
		Foreign Language(any one from basket)						
	Foundation Courses	Foreign Language	FLF2111N	French- I	1	50	50	100
			FLG2111N	German-I	1	50	50	100
			FLS2111N	Spanish-I	1	50	50	100
Communication Skill		CSE2112N	Effective Listening	1	50	50	100	
Behavioral Science		BEH2113N	Behavioral Science -1	1	100	-	100	
VAC I		ENV2116N	Environmental Studies*	4	30	70	100	

SEMESTER -II BBA (Honours/ Honours with Research)								
Types of Courses		Course Code	Course Title	Total Credits	Internal Marks	External Marks	Total Marks	
Discipline Specific Courses	Discipline I (Core)							
	Discipline-I	OBH2201N	Organizational Behavior	3	30	70	100	
		BLW2202N	Business Law	3	30	70	100	
		HVP2203N	Human Values & Professional Ethics	2	30	70	100	
	Discipline II (any one from the basket)							
	Discipline-II	BST2204N	Business Statistics	4	30	70	100	
		CCM2205N	Cross Cultural Management	4	30	70	100	
		FAC2206N	Financial Accounting	4	30	70	100	
	Discipline-III (any one from the basket)							
	Discipline-III	ABM2210N	Advances in Business Management	4	50	50	100	
		HMR2210N	Human Rights-II	4	50	50	100	
		CSW2210N	Technical and Literary Writing	4	50	50	100	
		ECO2210N	Economics – II	4	50	50	100	
		FST2210N	Fashion Technology-II	4	50	50	100	
		IND2210N	Interior Design-II	4	50	50	100	
		Foreign Language(any one from basket)						
	Foundation Courses	Foreign Language	FLF2211N	French- II	2	50	50	100
			FLG2211N	German-II	2	50	50	100
FLS2211N			Spanish-II	2	50	50	100	
Communication Skill		CSE2212N	Introduction to Communication Skills	1	50	50	100	
Behavioral Science	BEH2213N	Behavioral Science-II	1	100	-	100		

VAC-II (any one from basket)						
VAC-II (any one from basket)	UBC2217N	Understanding Business Cases	2	50	50	100
	ANM2217N	Animation – I	2	50	50	100
	PHT2217N	Photography – I	2	50	50	100
	POL2217N	Political Science- I	2	50	50	100
	TSM2217N	Tourism Management- I	2	50	50	100
	SCW2217N	Social Work – I	2	50	50	100
VAC-III	PHE2218N	Physical Education & Sports	0	0	0	0

SEMESTER -III BBA (Honours/ Honours with Research)								
Types of Courses	Course Code		Course Title	Total Credits	Internal Marks	External Marks	Total Marks	
Discipline Specific Courses	Discipline I (Core)							
	Discipline-I	COA2301N	Corporate Accounting	3	30	70	100	
		FNM2302N	Financial Management	3	30	70	100	
		BEN2303N	Business Environment	2	30	70	100	
	Discipline II (any one from the basket)							
	Discipline-II	ETD2304N	Entrepreneurship Development	4	30	70	100	
		ADM2305N	Analytical Decision Making	4	30	70	100	
		FRT2306N	Financial Reporting	4	30	70	100	
	Foreign Language(any one from basket)							
	Foundation Courses	Foreign Language	FLF2311N	French- III	2	50	50	100
			FLG2311N	German-III	2	50	50	100
FLS2311N			Spanish-III	2	50	50	100	
Communication Skill		CSE2312N	Communications-II	1	50	50	100	
SubTotal								
Behavioral Science		BEH2313N	Behavioral Science-III	1	100	-	100	
Vocational Courses/Skill Enhancement Program		LDL2315N	Leadership Lab-I	3	50	50	100	
VAC-II (any one subject from basket)								
VAC-II (From Basket)		ABC2317N	Analyzing Business Case	2	50	50	100	
		ANM2317N	Animation-II	2	50	50	100	
		PHT2317N	Photography-II	2	50	50	100	
	POL 2317N	Political Science-II	2	50	50	100		

		TSM 2317N	Tourism Management-II	2	50	50	100
		SCW 2317N	Social Work-II	2	50	50	100
	VAC-III	PHE2318N	Physical Education & Sports **	0	0	0	0
	Total - Foundation Courses						
	Community Engagement Services	CES2319N	"Community Outreach"	3	50	50	100

SEMESTER -IV BBA (Honours/ Honours with Research)								
Types of Courses	Course Code		Course Title	Total Credits	Internal Marks	External Marks	Total Marks	
Discipline Specific Courses	Discipline I (Core)							
	Discipline-I	FPI2401N	Financial Planning & Investment	3	30	70	100	
		HRM2402N	Human Resource Management	3	30	70	100	
		BEC2403N	Business Ethics & Corporate Governance	2	30	70	100	
	Discipline II							
	Discipline-II	RMD2404N	Research Methodology	4	30	70	100	
		MIS2405N	Management Information Systems	4	30	70	100	
		DSM2406N	Digital & Social Media Marketing	4	30	70	100	
		Foreign Language(any one from the basket)						
		Foreign Language	FLF2411N	French- IV	2	50	50	100
FLG2411N			German-IV	2	50	50	100	
FLS2411N			Spanish-IV	2	50	50	100	
Communication Skill		CSE2412N	Strategic Communication for Managers	1	50	50	100	
SubTotal						3		

	Behavioral Science	BEH2413N	Behavioral Science-IV	1	100	-	100
	Skill Enhancement Program	LDL2414N	Leadership Lab-II	3	50	50	100
	VAC-II (any one subject from basket)						
	VAC-II (Value Added Courses)	DBC2417N	Developing Business Cases	2	50	50	100
		ANM2417N	Animation – III	2	50	50	100
		PHT2417N	Photography- III	2	50	50	100
		POL2417N	Political Science- III	2	50	50	100
		TSM2417N	Tourism Management- III	2	50	50	100
		SCW2417N	Social Work- III	2	50	50	100
	VAC-III	PHE2318N	Physical Education & Sports**	0	0	0	0
Total - Foundation Courses							9
Grand Total							21

SEMESTER -V BBA (Honours/ Honours with Research)							
Types of Courses	Course Code		Course Title	Total Credits	Internal Marks	External Marks	Total Marks
Discipline Specific Courses	Discipline I (Core)						
	Discipline-I	MAC2501N	Management Accounting	3	30	70	100
		FDV2502N	Financial Derivatives	3	30	70	100
		CBH2503N	Consumer Behavior	3	30	70	100
		TND2504N	Training& Development	3	30	70	100
	Discipline II						
	Discipline-II	OPR2505N	Operations Research	4	30	70	100
		ITM2506N	International Marketing	4	30	70	100
		PRO2507N	Production & Operations Management	4	30	70	100
Foundation Courses	Foreign Language (anyone from the basket)						
	Foreign Language	FLF2511N	French- V	2	50	50	100
		FLG2511N	German-V	2	50	50	100
		FLS2511N	Spanish-V	2	50	50	100
	Communication Skill	CSE2512N	Employability Skills	1	50	50	100
	Behavioral Science	BEH2513N	Behavioral Science-V	1	100	-	100
Non-Teaching Credit Courses	VAC-III	PHE2318N	Physical Education & Sports**	0	0	0	0
	SIP/Internship/ Project/Dissertation/ Field Visit	SIP2521N	Summer Internship	5	50	50	100

SEMESTER VI BBA (Honours/ Honours with Research)								
Types of Courses		Course Code	Course Title	Total Credits	Internal Marks	External Marks	Total Marks	
Discipline Specific Courses	Discipline I(Core)							
	Discipline-I	IBM2601N	International Business Management	4	30	70	100	
		MNA2602N	Mergers& Acquisitions	3	30	70	100	
		ADC2603N	Advanced Corporate Finance	3	30	70	100	
		ASP2604N	Advertising& Sales Promotion	3	30	70	100	
		PMS2605N	Performance Management System	3	30	70	100	
			Choose any one Course from Discipline II					
	Discipline-II	BPS2606N	Business Policy & Strategic Management	4	30	70	100	
		BFI2607N	Banking and Financial Institutions	4	30	70	100	
			RMT2608N	Retail Management	4	30	70	100
	Co-Curricular Courses	VAC-III	PHE2618N	Physical Education & Sports	0	0	0	0

SEMESTER-VII BBA(Honours/ Honours with Research)							
Types of Courses		Course Code	Course Title	Total Credits	Internal Marks	External Marks	Total Marks
Discipline I(Core)							
Discipline Specific Courses	Discipline-I	CIE2701N	Creativity & Innovation in Entrepreneurship	3	30	70	100
		SMT2702N	Service Marketing	3	30	70	100
		CTP2703N	Corporate Tax Planning	3	30	70	100
		TUI2704N	Trade Union & Industrial Relation in India	3	30	70	100
Non-Teaching Credit Courses	SIP/Internship/ Project/Dissertation/ Field Visit	REA2719N	Research Exploration and Analysis	3	50	50	100
		UBD2720N	Capstone Project I (Understanding Business Dynamics)	8	50	50	100

SEMESTER-VIII BBA (Honours/ Honours with Research)							
Types of Courses		Course Code	Course Title	Total Credits	Internal Marks	External Marks	Total Marks
Discipline Specific Courses	Discipline-I (Core)	MCA2801N	Marketing Case Analysis	3	50	50	100
		FCA2802N	Finance Case Analysis	3	50	50	100
		HRC2803N	HR Case Analysis	3	50	50	100
		SPF2804N	Startup Policy framework	3	50	50	100
Non-Teaching Credit Courses	SIP/Internship/Project/Dissertation/Field Visit	UBD2820N	Capstone Project II (Understanding Business Disruptions)	10	50	50	100

SYLLABUS

SEMESTER-I

BBA

(Honours/ Honours with Research)

Discipline-I (Core Discipline)

SEMESTER I		
Course Code	Course Name	Credits
MGF2101N	MANAGEMENT FOUNDATION	2

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
02	-	-	02	-	-	02

Theory						Term Work / Practical/Oral			Total
Internal Assessment				End Sem Exam	Duration Of End Sem Exam	Term Work	Pract.	Oral	
Test	Continuous Evaluation	Attendance	Total Internal						
15	10	05	30	70	3 Hours	-	-	-	100

Course Outcome									
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1. Develop Management Principles: Students will understand and apply fundamental management principles to effectively plan, organize, lead, and control in various organizational settings.
2. Critical Thinking in Decision Making: Students will demonstrate the ability to use critical thinking and analytical skills in making sound managerial decisions in dynamic business environments.
3. Communication and Leadership: Students will enhance their leadership and communication skills to effectively manage teams and stakeholders within an organization.
4. Ethical and Social Responsibility: Students will evaluate the ethical and social implications of managerial decisions and apply ethical principles in business practices.
5. Resource Management: Students will learn to efficiently allocate and manage organizational resources, including human, financial, and physical assets, to achieve business objectives.
6. Adaptability to Change: Students will develop the ability to adapt to and manage change within organizations, considering the impact of global and technological trends.

Course Objectives

1. To provide students with a comprehensive understanding of the basic principles, theories, and functions of management.
2. To develop students' knowledge and skills in applying management concepts to practical business situations, fostering effective communication and interpersonal skills, and cultivating leadership qualities.
3. Encourage students to think critically about management challenges and develop problem-solving strategies.

4. Provide an overview of the evolution of management thought, from classical theories to modern approaches.
5. Teach students about the primary functions of management: planning, organizing, leading, and controlling.

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
	Module I: Introduction, Management Planning Process			
1	1.1	Concept, Nature, Scope and Functions of Management, Levels of Management,	08	25%
	1.2	Evolution and Foundations of Management Theories - Classical and Neo		
	1.3	Planning objectives and characteristics		
	1.4	Hierarchies of planning, the concept and techniques of forecasting,		
	1.5	Decision making – concepts & process, MBO, concept and relevance.		
	Module II: Organization & Staffing			
2	2.1	Meaning, Importance and Principles	07	20%
	2.2	Departmentalization, Span of Control, Types of Organization, Authority, Delegation of Authority		
	2.3	Meaning, Job analysis, Manpower planning, Recruitment		
	2.4	Transfers and Promotions, Appraisals, Management Development		
	Module III: Directing			
3	3.1	Motivation, Co-ordination, Communication, Directing and Management Control.	07	15%
	3.2	Decision Making, Management by objectives (MBO) the concept and relevance.		
4	Module IV: Management Control		04	5%

	4.1	Coordination, Meaning, Nature, Features, Objectives and Process of Management Control,		
	4.2	Techniques and Behavioral Aspects of Management control.		
Total			26	100 、

References:

1. Daft, R. L. (2021). <i>Management</i> (14th ed.). Cengage Learning.
2. Robbins, S. P., Coulter, M., & DeCenzo, D. A. (2020). <i>Fundamentals of Management: Essential Concepts and Applications</i> (11th ed.). Pearson.
3. Jones, G. R., & George, J. M. (2022). <i>Contemporary Management</i> (12th ed.). McGraw-Hill Education.
4. Griffin, R. W., & Phillips, J. M. (2021). <i>Fundamentals of Management</i> (10th ed.). Cengage Learning.
5. Schermerhorn, J. R., Bachrach, D. G., & Eitington, N. (2021). <i>Exploring Management</i> (7th ed.). Wiley.
6. Hill, C. W. L., Schilling, M. A., & Jones, G. R. (2020). <i>Strategic Management: Theory & Cases: An Integrated Approach</i> (13th ed.). Cengage Learning.

SEMESTER I		
Course Code	Course Name	Credits
FOA2102N	FUNDAMENTALS OF ACCOUNTING	3

Contact Hours				Credits Assigned					
Theory		Practical	Tutorial	Theory	Practical	Tutorial		Total	
03		-	-	03	-	-		03	
	Theory					Term Work / Practical/Oral			Total
Internal Assessment				End Sem Exam	Duration Of End Sem Exam	Term Work	Pract.	Oral	
Test	Continuous Evaluation	Attendance	Total Internal						
15	10	05	30	70	3 Hours	-	-	-	100

Course Outcome

1. To analyze and interpret financial statements to assess the financial health of an organization.
2. To demonstrate a thorough understanding of fundamental accounting principles and their application in various financial scenarios.
3. Be proficient in preparing accurate financial reports, including balance sheets, income statements, and cash flow statements.
4. Students will apply ethical standards and regulatory requirements in financial reporting and decision-making processes.
5. Students will evaluate the financial performance of businesses using key financial ratios and metrics.
6. Students will effectively utilize accounting software and tools to manage financial data and generate reports.

Course Objectives

1. To understand the basics of accounting and concepts of double entry system.
2. The students will be given a detailed grounding on recording of transactions and preparation of final accounting statements for business organizations.
3. Provide students with a thorough introduction to the fundamental concepts and terminology of accounting.
4. Ensure students can accurately apply the principles of double-entry bookkeeping in recording transactions.
5. Enable students to prepare and interpret the main financial statements used in business.
6. Foster the ability to analyze and interpret financial information to support decision-making.

Detailed Syllabus				
Module/ Unit	Course Module / Contents		Hours	Marks Weightage
	Module I: Introduction to Bookkeeping & Accountancy			
1	1.1	Basic Terminologies, Financial Accounting Concepts, importance and scope	10	25%
	1.2	Double entry system of accounting. Journal, & Ledger		
	Module II: Subsidiary Books & Bank Reconciliation Statement			
2	2.1	Purchase Book, Sales Book, Purchase Return Book, Sales Return Book	05	15%
	2.2	Cash Book with cash & bank column		
	2.3	Petty Cash book Bank Reconciliation Statement		
	Module III: Depreciation Accounting			
3	3.1	Fixed Instalment Method	07	20%
	3.2	Reducing Balance Method		
	3.3	Provision for Depreciation		
	Module IV: Stock Valuation			
4	4.1	Stock Valuation (FIFO & Weighted Average Method)	06	15%
	4.2	Trial Balance, Errors and their rectification		
	Module V: Final Accounts			
5	5.1	Concept of Capital, Revenue and Deferred Revenue Income & Expenditure	11	25%
	5.2	Preparation of Final Accounts of Sole Trading Concerns, Trading A/c, Profit & Loss A/c & Balance Sheet (with adjustments & Closing entries)		
	5.3	Preparation of Final Accounts for Non-Profit organizations, Income Expenditure A/c and Balance Sheet (Simple Question based on receipt payment account)		
Total			39	100%

References:

1. Dr. S.N. Maheswari, Financial Accounting BS Raman,
2. Financial Accounting Grewal and Gupta, Advanced Accounting
3. Radhaswamy and R.L. Gupta, Advanced Accounting
4. S.Kr. Paul, Advanced Accounting
5. P.C. Tulasian, Pearson Editions, Introduction to Accounting Jain & Narang,
6. Financial Accounting Sehgal, A and Sehgal,D “Advanced Accounting”, Part – 1, Taxmann Applied services, New Delhi

SEMESTER I

Course Code	Course Name	Credit
POE2103N	PRINCIPAL OF ECONOMICS	3

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
03	-	-	03	-	-	03

	Theory					Term Work / Practical/Oral			Total
Internal Assessment				End Sem Exam	Duration Of End Sem Exam	Term Work	Pract.	Oral	
Test	Continuous Evaluation	Attendance	Total Internal						
15	10	05	30	70	3 Hours	-	-	-	100

Course Outcome

1. Students will grasp the foundational concepts of managerial economics, including its significance and the role of opportunity costs in decision-making, to effectively analyze business scenarios
2. Students will develop the ability to assess consumer behavior using utility theories and the indifference curve approach, leading to better understanding of consumer equilibrium.
3. To critically evaluate the laws of demand and supply, including elasticity measurements, to predict and respond to market changes.
4. Students will comprehend the production process and cost functions, applying short-run and long-run analysis to optimize resource allocation in various business contexts.
5. Students will analyze pricing and output decisions across different market structures, including perfect competition, monopoly, and oligopoly, to inform strategic business decisions.
6. Students will integrate economic theories and principles to enhance decision-making processes within diverse market environments, improving overall managerial effectiveness.

Course Objectives

1. To facilitate understanding of the conceptual framework of Marketing and its applications in decision making under various environmental constraints.
2. To comprehend marketing decisions, based upon the combination of product, price, promotion, and distribution elements. In this course, you will study consumer and industrial markets and understand the value of the marketing mix in the marketing planning process.
3. Grasp the basic principles and definitions of marketing, including the marketing mix and the concept of value creation
4. Learn to conduct market research, analyze consumer behavior, and segment markets to identify target audiences.
5. Formulate and implement marketing strategies that align with organizational goals and adapt to market conditions.

6. Understand product lifecycle management, branding strategies, and how to position products in competitive markets.

Detailed Syllabus				
Module/ Unit	Course Module / Contents		Hours	Marks Weightage
	Module I: Introduction to Managerial Economics			
1	1.1	Managerial Economics-Introduction & Importance,	04	10%
	1.2	Opportunity Costs and Production possibility Frontier		
	Module II: Consumer Behavior and Demand Analysis			
2	2.1	Utility, Diminishing Marginal Utility, Ordinal Utility Approach	05	20%
	2.2	Indifference Curves, Marginal Rate of Substitution, Budget Line and Consumer Equilibrium		
	Module III: Demand & Supply			
3	3.1	Theory of Demand, Law of Demand, Movement along vs. Shift in Demand Curve,	12	25%
	3.2	Concept of Measurement of Elasticity of Demand, Factors Affecting Elasticity of Demand, Income Elasticity of Demand, Cross Elasticity of Demand, Theory of Supply,		
	3.3	Law of Supply, Movement along vs. Shift in Supply Curve		
	Module IV: Theory of Production, Cost and Firms Behavior			
4	4.1	Meaning and concept of Production, Factors of Production and Production Function	12	25%
	4.2	Fixed and Variable Factors, Law of Variable Proportion (Short Run Production Analysis), Law of Returns to a Scale (Long Analysis)		
	4.3	Concept of Cost, Cost Function, Short Run Cost, Long Run Cost, Economics and Diseconomies of Scale,		
	4.4	Explicit cost and Implicit Cost, Private and Social Cost		
5	Module V: Price and Output Decisions under Different Market Structures			
	5.1	Price and Output Decisions under Perfect Competition,	06	20%
	5.2	Monopoly and Monopolistic Competition - Pricing under Oligopoly - Kinked Demand Curve		
	5.3	Price Leadership - Pricing under Collusion		
Total			39	100%

References
1. Mankiw, N. G. (2014). <i>Principles of economics</i> . Cengage Learning.
2. Varian, H. R. (2004). Microeconomic analysis. 1992. <i>3rd. ed. ed. New York, London: WW Norton & Company.</i>
3. Douglas Curtis and Ian Irvine, Microeconomics: Markets, Methods and Models.
4. Preston Macafee & Racy R.Lewis, Introduction to Economic Analysis.

DISCIPLINE-II**SEMESTER I**

Course Code	Course Name	Credits
POM2104N	PRINCIPLES OF MARKETING	4

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
04	-	-	04	-	-	04

	Theory					Term Work / Practical/Oral			Total
Internal Assessment				End Sem Exam	Duration Of End Sem Exam	Term Work	Pract.	Oral	
Test	Continuous Evaluation	Attendance	Total Internal						
15	10	05	30	70	3 Hours	-	-	-	100

Course Outcome

1. Define Key Marketing Concepts: Identify and explain fundamental marketing terms such as market, marketing, and their classifications, along with the primary objectives and features of marketing.
2. Classify Markets: Distinguish between different types of markets based on their characteristics and functions, understanding how various market structures influence marketing strategies.
3. Explain the Importance of Marketing: Articulate the significance of marketing in both business and societal contexts, recognizing its role in creating value for customers and stakeholders.
4. Analyze Marketing Functions: Describe and evaluate the core functions of marketing, including market research, product development, pricing, distribution, and promotion, and how these contribute to achieving marketing objectives.
5. Compare Marketing Approaches: Compare and contrast traditional and modern marketing approaches, understanding how evolving consumer behavior and technological advancements shape marketing practices.
6. Apply the Modern Marketing Concept: Demonstrate an understanding of the modern marketing concept, including customer-centricity, value creation, and relationship management, and its application in contemporary marketing strategies.

Course Objectives

1. To facilitate understanding of the conceptual framework of Marketing and its applications in decision making under various environmental constraints.
2. To comprehend marketing decisions, based upon the combination of product, price, promotion, and distribution elements. In this course, you will study consumer and industrial markets and understand the value of the marketing mix in the marketing planning process.

3. Grasp the basic principles and definitions of marketing, including the marketing mix and the concept of value creation
4. Learn to conduct market research, analyze consumer behavior, and segment markets to identify target audiences.
5. Formulate and implement marketing strategies that align with organizational goals and adapt to market conditions.
6. Understand product lifecycle management, branding strategies, and how to position products in competitive markets.

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
1	Module I: Introduction to Marketing		05	15%
	1.1	Market – Introduction – Meaning of Market – Definition of Market– Classification of Markets – Marketing – Features of Marketing – Objectives of Marketing.		
	1.2	Importance of Marketing – Marketing Functions – Approaches to the study of Marketing – Modern Marketing Concept.		
2	Module II: Marketing Mix and Process		10	20%
	2.1	Marketing Mix – Meaning – Definition – Elements – Problems –Marketing System – Meaning – Marketing Process		
	2.2	Concentration – Dispersion – Equalization –Product Planning and Development – Product Life Cycle (PLC) – New Product development strategy		
3	Module III: Pricing		15	25%
	3.1	Pricing Policy – Factors influencing pricing – Methods of Pricing		
	3.2	Determination of Price- Setting the price - Adapting the price - Initiating and responding the price changes		
	3.3	Understanding various pricing strategies and their application		
4	Module IV: Sales Promotion		14	25%

	4.1	Marketing Communication Process - Promotion mix - Promotional Strategy – Sales Promotion		
	4.2	Personal Selling & Advertisement –Channels of Distribution – Influencing factors – Importance– Types – Functions – Publicity - Public Relations - Direct Marketing		
5	Module V: Modern Marketing		08	15%
	5.1	Modern Marketing Trend		
	5.2	E-Marketing – Tele- Marketing – M-Marketing		
Total			52	100%

References:

1. Principles of Marketing by Philip Kotler.
2. Marketing Management by Rajan Nair.
3. Modern Marketing Principles and Practice by R.S.N. Pillai and Bhagavathi.
4. Marketing by Jayasankar.
5. Lamb, C.W., Hair, J.F., and McDaniel, C., 2021. *MKTG: Principles of Marketing*. 13th ed. Boston: Cengage Learning

SEMESTER I

Course Code	Course Name	Credits
FEN2105N	FINANCIAL ENVIRONMENT	4

Contact Hours				Credits Assigned					
Theory		Practical	Tutorial	Theory	Practical	Tutorial		Total	
04		-	-	04	-	-		04	
		Theory				Term Work / Practical/Oral			Total
Internal Assessment				End Sem Exam	Duration Of End Sem Exam	Term Work	Pract .	Oral	
Test	Continuous Evaluation	Attendance	Total Internal						
15	10	05	30	70	3 Hours	-	-	-	100

Course Outcome

1. Upon completion of the course on Financial Environments, students will be able to understand the various aspects of the business environment and its impact on the financial sector.
2. They will gain knowledge about the Indian financial system, financial institutions, and their roles in economic development.
3. Students will also develop an understanding of the functioning of the central bank, commercial banking, cooperative banking, and non-banking financial companies.
4. Identify and differentiate between various financial instruments such as stocks, bonds, derivatives, and mutual funds.
5. Assess the risk and return profiles of different financial instruments and their relevance to different types of investors.

Course Objectives

1. To introduce students to the concept of the business environment and its significance in the financial sector.
2. To provide an overview of the Indian financial system and its components, including financial institutions and services.
3. To familiarize students with the role of the central bank in regulating and supervising the banking system and formulating monetary policies.
4. To develop an understanding of commercial banking, including the relationship between banks and customers, deposit management, credit assessment, and lending principles.
5. To provide students with a comprehensive understanding of the financial environment
6. To develop critical thinking and analytical skills in evaluating the financial environment and its impact on economic development.

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
	Module I: Introduction			
1	1.1	An Introduction to business environment, Nature, Scope and role of business environment	9	17%
	1.2	Financial environment, Indian financial system. Financial services and economic development		
	1.3	Financial Institutions and types - IDBI, NABARD, SIDBI, IFCI		
	Module II: Central Bank			
2	2.1	Role of Central Bank, Policy Framework for RBI, RBI and Monetary Policy	9	17%
	2.2	Regulation and Supervision of Banking system, Review of the Banking system		
	2.3	Review of RBI balance sheet, Current Developments and Reports of RBI, Maintenance of CRR, SLR, Interest Rate Policy.		
	Module III: Commercial Banking			
3	3.1	Commercial Banking: Banker Customer Relationship, Management of Deposit Business & Credit Business	9	17%
	3.2	Fee Based services, Liquidity Vs. Profitability, Credit Assessment - Balancing liquidity and profitability in commercial banking.		
	3.3	Principles of Bank Lending: Types & Methods of Charging, Secured & Unsecured Advances. - Risk assessment and credit evaluation in bank lending. - Role of commercial banks in promoting economic growth and development through lending.		
	Module IV: Co-operative Banking			
4	4.1	Overview and regulation of Co-Operative banking.	05	17%
	4.2	Regional Banks, Rural Banks and Co-Operative banking societies.		
	Module V: Non-Banking Financial Companies (NBFC)			
5	5.1	Overview of NBFC in India – role of NBFC in Financial Environment	09	17%

	5.2	Principal business activity of NBFC – NBFC Formation procedure		
	5.3	Micro Finance Institution.		
	Module VI: Global Financial Integration and Its Impact			
6	6.1	Understand the concept of global financial integration and its historical development. Analyze the role of international financial institutions (such as the IMF, World Bank, and BIS) in shaping global financial markets.	07	15%
	6.2	Evaluate the effects of global capital flows on emerging and developed economies. Examine the implications of global financial integration on national monetary and fiscal policies.		
Total			52	100%

References:

1. Sundaram & Varshney; (2004) “Banking, Theory Law and Practice”; Sultan Chand & sons.
2. Vasant Desai; (2001) “Development Banking & Financial Intermediaries”; Himalaya Publishing House.
3. Mithani, D.M., Gordon, E.; (2003) “Banking & Financial Systems”; Himalaya Publishing House
4. Reddy, P.N., Appannaiah, H.R.; (2003) “Theory & Practice of Banking”; Himalaya Publishing House

SEMESTER I

Course Code	Course Name	Credits
ECM2107N	E-COMMERCE	4

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
04	-	-	04	-	-	04

	Theory					Term Work / Practical/Oral			Total
Internal Assessment				End Sem Exam	Duration Of End Sem Exam	Term Work	Pract.	Oral	
Test	Continuous Evaluation	Attendance	Total Internal						
15	10	05	30	70	3 Hours	-	-	-	100

Course Outcome

1. Understanding of e-commerce concepts and principles.
2. Knowledge of different e-commerce models.
3. Understanding of e-commerce infrastructure and technological components.
4. Development of online business strategies.
5. Familiarity with e-commerce platforms and tools.
6. Understanding of website design and user experience.
7. Knowledge of e-marketing and digital advertising strategies.

Course Objectives

1. Analyze the impact of E-commerce on business models and strategy
2. To focuses on exposing the students to the world of e-commerce, the opportunities, and the threats and teaches them the strategies of making businesses viable and successful.
3. Understand the strategies for driving traffic to e-commerce sites through digital marketing, search engine optimization (SEO), and online advertising
4. Learn about the integration of supply chain management, inventory control, and logistics in e-commerce operations.
5. Examine the legal regulations, ethical considerations, and data privacy issues that impact e-commerce businesses.
6. Explore various digital payment methods, security protocols, and the importance of safeguarding transactions in e-commerce

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
	Module I: E-Commerce Concept			
1	1.1	Meaning, Definition, Concept, Features, Function of E-Commerce, E-Commerce Practices v/s Traditional Practices, Scope and basic models of E-Commerce, Limitations of E-Commerce	09	17%
	1.2	Precaution for secure E-Commerce, proxy services. Concept of EDI, Difference between paper based Business and EDI Based business, Advantages of EDI, Application areas for EDI, Action plan for Implementing EDI, Factors influencing the choice of EDI, Software Concept of Electronic Signature, Access Control.		
2	Module II: Types of E-Commerce			
	2.1	Meaning of B2C, B2B, C2C, P2P, Applications in B2C- E-Banking, E-Trading. E-Auction - Introduction and overview of these concepts,	09	17%
	2.2	Application of B2B- E-distributor, B2B service provider, benefits of B2B on Procurement, Just in time delivery, Consumer to consumer and peer to peer business model introduction and basic concepts.		
	Module III: : E-Marketing			
3	3.1	Traditional Marketing V/S E-Marketing, Impact of Ecommerce on markets.	09	17%
	3.2	Marketing issue in E-Marketing, Promoting your E-Business, Direct marketing, one to one marketing.		
	Module IV: E-Finance			
4	4.1	Areas of E-Financing, E-Banking, traditional v/s E-Banking, operations in E-Banking, E-Trading- Stock marketing,	09	17%
	4.2	Trading v/s E-Trading, Importance of E-Trading, Advantages of E-trading, operational aspects of E-Trading		
5	Module V: Cyber Security			
	5.1	Cyber cash Internet Cheques, Instant Paid payment system- Debit card, Direct Debit, Prepaid payment system- Electronic cash, Digicash, Netcash, Cybercash, Smart Cards	09	17%

6	Module VI: E-Commerce Logistics and Supply Chain Management			
	6.1	Overview of logistics and SCM in e-commerce Differences between traditional and e-commerce logistics Key components of e-commerce logistics: order fulfillment, inventory management, warehousing, and delivery	07	15%
	6.2	Application of AI, IoT, and data analytics in SCM Use of warehouse management systems (WMS) and transportation management systems (TMS) Importance of blockchain and RFID in e-commerce logistics		
Total			52	100%

References:

1. Elias M Awad, Electronic Commerce from Vision to fulfilment, Third Edition, Pearson Education
2. Ravi Kalakota & Andrew B. Shinston, Electronic Commerce – A manager's Guide, Pearson Education.
3. Bhaskar Bharat, Electronic Commerce - Technologies & Applications, Tata McGraw Hill.
4. J. Christopher & T.H.K. Clerk, Global E-Commerce, University Press.

DISCIPLINE III
SEMESTER I

SEMESTER I						
Course Code		Course Name			Credits	
BMT2110N		BUSINESS MANAGEMENT-I			4	
Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
03	-	01	03	-	01	04

	Theory					Term Work / Practical/Oral			Total
Internal Assessment				End Sem Exam	Duration Of End Sem Exam	Term Work	Pract.	Oral	
Test	Continuous Evaluation	Attendance	Total Internal						
20	25	05	50	50	2 Hours	-	-	-	100

Course Outcome

1. Identify and explain the basic concepts, nature, and scope of management, and recognize its significance in organizational success.
2. Analyze various management theories, including classical and modern approaches, and apply these frameworks to solve organizational challenges.
3. Demonstrate the ability to carry out the management planning process, set objectives, and use forecasting and decision-making techniques to guide organizational planning.
4. Evaluate different types of organizational structures and understand the principles of authority, delegation, departmentalization, and staffing processes.
5. Develop and apply techniques for management control, motivation, coordination.
6. Communication to improve organizational effectiveness.

Course Objectives

1. Familiarize students with the key concepts, functions, and levels of management, and the evolution of management theories.
2. To effectively plan, set objectives, forecast, and make informed decisions within an organization.
3. Provide students with an understanding of how organizations are structured, including departmentalization, span of control, and the principles of authority and delegation.
4. Enable students to conduct job analysis, manpower planning, recruitment, and training, and understand the importance of employee development and recognition.
5. Teach students the processes and objectives of management control.
6. The importance of coordination, communication, and motivation in directing organizational efforts.

Detailed Syllabus				
Module/ Unit	Course Module / Contents		Hours	Marks Weightage
1	Module I: Introduction		09	17%
	1.1	Concept, Nature, Scope and Functions of Management		
	1.2	Functions of Management, Levels of Management, Evolution and Foundations of Management Theories – Classical		
	1.3	Systems Approach to organization, Modern Organization Theory.		
2	Module II: Management Planning Process		09	17%
	2.1	Planning objectives and characteristics		
	2.2	Hierarchies of planning, the concept and techniques of forecasting		
	2.3	Decision making – concepts & process, MBO, concept and relevance		
3	Module III: Organization		09	17%
	3.1	Meaning, Importance and Principles, Departmentalization		
	3.2	Span of Control, Types of Organization		
	3.3	Authority, Delegation of Authority		
4	Module IV: Staffing		09	17%
	4.1	Meaning, Job analysis, Manpower planning		
	4.2	Recruitment, Transfers and Promotions, Appraisals		
	4.3	Management Development, Job Rotation, Training, Rewards and Recognition.		
5	Module V: Directing		09	17%
	5.1	Motivation, Co-ordination, Communication		
	5.2	Directing and Management Control, Decision Making		
6	Module VI: Management Control		07	15%
	6.1	Coordination, Meaning, Nature, Features		
	6.2	Objectives and Process of Management Control		
Total			52	100%
References				
1. Stoner, Freeman and Gilbert Jr. (2010), Management, 8th Edition, Pearson Education				
2. Robbins, (2009), Fundamentals of Management: Essential concepts and Applications, 6th edition, Pearson Education				
3. Prasad, L.M. Principles & Practice of Management, 1st Edition, Tata McGraw Hills				
4. "Principles of Management" by Richard L. Daft, 12th Edition (2018), Cengage Learning				
5. "Principles of Management" by Charles W. L. Hill and Steven McShane, 1st Edition (2008), McGraw-Hill/Irwin				

SEMESTER I

Course Code	Course Name	Credits
HMR2110N	HUMAN RIGHTS-I: GENERAL HUMAN RIGHTS.	4

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
04			04			04

Theory							Term Work/ Practical/ Oral			Total
Internal Assessment					End Sem Exam	Duration of End Sem Exam	T	P	O	
Test	Assignment	Viva	Attendance	Total Internal						
20	15	10	05	50	50	2 Hours	-	-	-	100

Course Outcome

1.	Promote human dignity and individual self-respect.
2.	Ensure gender equality and equal opportunities for all.
3.	Foster respect and appreciation for diversity.
4.	Support the rights of national, ethnic, religious, and linguistic minorities.
5.	Empower students for active citizenship and democratic participation.
6.	Promote social justice, communal harmony, and solidarity.

Course Objective

1.	Critically analyze different spheres of human rights.
2.	Effectively communicate on socio-legal aspects of human rights.
3.	Enhance analytical thinking on international human rights law application.
4.	Assess specific human rights laws with legal instruments and contemporary cases.

5.	Analyze contemporary challenges and trends in human rights theory and practice.
6.	Understand divergences in human rights across international, regional, and domestic contexts.

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage (%)
Module I	Historical Development and Basic Concepts		9	15
1	1.1	Historical Development of Human Rights		
	1.2	Concepts of Justice		
	1.3	Concepts of Dignity		
	1.4	Concepts of Liberty and Equality		
	1.5	Concepts of Unity in Diversity		
	1.6	Concepts of Ethics and Morality		
Module II	Understanding of the Concept of Rights and Duties		9	15
2	2.1	Meaning of Human Rights		
	2.2	Significance of Human Rights Education.		
	2.3	Rights: Inherent-Inalienable-Universal-Individual and Groups		
	2.4	Nature and concept of Duties		
	2.5	Interrelationship of Rights and Duties		
	2.6	Classification of Rights and Duties: Moral, Social, Cultural, Economic, Civil and Political		
Module III	Human Duties and Responsibilities		9	16
3	3.1	Identification of Human Duties and Responsibilities.		
	3.2	The Relationship Between Human Rights and Human Duties.		
	3.3	Ethical Obligations of Individuals in upholding Human Rights.		
	3.4	Social Responsibilities in Promoting Equality and Justice.		

	3.5	Environmental Duties and the Role of Sustainable Practices.		
	3.6	Global and Cultural Variations in the Concept of Human Responsibilities.		
Module IV	General Problems of Human Rights			
4	4.1	Challenges in Defining and Universally Applying Human Rights.	9	18
	4.2	Conflict Between National Sovereignty and International Human Rights Standards.		
	4.3	Cultural Relativism and its Impact on Human Rights Implementation.		
	4.4	Economic Inequality as a Barrier to Human Rights Realization.		
	4.5	Political Repression and the Violation of Civil Liberties.		
	4.6	Issues of Accountability and Enforcement in Human Rights Violations		
Module V	Important Convention on Human Rights-I			
5	5.1	Universal Declaration of Human Rights (UDHR) (1948)	9	18
	5.2	International Covenant on Civil and Political Rights (ICCPR) (1966)		
	5.3	International Covenant on Economic, Social and Cultural Rights (ICESCR) (1966)		
	5.4	Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW) (1979)		
	5.5	Convention on the Rights of the Child (CRC) (1989)		
	5.6	Convention on the Rights of Persons with Disabilities (CRPD) (2006)		
Module VI	Important Convention on Human Rights-II			
6	6.1	International Convention on the Elimination of All Forms of Racial Discrimination (ICERD) (1965)	7	18
	6.2	Convention Against Torture and Other Cruel, Inhuman or Degrading Treatment or Punishment (CAT) (1984)		
	6.3	Convention Relating to the Status of Refugees (1951) and its 1967 Protocol		
	6.4	Convention on the Prevention and Punishment of the Crime of Genocide (1948)		
	6.5	International Convention for the Protection of All Persons from Enforced Disappearance (2006)		

	6.6	Rome Statute of the International Criminal Court (1998)		
Total			52	100%

References:	
1.	An introduction to the Political Theory by O.P. Gauba;
2.	Human Rights by S. Subrahmanyam;
3.	Human Rights and Constitutional Law by D.D. Basu;
4.	The United Nations Structure and Functions of an International Organization by Rumki Basu;
5.	Human Rights in India Historical, Social and Political Perspective by Chiranjivi J. Nirmal.
6.	Manoj Kumar Sinha, Implementation of Basic Human Rights, (Lexis Nexis)

Discipline III SEMESTER I

Course Code	Course Name	Credits
ECO2110N	ECONOMICS I	4

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
03		01	03		01	04

Theory					Term Work/ Practical/ Oral			Total
Internal Assessment			End Sem Exam	Duration of End Sem Exam	T	P	O	
Test/ Assignment/ Viva	Attendance	Total Internal						
45	05	50	50	2 Hours	-	-	-	100

Course Outcome	
1.	The knowledge of this subject is essential to understand facts, concepts of microeconomics, which deals with economics at individual level
2.	Students understand the basic theories behind decision making process of households and the firms and their interaction in establishing equilibrium prices
3.	Students understand the firms decision making process
4.	Students understand the importance of equilibrium in welfare objective
5.	Students understand the impact of microeconomic decisions at macroeconomic level.
6.	Promote social justice, communal harmony, and solidarity.

Course Objective	
1	Students are able to compare the different elasticities and their usefulness
2	Students are able to calculate the elasticities

3	Students are able to find the profit maximization equilibrium level
4	Students are able to understand the importance of kinky demand curve in stabilizing prices
5	Students are able to understand the pricing in the factor market
6	Students understand the importance of Pareto equilibrium

Detailed syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage (%)
Module I	Exploring the Subject Matter of Economics			
1	1.1	Definition of Economics. Why study economics? The scope and method of economics	7	15
	1.2	scarcity and choice; questions of what, how and for whom to produce and how to distribute output.		
	1.3	Questions of what, how and for whom to Produce		
	1.4	Question of how to distribute the profit		
	1.5	Concept of stable, unstable, static and dynamic equilibrium		
	1.6	Partial and general equilibrium, positive and normative economics		
Module II	Supply and Demand: How Markets Work, Markets and Welfare			
2	2.1	Equi- marginal utility.	7	15
	2.2	Individual demand and supply schedule		
	2.3	Derivation of market demand supply		
	2.4	Consumer's surplus		
	2.5	Shifts in demand and supply curve		
	2.6	The role of prices in resource allocation		
	2.7	Elasticity of demand -price, income and cross elasticity	7	15
	2.8	Law of supply, elasticity of supply		
Module III	Consumer's Behavior		8	16

3	3.1	Utility-cardinal and ordinal approaches,		
	3.2	Indifference curves and budget constraint		
	3.3	Consumer 's equilibrium (Hicks and Slutsky		
	3.4	Giffen goods		
	3.5	Compensated demand curve		
	3.6	Revealed preference		
	3.7	Engel curve		
Module IV	Theory of Production		10	18
4	4.1	Technology, Isoquants, Iso costs		
	4.2	Production with one and more variables		
	4.3	Cobb-Douglass production function		
	4.4	Returns to Scale		
Module V	Theory of Cost		10	18
5	5.1	Short run and long run costs, cost curves in the short run and long run, total, average, and marginal product, cost minimization and expansion path, elasticity of substitution.		
	5.2	Total, average and marginal product		
	5.3	Cost minimization, envelope curve		
	5.4	Law of variable proportion		
Module VI	Markets		10	18
6	6.1	Perfect Competition		
	6.2	Assumptions of Perfect Competition		
	6.3	Short run equilibrium of perfect competition		
	6.4	Long run equilibrium of perfect competition		
Total			52	100%
References				
1.	C. Snyder and W. Nicholson, Fundamentals of Microeconomics, Cengage Learning (India), 2010.			

2.	B. Douglas Bernheim and Michael D. Whinston, Microeconomics, Tata McGraw-Hill (India), 2009
3.	Ahuja H.L. (2010) Principles of Microeconomics, 18 th Edition, S. Chand& Co. Ltd.
4.	Robert S. Pindyk and D.L. Ru Microeconomics
5.	A.Koutsoyiannis 'Modern Microeconomics

SEMESTER I

Course Code	Course Name	Credits
ACW2110N	Academic and Creative Writing	04

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
04	00	-	04	00	-	04

Internal				External		Total
Mid-Sem Exam	Continuous Evaluation	Attendance	Total Internal	End Sem Exam	Duration Of End Sem Exam	
30	15	05	50	50	2 Hours	100

Course Outcomes

After completion of this course students will be able to:

1. Demonstrate effective ways of ideation.
2. Identify various writing techniques.
3. Acquire academic and idiomatic vocabulary.
4. Comprehend the principles of effective paragraph structure and content.
5. Analyse and evaluate own and other's works.

Course Objectives

The course is designed:

1. To introduce the concepts of academic and creative writing.
2. To familiarize students with the different genres and process of writing.
3. To train students to write in various forms and formats.
4. To encourage students to write for self-development and publication.
5. To teach the various ways of ideating and writing creatively.

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
	Module I: Fundamentals of Writing			
1	1.1	Significance of Writing as a Skill	8	15%
	1.2	Categories of Writing		
	1.3	Types of writing		
	Module II: Academic and Creative Writing			
2	2.1	Features of Academic and Creative Writing	8	15%
	2.2	Differences Between Academic and Creative Writing		
	2.3	Illustrations of Between Academic and Creative Writing		
	Module III: Creative Writing			
3	3.1	Ideation	10	20%
	3.2	Writing for target audience		
	3.3	Employ the various stages of the writing process - pre-writing, writing and re-writing		
	3.3	Employ descriptive, narrative and expository modes		
	Module IV: Academic Writing			
4	4.1	Planning and Making the Outline	8	15%
	4.2	Refining Paragraph Structure		
	4.3	Proofreading and editing		
	Module V: Stylistics of Writing			
5	5.1	Common Literary Devices	10	20%
	5.2	Learning about Themes		
	5.3	Vocabulary Enhancement		
	Module VI: Putting to Practice			
6	6.1	Analyzing short stories of famous foreign and Indian writers: Kate Chopin & Ruskin Bond	8	15%
	6.2	Producing samples of Various Writing Types		
	6.3	Peer review		
Total			52	100

References

1. Brohaugh, William. Write Tight: Say Exactly What You Mean with Precision and Power.
2. Dev, Anjana Neira, ed. A Handbook of Academic Writing and Composition. Pinnacle, 2016.
3. Eckert, Kenneth. Writing Academic Research Papers. Moldy Rutabaga, 2021.
4. Goins, Jeff. You Are a Writer (So Start Acting Like One). Tribe Press
5. Gupta, Renu. A Course in Academic Writing. Orient BlackSwan, 2010.
6. Pinker, Steven. The Sense of Style: The Thinking Person's Guide to Writing in the 21st Century . Penguin Books, Reprint edition ,2015
7. Seely, John. Oxford Guide to Effective Writing and Speaking. OUP 2nd edition, 2005
8. Turk, Christopher and John Kirkman. Effective Writing. London and New York: Chapman & Hall. Indian Reprint 2003.

SEMESTER I

Course Code	Course Name	Credits
FST2110N	FASHION TECHNOLOGY I (FASHION STUDIES)	04

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
02		02	02		02	04

Theory						Term Work/ Practical/ Oral			Total
Internal Assessment				End Sem Exam	Duration of End Sem Exam	Term Work	Prac.	Oral	
Test	Continuous Evaluation	Attendance	Total Internal						
15	30	05	50	50	2 Hours	-	-	-	100

Course Outcome

1.	Have a deeper understanding of fashion theories, fashion terminologies, and vocabulary.
2.	Understand the workings of the fashion industry, including its historical development, current trends, and key players.
3.	Gain insights into the fashion production, including design, manufacturing, and distribution.
4.	Analyze various fashion subcultures, recognizing their role in challenging mainstream norms and shaping aesthetic trends.

Course Objective

1.	The course aims to deepen students' grasp of fashion theories, terminologies, and vocabulary, fostering their analytical skills for interpreting design and trends.
2.	The course also provides a comprehensive overview of the fashion industry's evolution, current trends, and key players while offering insights into the intricacies of design, manufacturing, and distribution processes.
3.	By exploring diverse fashion subcultures, students will recognize their role in reshaping aesthetics and challenging conventional norms, enhancing their ability to engage thoughtfully with the multifaceted realm of fashion.

Detailed syllabus				
Module/ Unit	Course Module / Contents		Hours	Marks Weightage (%)
Module I	Fashion Terminology & Etymology		9	20%
1	1.1	Clothes, costumes, fashion, Social Identity, feel-good, unique identity, designer jeans, perfect look, branded cosmetics, branded shoes, eyewear, watches, etc.		
	1.2	Elements and principles of design in context to fashion (point, line, shape- [silhouette, motifs, repeats], colour [hue, value, intensity], texture) (balance, proportion, emphasis, rhythm, harmony)		
	1.3	Style, Types of Fashion Avante Garde, haute couture/high fashion, mass-market, bridge/prêt-a- porter/ready-to-wear fashion Classics, fads, knock off.		
Module II	Factors Influencing Fashion and Fashion Theories		9	15%
2	2.1	Accelerating and Retarding factors influenced by social, cultural, economic, political, technological, sports, music, etc.		
	2.2	Fashion Theories- Trickle-up, Trickle-down and Mass dissemination		
Module III	Fashion Cycles and Fashion Consumers		8	15%
3	3.1	Five stages of the fashion cycle and the various types of cycles.		
	3.2	Fashion consumers at each stage		
Module IV	Introduction to the Fashion Industry		8	15%
4	4.1	A brief global overview of the textile and apparel industry. Sectoral overview of the fashion industry in India		
	4.2	Fashion capitals of the world: Paris, Milan, New York, London, Tokyo (Uniqueness and 5 top designers/brands from each capital)		
Module V	Fashion Details		9	20%
5	5.1	Component details of necklines, collars, sleeves, cuffs, belts, pockets, drapes, yokes, gathers, frills, pleats, and tucks.		
	5.2	Understanding and Identification of applique, patchwork, embroideries, beadwork, fringes, tassels, quilting, smocking, shearing,		

	5.3	Types of hemlines, trims, fasteners, laces, zippers, buttons, rouleau, drawstrings, vents, and rivets.		
	5.4	Jewelry, handbags, hats, headgear, footwear, watches, scarves, sunglasses, pins.		
Module VI	Regional Styles, Culture and Fashion			
6	6.1	Mediterranean, Latino, and Scandinavian styles- history, culture and society, lifestyle, textiles and clothing, accessories, home furnishings.	9	15%
	6.2	Fashion in relation to sports, movies, and music- types of styles and trends, textiles and fabrics.		
Total			52	100%

References:	
1.	Fashion: From concept to consumer, Gini Stephens Frings (1999), Prentice-Hill Inc.
2.	The Fairchild's Dictionary of Fashion, Phyllis Tortora,
3.	Variety- Fashion for Freedom, S. A Hussain
4.	Beyond Design, Sandra J. Keiser & Myrna B. Garner, Fairchild publication.
5.	Elements of Fashion & Apparel Design, G. J Sumathi,
6.	Consumer Behavior: In Fashion, Solomon, Pearson Education India.

SEMESTER - I

Course Code	Course Name	Credits
IND2110N	INTERIOR DESIGN -I	04

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
01	-	03	01	-	03	04

	Theory					Term Work / Practical/Oral			Total
Internal Assessment				End Sem Exam	Duration of End Sem Exam	Term Work	Pract.	Oral	
Test	Continuous Evaluation	Attendance	Total Internal						
15	30	05	50	-	-	50	-	-	100

Course Outcome

1. Understand the field of Interior Design as a profession
2. Familiarization with Colours, textures and materials used in the interior spaces
3. Awareness of drawing at scale, lettering and dimensioning
4. Understanding basics of technical drawing
5. Familiarize with Anthropometry of interior space
6. Designing of residential interior space

Course Objectives

1. To enable students to understand the design aspects and constraints of residential interiors.
2. To appraise the students about the role and complexity in interior design.

Detailed Syllabus

Module/ Unit	Course Module / Contents	Hours	Marks Weightage
1	Introduction to Interior Design	12	20%

	1.1	Introduction to the profession of Interior Design. Difference between design & decoration.		
	1.2	Basics of sheet formats		
	1.3	Introduction to elements and principles of design and Interior Design as a profession.		
	1.4	Basics of Sketching		
2	Basics of colors, textures, and materials		8	12%
	2.1	To enable the students to understand the basics of Colors in form of colour wheel and colour schemes		
	2.2	Understanding of materials and textures		
3	Introduction to basics of lettering, and scales		8	12%
	2.1	Basics of lettering		
	2.2	Basics of scales		
	2.3	Basics of Dimensioning		
4	Basics of Drawing and Technical Drafting		8	13%
	3.1	Understanding 2D drafting		
	3.2	Understanding plans and elevations of basic objects		
5	Study of Anthropometry, human proportions and required spaces		8	13%
	4.1	Anthropometric study of various residential spaces.		
	4.2	Discussion of various activities in a residence		
	4.3	Studying circulation in residential interior spaces		
6	Layout of residential interior space		16	30%
	6.1	Making final layout plan with suggested design		
	6.2	Understanding Interior Design from reference images		
	6.3	Preparing a final portfolio		
Total			60	100%

References
1. Ernst Neufert, Neuferts Architects Data
2. Francis D.K. Ching, Architecture: Form, Space and Order
3. Joseph Chiara and John Callend, Time Saver Standards for Building Types
4. Ramsey Sleeper, Architectural Graphic Standards
5. Drew Plunkett, Drawing for Interior Design

SEMESTER - I

Course Code	Course Name	Credits
FLF2111N	FRENCH I	1

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
01	-	-	01	-	-	01

		Theory					Term Work / Practical/Oral			
Internal Assessment					End Sem Exam	Duration Of End Sem Exam	Term Work	Pract.	Oral	Total
Mid Term	Viva	Continuous Evaluation	Attendance	Total Internal						
15	20	10	05	50	50	75 mins	-	-	-	100

Course Outcomes

After the completion of this course Students will be able to:

1. Read French language, with its phonetic system and its accents and greet someone in French.
2. Understand simple spoken French, including greetings, introductions, and basic conversational phrases.
3. Introduce themselves, ask and answer simple questions, and use common expressions.
4. Write simple sentences and paragraphs about familiar topics, such as daily activities, personal information, and immediate needs.
5. Compare cultural differences and similarities between French-speaking countries and the student's own culture.

Course Objectives

1. To familiarize students with the French language, with its phonetic system and its accents.
2. To make the students understand simple spoken French, including greetings, introductions, and basic conversational phrases.
3. To engage the students in basic conversations, introduce yourself, ask and answer simple questions, and use common expressions.
4. To familiarize the students to write simple sentences and paragraphs about familiar

topics, such as daily activities, personal information, and immediate needs.

5. To compare cultural differences and similarities between French-speaking countries and the student's own culture.

Detailed Curriculum

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
	Module I			
1	Leçon 1	Bienvenue !	6	50%
	Leçon 2	Le français de A à Z		
	Leçon 3	Le monde en français		
	Leçon 4	La classe et nous		
	Module II			
2	Leçon 1	Bonjour !	3	20%
	Leçon 2	Ça se passe où ?		
	Leçon 3	Ils sont francophones.		
	Module III			
3	Leçon 1	Portraits	4	30%
	Leçon 2	En classe		
	Leçon 3	Je parle français pour ...		
	Total		13	100%

References

1. Berthet, Hugot et al. Alter Ego - Méthode de Français, A1: Hachette, 2012.
2. Bruno Girardeau et Nelly Mous. Réussir le DELF A1. Paris : Didier, 2011.
3. Loiseau Y., Mérieux R. Connexions 1, cahier d'exercices. Didier, Paris, 2017.
4. Loiseau Y. & Mérieux R. Connexions 1, Guide pédagogique. Didier, Paris, 2017.
5. Connexions 1, livre de l'élève – Loiseau Y. & Mérieux R., éd. Didier, Paris, 2017.
6. Latitudes 1, cahier d'exercices – Loiseau Y. & Mérieux R., éd. Didier, Paris, 2018.
7. Latitudes 1, Guide pédagogique – Loiseau Y. & Mérieux R., éd. Didier, Paris, 2018.
8. Latitudes 1, Guide pédagogique téléchargeable – Loiseau Y. & Mérieux R., éd. Didier, 2018.
9. Latitudes 1, livre d'élève + CD – Loiseau Y. & Mérieux R., éd. Didier, Paris, 2018.
10. Nathalie Hirschsprung, Tony Tricot, Cosmopolite 1 Méthode de Français A1. Hachette, 2017.
11. Nathalie Hirschsprung, Tony Tricot. Cosmopolite 1 Cahier d'activités A1. Hachette.

SEMESTER I

Course Code	Course Name	Credits
FLG2111N	GERMAN I	1

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
1	-	-	1	-	-	1

		Theory					Term Work / Practical/Oral			Total
Internal Assessment					End Sem Exam	Duration Of End Sem Exam	Term Work	Pract.	Oral	
Mid Term	Continuous Evaluation	Attendance	Oral	Total Internal						
15	10	05	20	50	50	75 mins	-	-	-	100

Course Outcomes

1. Introduce themselves and others.
2. Greet each other.
3. Frame and understand simple sentences in present tense.
4. Ask and answer basic questions pertaining to one's and other's name, residence, or similar topics from one's direct surroundings.
5. Correctly pronounce and read known names, words, and simple sentences.

Course Objectives

1. To introduce oneself and others
2. To greet and have a basic conversation in German
3. To frame and understand simple sentences in present tense
4. To ask and answer basic questions pertaining to one's and other's name, residence, or similar topics from one's direct surroundings
5. To pronounce and read known names, words, and simple sentences

Detailed Curriculum

Module/ Unit	Course Module / Contents	Hours	Marks Weightage
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	Kapitel 1			
1	Grammatischer Aspekt	<ul style="list-style-type: none"> - Verben für Vorstellung - heißen, kommen, wohnen (Vorstellung) + Personalpronomen Sie, ich, er, sie - Verben für Vorstellung+ sprechen und sein + Personalpronomen du, ihr, wir, es, sie (pl.) - W-Fragen u. Aussagen 	05	34%
	Thematischer Aspekt	<ul style="list-style-type: none"> - grüßen und verabschieden - sich und andere vorstellen - über sich und andere sprechen - Zahlen bis 20, Telefonnummer und E-Mail-Adresse nennen - Buchstabieren über Länder und Sprachen sprechen 		
	Kapitel 2			
2	Grammatischer Aspekt	<ul style="list-style-type: none"> - Verbstamm mit ‚d‘ oder ‚t‘, z.B. arbeiten, unterrichten, schneiden - Unregelmäßige Verben, z.B. fahren, lesen, sein, haben - Ja-Nein Frage - Bestimmter Artikel 	04	33%
	Thematischer Aspekt	<ul style="list-style-type: none"> - Wochentage benennen - über Arbeit, Berufe und Arbeitszeiten sprechen - Zahlen ab 20 nennen - über Jahreszeiten sprechen - ein Profil im Internet erstellen 		
	Kapitel 3			
3	Grammatischer Aspekt	<ul style="list-style-type: none"> - Unregelmäßige Verben, z.B. fahren, geben, sprechen, sehen, nehmen - Unbestimmter Artikel: Ein, eine, ein und Bestimmter Artikel 	04	33%
	Thematischer Aspekt	<ul style="list-style-type: none"> - Texte einer Bildergeschichte zuordnen - Verkehrsmittel benennen - Artikel lernen 		
Total			13	100%

References

- Aufderstraße, Hartmut. *Lagune 1. Deutsch als Fremdsprache: Kursbuch und Arbeitsbuch*. Ismaning: Max Hueber Verlag 2012.

- | |
|--|
| • Braun, Anna, and Daniela Wimmer. <i>Schritte Plus A1/1: Arbeitsbuch</i> . Hueber Verlag, 2020. |
| • Dengler, Stefanie. <i>Netzwerk A1. Teil2. Kurs- Und Arbeitsbuch: Deutsch Als Fremdsprache</i> . Langenscheidt, 2012. |
| • Funk, Hermann, et al. <i>studio d A1: Deutsch als Fremdsprache</i> . Cornelsen Verlag, 2015. |
| • Langenscheidt. <i>Langenscheidt Pocket Dictionary German: German-English, English-German</i> . Langenscheidt Publishing Group, 2022. |
| • Niebisch, Daniela, et al. <i>Lagune A1: Kursbuch</i> . Hueber Verlag, 2016. |

SEMESTER I

Course Code	Course Name	Credits
FLS2111N	SPANISH I	1

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
1	-	-	1	-	-	1

		Theory					Term Work / Practical/Oral			Total
Internal Assessment			Oral	Total Internal	End Sem Exam	Duration Of End Sem Exam	Term Work	Pract.	Oral	
Mid Term	Continuous Evaluation	Attendance								
15	10	05	20	50	50	75 mins	-	-	-	100

Course Outcomes

After the completion of this course, students will be able to:

1. Present himself/herself to people.
2. Initiate conversation and formal talk with fellow native speakers.
3. Talk about his/her tastes, preferences, and choices.
4. Pronounce Spanish words and dictions in the correct form.
5. Read Spanish texts, stories, newspapers, and magazines and comprehend them

Course Objectives

1. To enable the student present and describe oneself and people.
2. To enable to enter in contact and begin a conversation.
3. To enable to talk about one's family, tastes, and preferences.
4. To familiarize students with the Spanish language, with its phonetic system and its accents.
5. To enable the student to read and understand texts in Spanish adapted for the level.

Detailed Curriculum

Module/ Unit	Course Module / Contents		Hours	Marks Weightage (%)
	Quiero aprender español.			
1	1.1	Los saludos y las despedidas	4	30%
	1.2	Los alfabetos		
	1.3	Las reglas de pronunciaciones		
	1.4	Los números en español (0-100)		
	Gramática y nosotros			
2	2.1	Los artículos	4	30%
	2.2	Los sustantivos, adjetivos y los géneros		
	2.3	Las profesiones y las nacionalidades		
	2.4	Vocabulario de la familia.		
	Quiero aprender los verbos			
3	3.1	El sujeto en español.	5	40%
	3.2	Los verbos en español (el verbo en SER)		
	3.3	Los verbos regulares (AR, ER, IR)		
Total			13	100%

References

1. Garcia, Jaime. Garmendia Corpas. *AULA INTERNACIONAL PLUS*. 2020.
2. Hidalgo, Andrea Fabiana. *PREPARACION DELE*. 2020.
3. Hollis, Maria Rosario. *Essential Spanish Verbs*. Teach Yourself, 2010.
4. Moya, Felipe, and Leslie Pérez. *Spanish Short Stories For Beginners*. 2019.
5. Nissenberg, Gilda. *Practice Makes Perfect: Complete Spanish Grammar, Premium Fourth Edition*. McGraw-Hill Education, 2020.
6. Prisma, Equipo Nuevo, and Evelyn Aixalà I. Pozas. *Nuevo prisma A2*. 2014.
7. Richards, Olly. *Short Stories in Spanish for Beginners*. Teach Yourself, 2018.

8. Simpson, Brandon. *Spanish Verb Tenses*. 2008.

9. Soriano, Jaime. Garmendia Corpas. *AULA INTERNACIONAL PLUS*. 2020.

10. Verblis, and Marta Torres Sánchez. *Spanish Short Stories for Beginners*. 2018.

SEMESTER I

Course Code	Course Name	Credits
CSE2112N	EFFECTIVE LISTENING	1

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
01	-	-	01	-	-	01

	Theory					Term Work / Practical/Oral			Total
Internal Assessment				End Sem Exam	Duration Of End Sem Exam	Term Work	Pract.	Oral	
Test	Continuous Evaluation	Attendance	Total Internal						
20	25	05	50	50	2hrs	-	-	-	100

Course Outcome

1. Recognize the importance of basics of communication and barriers in professional arena.
2. Participate and develop listening skills through Group discussion and extempore.
3. Become proficient speakers and active listeners.
4. They will understand the difference between hearing and listening, and the role of listening in effective communication.
5. Students will develop the ability to listen actively and attentively in various contexts, such as one-on-one conversations, group discussions, and public speaking situations.
6. To equip students with the skills and techniques needed to become effective listeners, enhancing their communication abilities in both personal and professional settings.

Course Objectives

1. To familiarize students with the fundamentals, type and barriers to communication.
2. To provide guidelines and improve the student's communication skills.
3. To enable students to learn the principles of listening.
4. Learn the difference between hearing and listening and understand the key components that contribute to effective listening.
5. Practice active listening techniques, including paying full attention, reflecting, and responding appropriately to speakers.
6. Identify common barriers to effective listening, such as distraction, biases, and assumptions, and develop strategies to overcome them.

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
	Module I: Fundamentals of Communication		06	40%
1	1.1	Communication: Definition, Meaning, Process, Cycle, Purpose of communication:		
	1.2	7 C's of communication,		
	1.3	Barriers to effective communication		
	1.4	Types of Communication: Depending on Method (Verbal & Non-verbal), Business (Internal & External), Individuals Involved (Intrapersonal & Interpersonal), Rules (Formal & Informal).		
	Module II: Communication Skills		04	40%
2	2.1	The process of listening		
	2.2	Types of listening		
	2.3	Effective Listening: Principles and Barriers		
	Module III: Enhancing Listening Skills		3	20%
3	3.1	Guidelines to increase listening.		
	3.2	Activities to enhance listening.		
Total			13	100%

References:

1. Ramon & Prakash, Business Communication, Oxford.
2. Sydney Greenbaum Oxford English Grammar, Oxford.
3. Successful Communications, MalraTreece (Allyn and Bacon)
4. Effective Technical Communication, M. Ashraf Rizvi.
5. AnjaneeSethi&BhavanaAdhikari, Business Communication, Tata McGraw Hill

SEMESTER I

Course Code	Course Name	Credits
BEH2113N	BEHAVIORAL SCIENCE –I (Understanding Self for Effectiveness)	1

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
01	-	-	01	-	-	01

	Theory					Term Work / Practical/Oral			Total
Internal Assessment				End Sem Exam	Duration Of End Sem Exam	Term Work	Pract.	Oral	
Test	Continuous Evaluation	Attendance	Total Internal						
45	50	05	100		3 Hours	-	-	-	100

Course Outcome

1. The knowledge of this subject is essential to understand Self as self is very important concept in human behaviour, variety of principles related to self like self-knowledge, self-esteem, self-concept and self-presentation influencing human behaviour.
2. To give students to understand aspects related to self so that they can have a better point of view about themselves.
3. To foster self-awareness and personal growth, enabling students
4. To leverage their strengths and address their weaknesses for increased personal and professional effectiveness.
5. Students will develop a deep understanding of their own values, beliefs, strengths, and weaknesses, leading to greater self-awareness.
6. Students will learn to manage their emotions effectively, leading to better decision-making and stronger interpersonal relationships.

Course Objectives

1. To introduce the student to the variety of principles influencing human behavior.
2. To take students, step by step, through an interactive understanding of each of these principles.
3. To give the student a basic understanding of these principles that he/she have a better understanding of human behavior
4. To give the student a basic understanding which will act as a foundation to present study and further career.
5. To develop an understanding of self so that they can boost their self-esteem.
6. Understand the concept of self-awareness and its importance in recognizing

Detailed Syllabus

Module / Unit	Course Module / Contents		Hours	Marks Weightage
1	Core Competency & Techniques of self-awareness		1.5	15%
	1.1	Understanding of Self, Components of Self – Self-identity		
	1.2	Self-concept, Self-confidence, Self-image, self-awareness, self-acceptance, and self-realization		
	1.3	Self-concept, Self-confidence, Self-image, self-awareness, self-acceptance, and self-realization		
	1.4	Mapping the key characteristics of self and framing a character for self		
2	Self Esteem & Effectiveness		1.5	15%
	2.1	Meaning and Importance of self-esteem and self-effectiveness		
	2.2	Components & Types of self esteem		
	2.3	Self-esteem and Responses to evaluate feedback, Measuring your self-esteem.		
	2.4	Cognitive & sociological models of self-esteem.		
3	Building Positive Attitude		1.5	15%
	3.1	Meaning and nature of attitude		
	3.2	Process of Attitude formation, Factors that influence Attitude formation.		
	3.3	Components and Types of attitudes		
4	Building Emotional Competence		1.5	15%
	4.1	Emotional Intelligence – Meaning, components, Importance and Relevance		
	4.2	Techniques of improving emotional intelligence		
	4.3	Types of emotions, Healthy and Unhealthy expression of emotions		
	4.4	Theories & Models of emotions		
5	Concept of Social Networking, social media		1.5	15%

	5.1	Uses, Advantages/Disadvantages of social media/Social Networking		
	5.2	Privacy and social media, Psychology behind using social media.		
	5.3	content related a cause or impression, conflicting views, Impact on personal development.		
6		End-of-Semester Appraisal Viva based on personal journal, Assessment of Behavioral change as a result of training.	2.5	25%
	6.1			
	6.2	Exit Level Rating by Self and Observer		
Total			10	100%

References:

1. Organizational Behaviour, Davis, K.
2. Hoover, Judhith D. Effective Small Group and Team Communication, 2002, Harcourt College Publishers
3. Dick, McCann & Margerison, Charles: Team Management, 1992 Edition, viva books
4. Bates, A. P. and Julian, J.: Sociology - Understanding Social Behaviour
5. Dressler, David and Cans, Donald: The Study of Human Interaction
6. Lapiere, Richard. T – Social Change
7. Lindzey, G. and Borgatta, E: Sociometric Measurement in the Handbook of Social Psychology, Addison – Welsley, US.
8. Rose, G.: Oxford Textbook of Public Health, Vol.4, 1985.
9. LaFasto and Larson: When Teams Work Best, 2001, Response Books (Sage), New Delhi
10. J William Pfeiffer (ed.) Theories and Models in Applied Behavioural Science, Vol 2, Group (1996); Pfeiffer & Company
11. Smither Robert D.; The Psychology of Work and Human Performance, 1994, Harper Collins College Publishers

SEMESTER I

Course Code	Course Name	Credits
ENV2116N	ENVIRONMENTAL STUDIES-I	04

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
04	-	-	04	-	-	04

	Theory					Term Work / Practical/Oral			Total
Internal Assessment				End Sem Exam	Duration Of End Sem Exam	Term Work	Pract.	Oral	
Test	Continuous Evaluation	Attendance	Total Internal						
15	10	05	30	70	3 Hours	-	-	-	100

Course Outcome

1. A focus on environmental justice, students develop critical-thinking skills, analyze real-world problems, and understand the power of narrative to create sustainable solutions for local and global communities.
2. They will understand the interrelationship between humans and the environment, and the impact of human activities on natural systems.
3. Students will be able to explain fundamental concepts and principles related to environmental science, including ecosystems, biodiversity, and ecological balance
4. They will be able to evaluate the effectiveness of these policies and their impact on environmental protection and sustainability.
5. They will be able to use scientific methods to assess environmental problems and develop sustainable practices.
6. Students will be able to identify and explain key environmental issues, their causes, and their effects on ecosystems and human societies.

Course Objectives

1. The course educates students in various waste management techniques and effective pollution control strategies.
2. The course covers sustainable use of natural resources and biodiversity conservation. Students will learn how to balance resource utilization.
3. This course equipped students with the ability to apply their knowledge, skills, values to mitigate environmental challenges and foster sustainable development.
4. Students will learn about international efforts taken to safeguard the Earth's environment and resources.

5. This course enables students to sensitize themselves to adverse health impacts of pollution and develop an understanding of the broad aspects of environmental management systems.
6. Students will learn about Environmental legal framework to protect and conserve environment

Detailed Syllabus

Module	Course Module / Contents	Hours	Marks Weightage
I	Multidisciplinary nature of environmental studies	06	10%
	Definition, scope, and importance, need for public awareness.		
	Origin of agriculture, Industrial revolution, and its impact on the environment, water conflicts.		
	Sustainable Development Goals (SDGs)- Targets, challenges, and strategies.		
	Natural Resources: Types, Use and Exploitation.		
II	Ecosystem and Conservation of Biodiversity	10	20%
	Ecosystem: Definition, Structure, and function		
	Ecosystem types, significance, and ecosystem services		
	Biodiversity: Definition, types, and values of Biodiversity		
	Biogeographical zones and Hot spots in India and convention on Biological Diversity (CBD)		
	Conservation of Biodiversity, Biodiversity Laws, and Regulations		
III	Environmental Pollution and Control	08	15%
	Definition, types, sources, effects, and control of pollution:		
	Air & Noise Pollution		
	Water Pollution		
	Soil Pollution & Solid waste		
IV	Environment Quality Standards and Management	06	10%
	An introduction of Environment Management System (EMS)		
	circular economy, eco labeling, eco mark scheme.		
	Brief introduction of Environmental Impact Assessment: Concept and application		
V	IPR & Biosafety	10	20%
	Introduction and Concept of IPR, Advantages and		
	disadvantages of IPR		
	Introduction and concepts of biosafety, its levels in terms of environment and Human protection.		
VI	Environmental Treaties and Legislation		

	Introduction to Environmental laws and Regulation. National Green Tribunal: Landmark Supreme court Judgements.	12	25%
	Salient Features of following Acts:		
	The Environment Protection Act-1986, an Umbrella Act		
	The Water (P & CP) Act-1974.		
	The Air (P & CP) Act-1981, Noise pollution (regulation & control) Rules		
	E-waste, Biomedical waste and Plastic waste management and handling rules.		
	Factories Act		
Total		52	100%

References:

1. Agarwal, K.C. 2001 Environmental Biology, Nidi Publ. Ltd. Bikaner.
2. Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt. Ltd., Ahmedabad 380 013, India, Email:mapin@icenet.net (R)
3. Cunningham, W.P. Cooper, T.H. Gorhani, E & Hepworth, M.T. 2001, Environmental Encyclopedia, Jaico Publ. House, Mumbai, 1196p
4. De A.K., Environmental Chemistry, Wiley Eastern Ltd.
5. Down to Earth, Centre for Science and Environment (R)
6. Gleick, H.P. 1993. Water in Crisis, Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute Oxford Univ. Press. 473p
7. Hawkins R.E., Encyclopedia of Indian Natural History, Bombay Natural History Society, Bombay (R)
8. Heywood, V.H & Waston, R.T. 1995. Global Biodiversity Assessment. Cambridge Univ. Press 1140p.
9. Jadhav, H & Bhosale, V.M. 1995. Environmental Protection and Laws. Himalaya Pub. House, Delhi 284 p.

SYLLABUS

SEMESTER-II

BBA

(Honours/ Honours with Research)

DISCIPLINE-I (CORE)

SEMESTER II		
Course Code	Course Name	Credits
OBH2201N	ORGANISATIONAL BEHAVIOUR	3

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
03	-	-	03	-	-	03

	Theory					Term Work / Practical/Oral			Total
Internal Assessment			Total Internal	End Sem Exam	Duration of End Sem Exam	Term Work	Pract.	Oral	
Test	Continuous Evaluation	Attendance							
15	10	05	30	70	3 Hours	-	-	-	100

Course Outcome

1. To analyze and compare different models used to explain individual behavior related to motivation and rewards.
2. To identify the processes used in developing communication and resolving conflicts. to explain group dynamics and demonstrate skills required for working in groups (team building).
3. To understand the conceptual framework of the discipline of OB and its practical applications in the organizational set up.
4. To deeply understand the role of individuals, groups, and structure in achieving organizational goals effectively and efficiently.
5. To critically evaluate and analyze various theories and models that contribute in the overall understanding of the discipline.
6. Assess the impact of organizational culture on employee behavior and organizational performance

Course Objectives

1. To study the basic concepts of management.
2. To familiarize the students with the behavioral patterns of Human beings at individual and group levels.
3. Identify and apply motivational theories to enhance employee engagement and productivity.
4. Evaluate the processes and impacts of organizational change and strategies for managing resistance
5. Explain major theories and models of organizational behavior, including motivation, leadership, and group dynamics
6. Compare different leadership styles and their effects on team performance and organizational effectiveness of Human beings at individual and group levels.

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
1	Module: I Understanding Human Behavior		03	10%
	1.1	Concept, Nature, and Significance of Human Behavior		
	1.2	Factors Affecting Human Behavior		
	1.3	Levels of Human Behavior, Disciplines contributing to OB. Concept, Nature, Scope, and Functions of Management		
2	Module: II Individual Behavior		08	20%
	2.1	Individual Differences;		
	2.2	Personality and Theories of Personality		
	2.3	Perception		
3	Module: III Motivation & Attitude		08	20%
	3.1	Concept, Significance and Theories of Motivation,		
	3.2	Motivation and Behavior, Motivation at Work, Attitudes,		
	3.3	. Meaning and nature, Formation and change in attitudes, Job related attitudes.		
4	Module: IV Interpersonal Behavior, Power & Politics		05	15%
	4.1	Meaning, Job analysis, Manpower planning		
	4.2	Recruitment, Transfers and Promotions, Appraisals		
	4.3	Management Development, Job Rotation, Training, Rewards and Recognition.		
5	Module: V Group Behavior and Leadership		05	10%
	5.1	Group Behavior: Types, Functions, Determinants of Group Behavior, Inter Group Problems		
	5.2	Nature and Significance of Leadership, Leadership Styles, Theories of Leadership; Trait Theory		
	5.3	Leadership: Behavioral Theory, Managerial Grid.		
6	Module: VI Change and Conflicts		10	25%
	6.1	Organizational conflict, Nature and types of conflict, Management of organizational conflict, Approaches to conflict management,		
	6.2	Organizational culture, Learning and maintaining organizational culture, Organizational change, planned change, Resistance to change, Organization		

		development, Definition, Need for organization development, Organization development process		
Total			39	100%

References:

1. Stephen Robbins, Organizational Behavior, 15th Edition PHI
2. K. Ashwathappa, (2005) Organisational Behaviour, Tata McGrae Hill
3. Keith Davis, Organisational Behaviour, Tata Mc Graw-Hill
4. Keith Davis, Human Behaviour at Work, Tata McGraw-Hill
5. Luthans, F., 2021. *Organizational Behavior: An Evidence-Based Approach*. 13th ed. New York: McGraw-Hill Education.

SEMESTER-II

Course Code	Course Name	Credits
BLW2202N	BUSINESS LAW	3

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
03	-	-	03	-	-	03

	Theory					Term Work / Practical/Oral			Total
Internal Assessment				End Sem Exam	Duration Of End Sem Exam	Term Work	Pract.	Oral	
Test	Continuous Evaluation	Attendance	Total Internal						
15	10	05	30	70	3 Hours	-	-	-	100

Course Outcome

1. To identify and explain fundamental legal concepts and terminology related to business law.
2. To evaluate and interpret various types of business contracts, understanding their key components and legal implications.
3. To understand different legal structures of business organizations, such as sole proprietorships, partnerships, and corporations, and their respective legal requirements.
4. To apply relevant legal principles and regulations to resolve common business-related legal issues.
5. Gain knowledge of basic employment and labor laws, including employee rights, employer responsibilities, and workplace regulations.
6. To assess potential legal risks in various business scenarios and make informed decisions to mitigate those risks.

Course Objectives

1. To acquaint the students with the fundamentals of business-related laws.
2. To make students understand an important role in smooth conduct of business.
3. Learn the essentials of contract formation, enforcement, and remedies for breach of contract.
4. Learn about intellectual property rights, including patents, trademarks, and copyrights
5. Explore laws related to consumer rights and protection against unfair business practices.
6. Study legal issues related to business torts, including negligence and defamation

Detailed Syllabus

Module/ Unit	Course Module / Contents	Hours	Marks Weightage
	Module I: Legal Environment of Business	9	

1	1.1	Importance of Law, Legal environment of business		25%
	1.2	Sources of law, Function of law		
	Module II: Indian Contract Act, 1872			
2	2.1	Nature and kinds of Contracts, Concepts related to offer	07	25%
	2.2	Acceptance and Consideration, Principles Governing Capacity of Parties and Free Consent, Legality of Object		
	2.3	Performance and Discharge of Contract, Breach of Contract and its Remedies, Basic Elements of Law Relating to Agency, Guarantee and Pledge		
	Module III: Indian Sale of Goods Act, 1930			
3	3.1	Sale and Agreement to Sell, Hire Purchase, Pledge, Mortgage, Hypothecation Lease,	07	20%
	3.2	Goods, Different types of Goods, Passing of Property in Goods,		
	3.3	Conditions and Warranties, Doctrine of Caveat emptor, Rights of an unpaid Seller.		
	Module IV: Negotiable Instruments Act, 1881			
4	4.1	Meaning of Negotiability and Definition of Negotiable Instruments, Features, Cheques,	05	10%
	4.2	Bill of Exchange and Promissory Note, Holder in Due Course, Crossing of Cheques, Endorsement and Dishonor of Cheques.		
5	Module V: Elements of Company Law			
	5.1	Meaning and types of companies, Formation of a company, Memorandum and Articles of Association, Prospectus and Issue of Shares, and Winding up of Company	05	10%
	5.2	Share Capital and Shareholders, Company Meetings and Proceedings, Powers and Liabilities of Directors, meeting, Managerial Remuneration		
6	Module VI: Consumer Protection Act 1986 and Torts			
	6.1	Need for Consumer Protection, Meaning of Consumer, Different Redressal Forums for Consumers, Rights of Consumers	06	10%

	6.2 Unfair Trade Practices, and Procedure for Filing Complaints, Meaning of tort, Application of Tortuous Liability in Business Situations.		
Total		39	100%

References	
1.	N.D. Kapoor, Mercantile Law
2.	P.K Goel, Business Law for managers Biztantra.
3.	Shukla, S.M. and Gupta, O P, Mercantile Law.
4.	S. S. Gulshan Mercantile Law, Excel Book.
5.	Maheshwari & Maheshwari Business Law.

SEMESTER II

Course Code	Course Name	Credits
HVP2203N	HUMAN VALUES AND PROFESSIONAL ETHICS	2

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
02	-	-	02	-	-	02

	Theory					Term Work / Practical/Oral			Total
Internal Assessment				End Sem Exam	Duration Of End Sem Exam	Term Work	Pract.	Oral	
Test	Continuous Evaluation	Attendance	Total Internal						
15	10	05	30	70	3 Hours	-	-	-	100

Course Outcome

1. Students will gain an understanding of concepts of morals, values, ethics, and integrity.
2. It will develop an understanding of workplace rights and responsibilities and ethical considerations in the work environment and also cultivate a sense of industrial integrity and its impact on organizational conduct and reputation.
3. Students will learn to balance their professional responsibilities with personal ethics, ensuring that their actions in the business world are consistent with their moral values.
4. Students will enhance their moral reasoning abilities, enabling them to make well-considered ethical decisions in complex business scenarios.
5. Students will explore the role of ethical leadership in shaping an organization's culture, learning to lead by example and promote ethical practices within teams and organizations.
6. Use various ethical decision-making frameworks to analyze and resolve ethical dilemmas in business

Course Objectives

1. The aim of this course is to facilitate the development of a Holistic perspective among students towards life, profession and happiness, based on a correct understanding of the Human reality and the rest of Existence. Such a holistic perspective forms the basis of value-based living in a natural way.
2. To recognize the need for lifelong learning and have the knowledge and skills that prepare them to identify the moral issues involved in management areas and to provide an understanding of the interface between Social, Technological and Natural environments.
3. Develop personal ethical standards to guide professional conduct
4. Advocate for and implement practices that support ethical behavior and corporate integrity
5. Explore ethical issues in diverse cultural and international contexts
6. Learn to lead ethically and create an ethical

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
	Module I: Human Values			
1	1.1	Morals, Values, Types of values, Evolution of human values, Ethics, Integrity, Work Ethic, Honesty	07	25%
	1.2	Courage, Empathy, Self-Confidence, Character, Challenges at Workplace		
	Module II: Values in Management			
2	2.1	Relevance of values in Management, Need for values in global change, Values for managers	07	25%
	2.2	Holistic approach for managers in decision making, Problems related to stress in corporate management		
	Module III: Workplace Rights and Responsibilities			
3	3.1	Workplace Rights and Responsibilities: Organizational complaint procedures. Government agencies, Resolving Employee concerns, Limits on acceptable behavior in large corporation.	07	25%
	3.2	Work environment: Ethical and legal considerations, Organizational responses to offensive behavior and harassment, Ethics in a Global Context.		
	Module IV: Industrial Integrity			
4	4.1	The epitome of industrial success, Integrity and organization	03	25%
		Exploring learning process of integrity, Consequences of lack of integrity.		
Total			26	100%

References

1. Ivan Illich, (2000), Energy & Equity, Marion Boyers Publishing Ltd.

2. E.F. Schumacher, (1973), Small is Beautiful: a study of economics as if people mattered, Blond & Briggs, Britain.	
3. A Nagraj, (1998), Jeevan Vidya ek Parichay, Divya Path Sansthan, Amarkantak. Sussan George, (1976), How the Other Half Dies, Penguin Press.	
4. PL Dhar, RR Gaur, (1990), Science and Humanism, Commonwealth Publishers. Tripathy, (2003), Human Values, New Age International Publishers.	A.N.
5. Donella H. Meadows, Dennis L. Meadows, Jorgen Randers, William W. Behrens III, 1972	
6. R R Gaur, R Sangal, G P Bagaria, (2010), A Foundation Course in Human Values and Professional Ethics, Excel Books	

Discipline II

SEMESTER-II

Course Code	Course Name	Credits
BST2204N	BUSINESS STATISTICS	4

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
04	-	-	04	-	-	04

	Theory					Term Work / Practical/Oral			Total
Internal Assessment				End Sem Exam	Duration Of End Sem Exam	Term Work	Pract.	Oral	
Test	Continuous Evaluation	Attendance	Total Internal						
15	10	05	30	70	3 Hours	-	-	-	100

Course Outcome

1. Develop the ability to analyze and interpret data using statistical techniques to make informed business decisions.
2. Critically evaluate the underlying assumptions of analysis tools
3. Understand and critically discuss the issues surrounding sampling and significance.
4. Discuss critically the uses and limitations of statistical analysis.
5. Solve a range of problems using the techniques covered.
6. Conduct basic statistical analysis of data.

Course Objectives

1. To familiarize the students with various statistical tools which can help them in analysis and interpretation of business data.
2. To promote the use of statistical thinking and techniques to apply them to make educated decisions whenever there is variation in business data. Therefore, it is a course in statistical thinking via a data-oriented approach.
3. Develop personal ethical standards to guide professional conduct
4. Advocate for and implement practices that support ethical behavior and corporate integrity
5. Learn to lead ethically and create an ethical culture within organizations
6. Familiarize with and apply professional codes of ethics relevant to various business professions

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
	Module I: Introduction to Statistics			
1	1.1	Definitions, Functions of Statistics, Statistics and Computers,	09	17%
	1.2	Limitation of Statistics, Application of Statistics.		
	Module II : Data Collection and Analysis			
2	2.1	Methods of Data Collection, Primary and Secondary Data, Graphic Representation of Data, Measures of Dispersion-Range,	09	17%
	2.2	Quartile Deviation, Mean Deviation, Standard Deviation, Coefficient of Variation. (Absolute & Relative Measure of Dispersion),		
	2.3	Skewness-Karl-Pearson's Coefficient of Skewness, Bowley's Coefficient of Skewness, Kurtosis.		
	Module III Correlation Analysis and Regression Analysis			
3	3.1	Introduction-Importance of Correlation, Types of Correlation, Scatter Diagram Method, Karl Pearson's coefficient of Correlation (Grouped and Ungrouped).	09	17%
	3.2	Spearman's Coefficient of Rank Correlation, Rank Correlation for Tied Ranks,		
	3.3	Regression Analysis- Concepts of Regression, Difference b/w Correlation and Regression, Regression Lines		
	Module IV: Time Series Analysis			
4	4.1	Meaning and Significance, Components of Time Series, Trend Measurement,	09	17%
	4.2	Moving Average Method, Least Square Method (Fitting of Straight Line Only		
5	Module V: Probability			
	5.1	Introduction, Terminology used in Probability, Definitions of Probability, Mathematical, Statistical and Axiomatic Approach to Probability, Probability Rules-Addition Rule,.	09	17%

	5.2	Multiplication Rule of Probability, Conditional Probability- Bayes Theorem, Problems on Bayes Theorem		
6	Module 6: Probability Distribution		07	15%
	6.1: Discrete Probability Distributions-Binomial Probability Distribution, Poisson Probability Distribution, Properties,			
	6.2: Applications, Continuous Probability Distributions- Normal Probability distribution, Properties of the Normal Curve, Applications, Relation b/w distributions			
Total			52	100%

References
1. Aditham B Rao, Quantitative Techniques in Business, Second Edition, Jaico Publications
2. Gupta S P, Statistical Methods, S. Chand & Co. New Delhi.
3. Kapoor & Sancheti, Business Statistics, Sultan Chand & Sons, New Delhi.
4. Khanna K K, Prof. Jagjit Singh & Dr. Chandan J S, Business Statistics, Second edition, Vikas Publishing House
5. Anderson Sweeney Williams, Statistics for Business and Economics, Eighth edition, Thomson
6. Kothari C R, Quantitative Techniques, Third edition, Vikas Publishing House
7. Aggarwal B M, Business Statistics, S. Chand & Co.
8. Hooda R P, (2002), Introduction to Statistics, Macmillan
9. Rubin & Levin, Statistics for Management, Seventh edition, Pearson, Prentice Hall of India.

SEMESTER-II

Course Code	Course Name	Credits
CCM2205N	CROSS CULTURAL MANAGEMENT	4

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
04	-	-	04	-	-	04

	Theory					Term Work / Practical/Oral			Total
Internal Assessment				End Sem Exam	Duration Of End Sem Exam	Term Work	Pract.	Oral	
Test	Continuous Evaluation	Attendance	Total Internal						
15	10	05	30	70	3 Hours	-	-	-	100

Course Outcome

1. To understand the significance of cross-cultural management, and of the major theoretical and empirical studies which examine the impact of different national cultures on work and employment.
2. To know the international management practices and how organizational and national culture impacts upon them: work, motivation, performance appraisal, leadership, cross-cultural communication and decision-making, negotiation and trust, conflict and dispute resolution and corporate social responsibility.
3. To Develop an in-depth understanding of the nature of societal culture and its multiple dimensions and enhance their ability to analyze the influence of culture on behavior, particularly with respect to management.
4. To Enhance their situational awareness and critical thinking through exposure to many examples of cross-cultural interaction in different cultures, organizations, and management situations.
5. To Develop insights about the role of leadership to bridge across different cultures and create synergies.
6. Explain key cultural dimensions and frameworks, such as Hofstede's cultural dimensions, and their impact on management practices

Course Objectives

1. To help students to construct their own coherent, individual perspective of the substance and increase their cultural awareness.
2. To focuses on interpersonal approaches between people of different cultures in work settings as opposed to a country specific approach.
3. Develop and apply cultural intelligence (CQ) to effectively manage and collaborate with diverse teams

4. Adapt management and leadership styles to suit different cultural contexts and enhance team performance
5. Develop strategies to manage and resolve conflicts that arise from cultural misunderstandings in the workplace
6. Foster an inclusive work environment by understanding and respecting cultural diversity

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
	Module I: Introduction			
1	1.1	Determinants of Culture – Facets of culture – Levels of Culture – National Cultural dimensions in the business context – The influence of National Culture on business culture.	09	17%
	1.2	Business Cultures: East and West. Definition of Culture and impact of the culture on International Business		
	Module II : Modalities of Cross-Cultural Dimensions			
2	2.1	The concepts of cross-cultural studies, Value orientations and Dimensions – Reconciling cultural dilemmas	09	17%
	2.2	Culture and Styles of Management: Management tasks and cultural values. Kluckhohn and Strodtbeck's Cultural Dimension, Hofstede's Cultural Dimensions		
3	Module III: Culture and Organizations			
	3.1	Culture and corporate structures, Culture and Leadership,	09	17%
	3.2	Differences in managerial behavior Cultural influences on leaders and their behavioral patterns		
	3.3	Culture and Strategy – Cultural change in Organizations- Culture and marketing		
4	Module IV: Culture and Communications			
	4.1	Business communication across cultures – Barriers to intercultural communication – Negotiating Internationally.	09	17%
	4.2	Cultural Diversity. Styles of Management – American, Europe, Asia, Middle east, African.		
5	Module V: Cross Cultural Team Management			
	5.1	Working with International teams – Groups processes during international encounters – Conflicts	09	

		and cultural difference		17%
	5.2	Understanding and dealing with conflicts – Developing Intercultural relationships. Business Ethics and Management of Change in the International Organization		
6	Module VI: Management of Multinational companies			
	6.1	Management of Multinational Companies - Problems & Prospects of MNCs in an International environment	07	15%
	6.2	Managing Negotiation with Multinational Companies		
Total			52	100

References:

1. Marie-Joelle Browaey and Roger Price: Understanding Cross-Cultural Management, Pearson, 2015.
2. David C.Thomas: Cross Cultural Management, 2/e, Sage Publications, 2014.
3. Nigel Holdon, Cross Cultural Management: Knowledge Management Perspective, Pentice Hall, 2012.
4. Parissa Haghirian: Multinational and Cross-Cultural Management, Routledge, 2012.
5. Richard Mead: International Management-Cross cultural Dimension, 3/e, Blackwell, 2015.
6. Jerome Dumetz -Cross-cultural management textbook: Lessons from the world leading experts in cross-cultural management, Create Space Independent Publishing Platform; Student edition (September 5, 2012), Oakland, USA

SEMESTER-II

Course Code	Course Name	Credits
FAC2206N	Financial Accounting	4

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
04	-	-	04	-	-	04

Theory						Term Work / Practical/Oral			Total
Internal Assessment			Total Internal	End Sem Exam	Duration Of End Sem Exam	Term Work	Pract.	Oral	
Test	Continuous Evaluation	Attendance							
15	10	05	30	70	3 Hours	-	-	-	100

Course Outcome

1. Exemplify to prepare and analyse the financial statements.
2. Acquire the basic concept of accounting terms.
3. Journalize the ability to rectify the errors in bank reconciliation statement.
4. Students will demonstrate a solid understanding of fundamental accounting principles and concepts, including accrual accounting, revenue recognition, and matching principles.
5. Students will understand the ethical considerations and responsibilities of financial accounting, including the importance of honesty, integrity, and transparency in financial reporting.
6. Interpret and analyze financial statements to assess the financial health and performance of a business

Course Objectives

1. Understand key accounting concepts and the double-entry system.
2. Learn to create income statements, balance sheets, and cash flow statements.
3. Master the recording of business transactions in journals and ledgers.
4. Develop skills to interpret and analyze financial statements
5. Familiarize with GAAP or IFRS for accurate financial reporting
6. Learn to calculate and account for depreciation and amortization

Detailed Syllabus				
Module/ Unit	Course Module / Contents		Hours	Marks Weightage
	Module I: Introduction to Bookkeeping & Accountancy			
1	1.1	Basic Terminologies, Financial Accounting Concepts, importance and scope	09	17%
	1.2	Double entry system of accounting. Journal, & Ledger		
	Module II: Subsidiary Books & Bank Reconciliation Statement			
2	2.1	Purchase Book, Sales Book, Purchase Return Book, Sales Return Book	09	17%
	2.2	Cash Book with cash & bank column		
	2.3	Petty Cash book Bank Reconciliation Statement		
	Module III: Depreciation Accounting			
3	3.1	Fixed Instalment Method	09	17%
	3.2	Reducing Balance Method		
	3.3	Provision for Depreciation		
	Module IV: Stock Valuation			
4	4.1	Stock Valuation (FIFO & Weighted Average Method)	09	17%
	4.2	Trial Balance, Errors and their rectification		
5	Module V: Final Accounts			
	5.1	Concept of Capital, Revenue and Deferred Revenue Income & Expenditure	09	17%
	5.2	Preparation of Final Accounts of Sole Trading Concerns, Trading A/c, Profit & Loss A/c & Balance Sheet (with adjustments & Closing entries)		
	5.3	Preparation of Final Accounts for Non-Profit organizations, Income Expenditure A/c and Balance Sheet (Simple Question based on receipt payment account)		

		.		
6	Module VI: Accounting for Special Transactions		07	15%
	6.1	Definition and nature of consignment, Distinction between consignment and sale Accounting entries in the books of consignor and consignee Valuation of unsold stock Treatment of normal and abnormal losses		
	6.2	Bills of Exchange and Promissory Notes Definition, characteristics, and types Accounting treatment for bills of exchange: drawing, acceptance, discounting, endorsement, dishonor, and renewal Accounting entries in the books of drawer and drawee		
		Total	52	100%

References	
1.	Dr. S.N. Maheswari, Financial Accounting BS Raman,
2.	Financial Accounting Grewal and Gupta, Advanced Accounting
3.	Radhaswamy and R.L. Gupta, Advanced Accounting
4.	S.Kr. Paul, Advanced Accounting
5.	P.C. Tulasian, Pearson Editions, Introduction to Accounting Jain & Narang,
6.	Financial Accounting Sehgal, A and Sehgal,D “Advanced Accounting”, Part – 1, Taxmann Applied services, New Delhi

DISCIPLINE III**SEMESTER II**

Course Code	Course Name	Credits
ABM2210N	ADVANCES IN BUSINESS MANAGEMENT	04

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
03	-	01	03	-	01	04

	Theory					Term Work / Practical/Oral			Total
Internal Assessment				End Sem Exam	Duration Of End Sem Exam	Term Work	Pract.	Oral	
Test	Continuous Evaluation	Attendance	Total Internal						
20	25	05	50	50	2 Hours	-	-	-	100

Course Outcome

1. Identify and analyze the key qualities, characteristics, and challenges of entrepreneurs, including women entrepreneurs, and evaluate the process of venture idea generation and screening.
2. Develop skills to prepare pre-feasibility and project reports, compare product ideas, and identify appropriate sources of finance for entrepreneurial ventures.
3. Assess various financing options, including venture capital, and understand what investors look for in investment proposals, as well as outline effective venture capital proposals.
4. Evaluate vendor development processes, vendor selection criteria, pricing methods, and understand the direct and hidden costs associated with material management.
5. Apply the steps and procedures necessary for setting up small-scale enterprises, and address challenges in project management, including e-commerce and cluster development.
6. Gain insights into the reasons for entrepreneurial failure, understand the organizational forms under the MSMED Act, and evaluate the implications of the SMERA rating on small enterprises.

Course Objectives

1. Provide students with a deep understanding of the qualities, characteristics, and challenges faced by entrepreneurs, with a focus on venture idea generation and preliminary screening.
2. Equip students with the ability to conduct project appraisals, including preparing pre-feasibility reports, comparing product ideas, and identifying suitable financing options.
3. Teach students to analyze financial options for entrepreneurial ventures, including venture capital, and understand the key components of a successful investment proposal.
4. Educate students on the essentials of market and materials management, focusing on vendor development, selection processes, pricing strategies, and cost management.

5. Provide students with practical knowledge of the steps and procedures involved in setting up and managing small-scale enterprises, including the use of e-commerce and addressing project management challenges.
6. Introduce students to the MSMED Act, reasons for entrepreneurial failure, and the organizational forms available to small enterprises, including the role of SMERA in enterprise rating.

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
1	Introduction to Entrepreneurship		09	17%
	1.1	Qualities, Characteristics of an entrepreneur, Venture idea generation, Ideas and the entrepreneurship, Women entrepreneurs, Preliminary Screening, Drawbacks or Problems of entrepreneurship		
2	Project Appraisal		09	17%
	2.1	Pre-feasibility Report, Project Report, Comparative Rating of Product ideas, Sources of Finance		
	2.2	Stages of Project Feasibility Analysis-Market & Technical		
3	Financial Analysis		09	17%
	3.1	Financing the project, Sources of finance, Venture Capital Sources, What Investor looks in the Investment Proposal		
	3.2	Outline for a Venture Capital Proposal, Sources of finance from different banks		
4	Market and Materials Management Analysis		09	17%
	4.1	Vendor development, vendor selection decision factors, methods of price determination, direct and hidden cost in material management		
5	Project Management		09	17%
	5.1	Steps and procedure for setting up small scale		
	5.2	E-Commerce, E-Business, E-Auction, Project management problems. SEZ, Cluster Development.		
6	MSMED Act 2006		07	15%
	6.1 Reasons of failure, Overview of setting up an enterprise with organizational forms – MSMED Act and SMERA Overview.			
Total			52	100%

References

1. "Innovation and Entrepreneurship" by Peter F. Drucker, Reprint Edition (2015), Harper Business
2. Developing Entrepreneurship, Udai Pareek Sanjeev & Rao T.V, Printers, Ahmedabad
3. A Issues and Problems: Small: 1, Sharma, S.V.S., Industry Extension Training Institute, Hyderabad
4. A Practical Guide to Industrial Entrepreneurs; Srivastava, S.B., Sultan Chand & Sons
5. Entrepreneurship Development; Bhansali, Himalaya Publishing, Bombay.
6. "Entrepreneurship Development and Management" by Vasant Desai, 6th Edition (2019), Himalaya Publishing House

SEMESTER II

Course Code	Course Name	Credits
HMR2210N	HUMAN RIGHTS- II -INDIAN PERSPECTIVES	4

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
04			04			04

Theory							Term Work/ Practical/ Oral			Total
Internal Assessment					End Sem Exam	Duration of End Sem Exam	T	P	O	
Test	Assignment	Viva	Attendance	Total Internal						
20	15	10	05	50	50	2 Hours	-	-	-	100

Course Outcome	
1.	Foster respect for human dignity and individual self-respect.
2.	Ensure genuine gender equality and equal opportunities for all.
3.	Promote understanding and appreciation of diverse communities.
4.	Empower students towards active citizenship and social engagement.
5.	Support the values of democracy, development, and social justice.
6.	Encourage communal harmony and solidarity among diverse groups.

Course Objective	
1	Describe and critically analyze various spheres of human rights in India.
2	Communicate effectively on socio-legal aspects of human rights in India.
3	Assess specific areas of human rights law with reference to legal instruments and cases.
4	Analyze contemporary challenges and trends in human rights theory and practice.

5	Understand affinities and divergences in rights across international, regional, and domestic contexts.
6	Examine the sources, substance, and application of human rights in different legal frameworks.

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage (%)
Module I	Indian Constitutional Perspectives- Fundamental Rights I		09	15
1	1.1	Right to Equality: Equality before law and prohibition of discrimination.		
	1.2	Right to Freedom: Freedom of speech, assembly, and movement.		
	1.3	Right to Protection in Respect of Conviction: Safeguards against arbitrary arrest and detention.		
	1.4	Right to Constitutional Remedies: Access to judicial recourse for the enforcement of rights.		
	1.5	Right to Education: Right to free and compulsory education for children.		
	1.6	Right to Life and Personal Liberty: Protection of life and personal freedom.		
Module II	Indian Constitutional Perspectives- Fundamental Rights II		09	15
2	2.1	Right against Exploitation: Prohibition of human trafficking and forced labor.		
	2.2	Right to Privacy: Protection of personal privacy and confidentiality.		
	2.3	Right to Freedom of Religion: Freedom to practice, profess, and propagate religion.		
	2.4	Cultural and Educational Rights: Protection of cultural and educational rights of minorities.		
	2.5	Directive Principles of State Policy: Guidelines for state policy and governance.		
	2.6	Judicial Review: Power of the judiciary to review laws and protect fundamental rights.		
Module III	Constitutional perspectives III- Directive Perspectives of State Policy		09	16
3	3.1	Promotion of Social Welfare: Ensuring the welfare of individuals and communities.		
	3.2	Economic Justice: Achieving fair distribution of wealth and resources.		

	3.3	Education and Health: Ensuring access to quality education and healthcare for all.		
	3.4	Protection of Marginalized Groups: Safeguarding the rights of disadvantaged and marginalized communities.		
	3.5	Environmental Sustainability: Promoting environmental protection and sustainable development.		
	3.6	Labor Rights: Ensuring fair working conditions and the rights of workers.		
Module IV	General Problems of Human Rights			
4	4.1	National Human Rights Commission (NHRC)	09	18
	4.2	National Commission for Women (NCW)		
	4.3	National Commission for Scheduled Castes (NCSC).		
	4.4	National Commission for Scheduled Tribes (NCST)		
	4.5	National Commission for Protection of Child Rights (NCPCR)		
	4.6	National Commission for Persons with Disabilities (NCPWD)		
Module V	National Human Rights Commission and State Human Rights Commission			
5	5.1	Establishment and Structure: NHRC and SHRC	09	18
	5.2	Jurisdiction and Functions		
	5.3	Powers of NHRC and SHRC		
	5.4	Composition of NHRC and SHRC		
	5.5	Investigation and Redressal Mechanism		
	5.6	Role in Policy and Advocacy		
Module VI	Different Scheme of the Govt to Promote Equality to Human beings			
6	6.1	Pradhan Mantri Jan Arogya Yojana (PMJAY)	7	18
	6.2	Integrated Child Development Services (ICDS)		
	6.3	National Rural Employment Guarantee Act (MGNREGA)		
	6.4	National Action Plan for Children (NAPC)		
	6.5	Swachh Bharat Mission (SBM)		
	6.6	Pradhan Mantri Awas Yojana (PMAY) of the International Criminal Court (1998)		
Total			52	100%

References:	
1.	Legal Aid as Human Rights (Dharwad : Jagrut Bharut, 1985)
2.	2. Diwan, Paras, Human Rights and the Law: Universal and Indian (New Delhi Deep and Publishers 1985)
3.	3. Mohanti M. , Peoples Rights (New Delhi: Sage Publications 1998)
4.	4. Pal R. M. ed. Human Rights Education (New Delhi , PUDR 1995)
5.	5. Pandey J. and R.K. Dubey, Civil Liberty under Indian Constitution (New Delhi – Deep and Deep 1995)
6.	Legal Aid as Human Rights (Dharwad : Jagrut Bharut, 1985)

SEMESTER II

Course Code	Course Name	Credits
ECO2210N	ECONOMICS II	4

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
03		01	03		01	04

Theory							Term Work/ Practical/ Oral			Total
Internal Assessment					End Sem Exam	Duration of End Sem Exam	T	P	O	
Test	Assignment	Viva	Attendance	Total Internal						
20	15	10	05	50	50	2 Hours	-	-	-	100

Course Outcome

1	Knowledge of this subject is essential to understand facts, concepts of macroeconomics.
2	Students understand the basic theories behind decision making process of the Govt
3	Students understand the short run and the long run theories of Macroeconomics
4	Students understand the importance of moderating the inflation
5	Students understand the impact of microeconomic decisions at macroeconomic level.

Course Objective

1	Students are able to describe the objective macroeconomics
2	Students are able understand classical and Keynesian models
3	Students are able compare the different GDP Growths, inflation levels and per capita income of different countries

4	Students are able to understand the different types of inflation
5	Students are able to understand the Philips curve

Detailed syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage (%)
Module I	Introduction to Macroeconomics		7	15
1	1.1	The roots of Macroeconomics		
	1.2	Macroeconomic concerns		
	1.3	Objectives of Macroeconomics		
	1.4	The role of government in the macro economy		
	1.5	Components of Macro economy		
	1.6	Methodology of Macroeconomics		
Module II	Introduction to National Income Accounting		7	15
2	2.1	Concepts of GDP and national income.		
	2.2	Approaches to calculating GDP, GDP and personal income		
	2.3	Nominal and real GDP,		
	2.4	Limitations of the GDP concept.		
Module III	Schools of Macroeconomic Thoughts		8	16
3	3.1	Classical Model		
	3.2	Neo Classical Model		
	3.3	Keynesian Models		
	3.4	Say's Law of Market		
Module IV	Keynesian Model		10	18

4	4.1	Keynes theory of income and employment; Consumption function; theory of investment-marginal efficiency of capital; saving and investment		
	4.2	Consumption Function		
	4.3	Theory of Investment		
	4.4	Marginal Efficiency of Capital		
	4.5	Saving and Investment		
	4.6	The Investment Multiplier and its application to LDC's		
Module V	Money in the Modern Economy		10	18
5	5.1	Theories of Demand for Money: Quantity Theory of Money and Keynes approach;		
	5.2	Keynes's approach to QTM		
	5.3	Characteristics of a monetary economy		
	5.4	The supply of money and overall liquidity position; credit creation		
Module VI	Inflation		10	18
6	6.1	Inflation: types, causes, consequences		
	6.2	Impact of Inflation on Indian Economy		
	6.3	Remedial Measures		
	6.4	Philips Curve		
Total			52	100%

1	Dornbusch, Fischer and Startz, Macroeconomics, McGraw Hill, 11th edition, 2010
2	N. Gregory Mankiw. Macroeconomics, Worth Publishers, 7th edition, 2010.
3	Errol D'Souza, Macroeconomics, Pearson Education, 2009.
4	Olivier Blanchard, Macroeconomics, Pearson Education, Inc., 5th edition, 2009.
5	Richard T. Froyen, Macroeconomics, Pearson Education Asia, 2nd edition, 2005.

SEMESTER II

Course Code	Course Name	Credits
CSW 2210N	TECHNICAL AND LITERARY WRITING	04

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
04	00	-	04	00	-	04

Internal				External		Total
Mid-Sem Exam	Continuous Evaluation	Attendance	Total Internal	End Sem Exam	Duration Of End Sem Exam	
30	15	05	50	50	2 Hours	100

Course Outcomes

1. Understand practical skills for writing and appreciating written work.
2. Master different writing styles and techniques
3. Enhance vocabulary to improve communication skills and be more prepared to take English based proficiency exams like IELTS, SAT
4. Empower oneself as a writer and improve creativity.
5. Produce original work of research.

Course Objectives

1. To understand the basic tenets of Technical Writing
2. To seek the writer within
3. To learn how to critique constructively.
4. To understand the basic tenets of Literary Writing
5. To prepare a portfolio of original work

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
1	Basics of Technical Writing		8	15%
	1.1	Introduction to technical writing		
	1.2	Types of technical writing and reader mapping		
	1.3	Developing argumentation and critical thinking for writing		
2	Structure of Technical Writing		8	15%
	2.1	Instructions and procedures		
	2.2	Writing technical reports		
	2.3	Document design and visuals		
3	Writing a Research Paper		10	20%
	3.1	Writing process and strategies		
	3.2	Research and planning		
	3.3	Summarizing and organizing		
	3.4	Employing correct citation styles and avoiding plagiarism		
4	Basics of Literary Writing		10	20%
	4.1	Introduction to literary writing		
	4.2	Mechanics of literary writing		
	4.3	Adapting writing style and tone according to context and purpose		
5	New Trends in Literary Writing		8	15%
	5.1	Gender-neutral terms, avoiding ableist language, and being mindful of cultural sensitivity		
	5.2	Micro Fiction and Flash Fiction		
	5.3	AI based Writing		
	5.4	Travelogues and Memoirs		
6	Writing for Media		8	15%
	6.1	Journalistic Writing		
	6.2	Basics of copywriting		
	6.3	Web Content Writing		
	6.4	Blogging skills		
Total			52	100

References

1. Baiely, Stephen. Academic Writing: A Handbook for International Students. Routledge, 2011.
2. Blogging for beginners: Learn how to start and maintain a successful blog the simple way
Terence Lawfield
3. Bloom, Wayne C. The Craft of Research. 3rd ed. UCP, 2008.
4. Dev, Anjana Neira, ed. A Handbook of Academic Writing and Composition. Pinnacle, 2016.
5. Eckert, Kenneth. Writing Academic Research Papers. Moldy Rutabaga, 2021.
6. Gupta, Renu. A Course in Academic Writing. Orient BlackSwan, 2010.
7. Hal Zina Bennet. *Write from the Heart: Unleashing the power of Your Creativity*. California, New World Library, 2001.
8. Online Journalism - Reporting, Writing and Editing for New Media - Richard Craig Broadcast
News Handbook - Writing, Reporting, Producing in a converging Media - C.A. Juggle, Forrest
Carr and Suzanne Huffman
9. Writing for the media- Sunny Thomas
The Language of New Media - Lev Manovich
10. Writing New media -Theory and Applications for expanding the teaching of composition -
Anne Wysocki.

SEMESTER - II

Course Code	Course Name	Credits
FST2210N	FASHION TECHNOLOGY II (TREND RESEARCH & FASHION FORECASTING)	04

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
02		02	02		02	04

Theory						Term Work/ Practical/ Oral			Total
Internal Assessment				End Sem Exam	Duration of End Sem Exam	Term Work	Prac.	Oral	
Test	Continuous Evaluation	Attendance	Total Internal						
15	30	05	50	50	2 Hours	-	-	-	100

Course Outcome

1.	Understand the concept and importance of trend analysis and fashion forecasting, including its impact on product development, marketing strategies, and overall business success.
2.	Develop trend analysis and prediction skills by learning to interpret cultural, social, economic, and technological influences on fashion trends.
3.	Master research methods for fashion forecasting, including effective data gathering, market trend analysis, and forecasting techniques.
4.	Enhance creativity and innovation in trend interpretation to translate fashion trends into innovative design concepts and adapt them to various market segments.

Course Objective

1.	The course aims to provide students with a comprehensive understanding of trend forecasting and its significance in the fashion industry, to develop skills in trend analysis, prediction, and research methods to identify emerging fashion trends and predict future directions.
2.	The course emphasizes the utilization of forecasting tools and technologies, such as data analysis software and trend forecasting platforms.

Detailed syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage (%)
Module I	Fundamentals of Design Thinking.		8	15%
1	1.1	Stages of Thinking-Define, Research Ideate, Prototype, Implement, Learn.		
	1.2	Research- Identifying drivers, Information gathering, Target Groups, Samples and feedback;		
	1.3	Idea generation- Basic design directions, Themes for thinking, Inspiration and reference, Brainstorming, Value, Inclusion, Sketching, Presenting Ideas; Creative Thinking Methods - Innovation through Design Thinking - The Need for Creative and Design Thinking.		
Module II	The Research Method and Design Process.		9	20%
2	2.1	Research -Nature and Definition; Research Process – Preparation, Information Gathering-Goal, Identification of Problems and Hypothesis, Exposition of facts and interpretation, Presentation of result and findings;		
	2.2	Research Methods – Literature review, Collection of preliminary field data, Define the problem, Analysis and Modification, Presentation of findings;		
	2.3	Design Process – Study historical and contemporary examples, Experimentation with materials and visual Ideas, Visual analysis and identification of design problems, Create the work series and explore in subsequent work, Board presentation.		
Module III	Concept of Fashion Forecasting		8	15%
3	3.1	Awareness of fashion fairs and fashion centers, Knowledge of creative writing		
	3.2	Reading of fashion forecast magazine, Sources of information		
	3.3	Role of Exhibitions and Fashion Shows		
Module IV	Fashion Forecasting Process		9	15%
4	4.1	Market Research- Consumer research, Shopping, Sales records.		

	4.2	Evaluating the collections- Similar Ideas indicate fashion trends, Trends for the target market;		
	4.3	Fashion services – Collection reports, Trend books, consulting, Color services, Television/Video services, Newsletter services, Websites, Directories and reference books, Fashion Magazines and newspapers, and Catalogs.		
	4.4	Design Sources- Historic inspirations, Folk influences, Vintage clothing shops, Museums, Libraries and bookstores, Arts, Fabrics/Textiles, Travel, Form follows function, The street scene, The turn of the century, innovations, and technologies.		
Module V	Fashion Forecasting Report and Trend Analysis			
5	5.1	Market Research - On-site visits to fashion retailers and cloth markets to study market trends and collect various cloth samples, catalogues, etc.	9	20%
	5.2	Forecasting Exploration through sources like - Magazines, Newspapers, Internet sites to become familiar with apparel, textile, colour, style, and general culture and consumer forecasting resources.		
	5.3	Preparation of storyboards - Students will prepare storyboards for specific targets.		
	5.4	Presentation of designs - Students will prepare a fashion forecast for different seasons.		
Module VI	Fashion Product Development.			
6	6.1	Introduction to Product development process – Target market, Merchandising, Season; Design – Concept boards, knockoffs, Fakes, Design elements – Color and Fabric selection, Design principles, Sketching Ideas – Style boards. Sample Development – Draping, Flat pattern, Prototype, Fit;	9	15%
	6.2	Tech packs – Designer worksheets, Line selection - Editing, Reassessment of merchandising plan, Line presentation; Manufacturing - Duplicates the samples.		
Total			52	100%

References:	
1.	Fashion: From concept to consumer, Gini Stephens Frings (1999), Prentice-Hill Inc.
2.	Design Thinking, Gavin Ambrose & Paul Harris, AVA Publishing, Switzerland.
3.	New Product Planning, Harry B. Watton, Prentice Hall Inc..
4.	Design Research: Methods and Perspectives, edited by Brenda Laurel
5.	Lateral Thinking: Creativity Step by Step, Edward De Bono.
6.	How Customers Think: Essential Insights into the Mind of the Market – Gerald Zaltman

SEMESTER - II

Course Code	Course Name	Credits
IND2210N	INTERIOR DESIGN -II	04

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
01	-	03	01	-	03	04

	Theory					Term Work / Practical/Oral			Total
Internal Assessment				End Sem Exam	Duration Of End Sem Exam	Term Work	Pract.	Oral	
Test	Continuous Evaluation	Attendance	Total Internal						
15	30	05	50	-	-	50	-	-	100

Course Outcome

1. Introduction of Interior Design of Office spaces
2. Understanding requirements of office spaces
3. Developed ability to identify colors, materials and lighting fixtures for office spaces
4. Develop understanding of ancillary services
5. Design of an office interior

Course Objectives

1. To encourage the students to develop visual thinking of the designed space.
2. To familiarize the students with the design process and the aspects and constraints to be considered while designing interior spaces.
3. To evolve concept and designs for a complete project like an office space

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
1	Introduction to commercial interiors		8	10%
	1.1	Introduction to Interiors of other spaces such as hospitality spaces, shopping areas, salons, spa, gymnasiums, healthcare facilities, specialty stores, etc.		

	1.2	Understanding of common spaces in commercial building		
	1.3	Introduction to Interiors of Office spaces		
2	Office Interiors		12	20%
	2.1	Identifying the requirements for the office spaces		
	2.2	Study of anthropometry of office furniture		
	2.3	Understanding the circulation		
	2.4	Introduction to furniture		
3	Materials and color scheme		12	20%
	3.1	Identifying Materials for walls, flooring and ceiling		
	3.2	Identifying color schemes		
	3.3	Discussion on lighting fixtures		
4		Ancillary services	12	20%
	4.1	Pantry		
	4.2	Toilets		
	4.3	False ceiling, Airconditioning, sprinkles, smoke detectors		
5		Interior Design Project	16	30%
	5.1	Design drawings, plans, elevations, with furniture layout to given scale		
	5.2	Presentation in the given format		
	5.3	Preparing the final portfolio		
		Total	60	100%

References:

- Joseph Chiara and John Callend, Time Saver Standards for Building Types
- Panero, Human Dimensions and Interior Space: A Source Book of Design Reference Standards
- Drew Plunkett, Drawing for Interior Design

SEMESTER - II

Course Code	Course Name	Credits
FLF2211N	FRENCH II	2

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
02	-	-	02	-	-	02

		Theory					Term Work / Practical/Oral			Total
Internal Assessment					End Sem Exam	Duration Of End Sem Exam	Term Work	Pract.	Oral	
Mid Term	Viva	Continuous Evaluation	Attendance	Total Internal						
15	20	10	05	50	50	75 mins	-	-	-	100

Course Outcomes

1. Engage in meaningful conversations in the target language, demonstrating a solid understanding of its nuances.
2. Exhibit advanced grammar skills that encompass a wide range of tenses.
3. Well-informed about the culture, societal norms and civilization related to the language, enriching the conversational experience.
4. Demonstrate conversational proficiency across various real-life scenarios, including but not limited to dining in restaurants and making hotel reservations, thus enhancing everyday communication.
5. Speak fluently, conveying thoughts and ideas with confidence, accuracy, and an enjoyable ease, making interactions both effective and pleasant.

Course Objectives

1. To develop the ability to engage in detailed conversations, expressing opinions, narrating events, and describing experiences.

2. To master complex grammatical structures, including past and future tenses, relative pronouns, and compound sentences.
3. To explore cultural practices and social norms more deeply to understand their impact on communication and behavior.
4. To enquire about products and place orders in shops or restaurants.
5. To enhance speaking fluency and confidence, reducing hesitation and errors.

Detailed Curriculum

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
	Module I			
1	Leçon 1	Aller voir ailleurs	6	20%
	Leçon 2	Balade autoguidée		
	Leçon 3	Week-end à Aoste		
2	Module II		7	30%
	Leçon 1	Parle avec moi		
	Leçon 2	Nous couchsurfons		
	Leçon 3	En route !		
3	Module III		6	20%
	Leçon 1	En route !		
	Leçon 2	Concours de selfies		
	Leçon 3	La France et nous		
4	Module IV		7	30%
	Leçon 1	Vive le speak dating !		
	Leçon 2	Quartier Libre		
	Leçon 3	Vous avez mal où ?		
	Total		26	100%

References	
1.	Berthet, Hugot et al. Alter Ego - Méthode de Français, A1: Hachette,2012.
2.	Bruno Girardeau et Nelly Mous. Réussir le DELF A1. Paris : Didier, 2011.
3.	Loiseau Y.,Mérieux R. Connexions 1, cahier d'exercices. Didier, Paris, 2017.
4.	Loiseau Y. & Mérieux R. Connexions 1, Guide pédagogique. Didier, Paris, 2017.
5.	Connexions 1, livre de l'élève – Loiseau Y. & Mérieux R., éd. Didier, Paris,2017.
6.	Latitudes 1, cahier d'exercices – Loiseau Y. & Mérieux R., éd. Didier, Paris,2018.
7.	Latitudes 1, Guide pédagogique – Loiseau Y. & Mérieux R., éd. Didier, Paris,2018.
8.	Latitudes 1, Guide pédagogique téléchargeable – Loiseau Y. & Mérieux R., éd. Didier,2018.
9.	Latitudes 1, livre d'élève + CD – Loiseau Y. & Mérieux R., éd. Didier, Paris,2018.
10.	Nathalie Hirschsprung, Tony Tricot, Cosmopolite 1 Méthode de Français A1. Hachette, 2017.
11.	Nathalie Hirschsprung, Tony Tricot. Cosmopolite 1 Cahier d'activités A1. Hachette, 2017.

SEMESTER II

Course Code	Course Name	Credits
FLG2211N	GERMAN II	2

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
2	-	-	2	-	-	2

		Theory					Term Work / Practical/Oral			Total
Internal Assessment					End Sem Exam	Duration Of End Sem Exam	Term Work	Pract.	Oral	
Mid Term	Continuous Evaluation	Attendance	Oral	Total Internal						
15	10	05	20	50	50	75 mins	-	-	-	100

Course Outcomes

1. Understand basic language structures when applied in authentic situations.
2. Build and understand simple sentences pertaining to concrete necessities.
3. Read and enhance comprehension skills with special focus on vocabulary and syntax.
4. Have a global and fine understanding of written texts.
5. Have a basic conversation using the vocabulary related to food and beverages.

Course Objectives

1. To understand basic language structures when applied in authentic situations.
2. To build and understand simple sentences pertaining to concrete necessities.
3. To read and enhance comprehension skills with special focus on vocabulary and syntax.
4. To have a global and fine understanding of written texts.
5. To have a basic understanding of vocabulary related to food and beverages.

Detailed Curriculum

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
	Kapitel 4			
1	Grammatischer Aspekt	<ul style="list-style-type: none"> - Unregelmäßige Verbformen, z.B. essen, mögen, möchten - Unbestimmter Artikel und Bestimmter Artikel im Akkusativ - Verben mit Akkusativkel 	05	20%
	Kapitel 4			
2	Thematischer Aspekt	<ul style="list-style-type: none"> - über Essen sprechen - einen Einkauf planen - Gespräche beim Einkauf und Essen führen - mit W-Fragen Texte verstehen - Wörter ordnen und lernen 	05	20%
	Kapitel 5			
3	Grammatischer Aspekt	<ul style="list-style-type: none"> - Modalverben, z.B. müssen, wollen, können - Possessivartikel im Nominativ - Zeitangaben: am, um, von...bis, W-Fragen 	10	35%
	Thematischer Aspekt	<ul style="list-style-type: none"> - die Uhrzeit verstehen und nennen - Zeitangaben machen - über die Familie sprechen - sich verabreden - einen Termin telefonisch vereinbaren 		
	Kapitel 6			
4	Grammatischer Aspekt	<ul style="list-style-type: none"> - Datumsangaben: wann, am - Ordinalzahlen - Trennbare Verben: Thema Tagesablauf - Personalpronomen im Akkusativ - Präposition für+Akku. 	06	25%
	Thematischer Aspekt	<ul style="list-style-type: none"> - etwas gemeinsam planen - über Geburtstage sprechen - eine Einladung verstehen und schreiben - im Restaurant bestellen und bezahlen 		
Total			26	100%

References	
1.	Aufderstraße, Hartmut. <i>Lagune 1. Deutsch als Fremdsprache: Kursbuch und Arbeitsbuch</i> . Ismaning: Max Hueber Verlag 2012.
2.	Braun, Anna, and Daniela Wimmer. <i>Schritte Plus A1/1: Arbeitsbuch</i> . Hueber Verlag, 2020.
3.	Dengler, Stefanie. <i>NetzwerkA1. Teil2. Kurs- Und Arbeitsbuch: Deutsch Als Fremdsprache</i> . Langenscheidt, 2012.
4.	Funk, Hermann, et al. <i>studio d A1: Deutsch als Fremdsprache</i> . Cornelsen Verlag, 2015.
5.	Langenscheidt. <i>Langenscheidt Pocket Dictionary German: German-English, English-German</i> . Langenscheidt Publishing Group, 2022.
6.	Niebisch, Daniela, et al. <i>Lagune A1: Kursbuch</i> . Hueber Verlag, 2016.

SEMESTER II

Course Code	Course Name	Credits
FLS2211N	SPANISH II	2

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
2	-	-	2	-	-	2

		Theory					Term Work / Practical/Oral			Total
Internal Assessment					End Sem Exam	Duration Of End Sem Exam	Term Work	Pract.	Oral	
Mid Term	Continuous Evaluation	Attendance	Oral	Total Internal						
15	10	05	20	50	50	75 mins	-	-	-	100

Course Outcomes

1. To use future tense with the correct conjugation and use of the verbs which will enable the students to express their future plans.
2. To use prepositions and will be able to locate people, places and things.
3. To use the vocabulary in a proficient way and incorporate it with prepositions.
4. To understand and comprehend basic Spanish conversations and songs.
5. To express his/her likes, dislikes, tastes and preferences and of others.

Course Objectives

1. To enable the student to use future tense to express his/her plans.
2. To enable the student to use prepositions and directions to locate people, things and places.
3. To enhance the vocabulary of the students about house, body parts, city.
4. To enhance the listening ability of students.
5. To enable the students to express their likes, dislikes, tastes and preferences and of others.

Detailed Curriculum

Module/ Unit	Course Module / Contents		Hours	Marks Weightage (%)
	¿Cuál preferís? Ser O estar			
1	1.1	El verbo SER e introducción del verbo ESTAR	7	25 %
	1.2	Diferencias entre SER y ESTAR		
	1.3	Los números (hasta un millon)		
	¿Dónde está Santiago?			
2	2.1	Las preposiciones de lugar	6	25 %
	2.2	La forma impersonal del verbo HABER		
	2.3	El vocabulario basado en casa.		
	Quiero expresar mis gustos			
3	3.1	El verbo GUSTAR	7	25 %
	3.2	Los verbos como GUSTAR (Encantar y doler)		
	3.3	Vocabulario de cuerpo.		
	Entra el mundo del futuro			
4	4.1	El futuro inmediato (Ir + a + infinitivo)	6	25 %
	4.2	Un ensayo basado en el futuro inmediato		
Total			26	100 %

References

1. Ianco, Begoña. *Nuevo avance. Con CD Audio*. 2011.
2. Bregstein, Barbara. *Easy Spanish Step-By-Step*. McGraw Hill Professional, 2005.
3. García, Concha Moreno, et al. *Nuevo avance. Con CD Audio*. 2011.
4. Hutchinson, Sam. *Los Numeros - Numbers*. Find and Speak Spanish, 2022.
5. Meredith, Susan. *Spanish for Beginners Flashcards*. 2010.
6. Moreno, Concha, et al. *Nuevo Avance Básico alumno +CD*. 2010.
7. Richmond, Dorothy. *Practice Makes Perfect Spanish Verb Tenses, Second Edition*. McGraw Hill Professional, 2010.
8. Richmond, Dorothy. *Practice Makes Perfect: Spanish Pronouns and Prepositions, Premium Fourth Edition*. McGraw-Hill Education, 2020.
9. Rivano, Emilio. *El verbo gustar y otros así*. 2022.
10. Rivas, Celestino. *Daily Spanish For Beginners*. 2019.
11. Thomas, Scott. *The Big Red Book of Spanish Vocabulary*. NTC Foreign Language, 2006.
12. Velarde, J. Gutierrez. *Los Verbos Ser y Estar En Español*. 2018.

SEMESTER II

Course Code	Course Name	Credits
CSE2212N	INTRODUCTION TO COMMUNICATION SKILLS	1

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
01	-	-	01	-	-	01

	Theory					Term Work / Practical/Oral			Total
Internal Assessment				End Sem Exam	Duration of End Sem Exam	Term Work	Pract.	Oral	
Test	Continuous Evaluation	Attendance	Total Internal						
20	25	05	50	50	-	-	-	-	100

Course Outcome

1. Identify the importance of presentation skills in career advancement.
2. Comprehend the steps for planning and preparing professional presentations.
3. Use proficiency in delivering well prepared and articulated presentations effectively.
4. Students will develop the ability to convey ideas clearly and persuasively in both formal and informal presentation settings, adapting their message to the audience and context.
5. Students will build confidence in their presentation abilities through practice and feedback, enabling them to present with poise and self-assurance in various professional scenarios.
6. Demonstrate active listening techniques to enhance understanding and build rapport in conversations

Course Objectives

1. To explain the utility of Presentation Skills and incorporate it with Career advancement.
2. To discuss and explore important steps of business presentation.
3. To enhance the knowledge of linguistics aspect of oral presentation.
4. Enhance active listening abilities to improve comprehension and engagement in conversations

5. Learn the basic principles of effective communication, including verbal, non-verbal, and written forms
6. Learn to write clear, concise, and effective

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
1	Module I: Social Communication Skills		04	15%
	1.1	Appropriateness		
	1.2	Building rapport		
2	Module II: Context Based Speaking		03	15%
	2.1	In general situations		
	2.2	In specific professional situations		
	2.3	Simulations/Role Play		
3	Module III: Non-Verbal Communication		04	30%
	3.1	Non-Verbal Communication, Types, Relevance and significance		
	3.2	Body language		
	3.3	Para language, Chronemics, Haptics, Proxemics, Artifacts, Olfactics		
4	Module IV: Business Presentation		02	40%
	4.1	Audience Analysis, 3 Ps of Presentation		
	4.2	Preparing effective Power Point presentation		
	4.3	Delivering of presentation Handling questions, Corrections		
Total			13	100%

References:

1. Working in English, Jones, Cambridge
2. Business Communication, Raman –Prakash, Oxford
3. Speaking Personally, Porter-Ladousse, Cambridge
4. Speaking Effectively, Jermy Comfort, et.al, Cambridge
5. Anjanee Sethi & Bhavana Adhikari, Business Communication, Tata McGraw Hill

SEMESTER – II

Course Code	Course Name	Credits
BEH2213N	Behavioral Science-II (Problem Solving and Creative Thinking)	1

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
01	-	-	01	-	-	01

Theory						Total	
Internal Assessment					End Sem Exam		Duration of End Sem Exam
Activity	Assignment	Viva	Attendance	Total Internal			
20	40	35	05	100	00	-	100

Course Outcome

1.	The knowledge of this subject is essential to understand problem solving behavior as a human is very important concept to understand self and other human behavior
2.	variety of principles related to problem solving behavior and creative thinking influencing human behavior,
3.	to give students to understand aspects related how to solve problem in their student and personal life so that they can have a better point of view about themselves and society.
4.	Authenticity from self-awareness fosters deeper connections with others.
5.	Self-understanding enhances resilience and adaptability to change.
6	Foster an open-minded and flexible mindset.

Course Objective

1.	To introduce the student to the variety of principles influencing problem solving behavior
2.	To take students, step by step, through an interactive understanding of each of the principles related to problem solving behavior and creative thinking.

3.	To give the student a basic understanding of these principles that he/she has a better understanding of problem-solving behavior and creative thinking.
4.	To give the student a basic understanding which will act as a foundation problem solving behavior and creative thinking.
5.	To develop an understanding of problem-solving behavior and creative thinking so that they can boost their problem-solving behavior and creative thinking
6.	To Develop logical and practical solutions.

Detailed syllabus				
Module/ Unit	Course Module / Contents		Hours	Marks Weightage
	Group formation		1.5	15%
1	1.1	Definition and Characteristics of group		
	1.2	Importance of groups formation		
	1.3	Classification and stages of groups formation		
	1.4	Benefits of group formation		
2	Group Functions		1.5	15%
	2.1	External Conditions affecting group functioning: Authority, Structure, Org. Resources, Organizational policies etc. Adjustment in Groups		
	2.2	Internal conditions affecting group functioning: Roles, Norms, Conformity, Status, Cohesiveness, Size, Inter group conflict.		
	2.3	Group Cohesiveness and Group Conflict		
	2.4	Adjustment in Groups		

3	Teams		1.5	15%
	3.1	Meaning and nature of teams		
	3.2	External and internal factors effecting team		
	3.3	Building Effective Teams		
	3.4	Consensus Building and Collaboration		
4	Leadership		1.5	15%
	4.1	Meaning, Nature and Functions		
	4.2	Self-leadership		
	4.3	Leadership styles in organization		
	4.4	Leadership in Teams		
5	Power to empower: Individual and Teams		1.5	15%
	5.1	Meaning, Nature and Types of Power and Empower		
	5.3	Identify the sources and uses of Power		
	5.3	Relevance in organization and Society		
	5.4	Feeling power and powerlessness		
6		End-of-Semester Appraisal	2.5	25%
	6.1	Viva based on personal journal, Assessment of Behavioral change as a result of training.		
	6.2	Exit Level Rating by Self and Observer		
Total			10	100%

References:	
1.	De Bono, E. (2015). <i>Serious Creativity: Using the Power of Lateral Thinking to Create New Ideas</i> . HarperCollins.
2.	Kahneman, D. (2011). <i>Thinking, Fast and Slow</i> . Farrar, Straus, and Giroux.
3.	Mayer, R. E. (2013). <i>Thinking, Problem Solving, Cognition</i> . Cambridge University Press.
4.	Runco, M. A., & Acar, S. (2012). Divergent thinking as an indicator of creative potential. <i>Creativity Research Journal</i> , 24(1), 66-75.
5.	Schunk, D. H. (2012). <i>Learning Theories: An Educational Perspective</i> . Pearson.
6.	Jonassen, D. H. (2000). Toward a design theory of problem solving. <i>Educational Technology Research and Development</i> , 48(4), 63-85.

VALUE ADDED COURSE(VAC) -II**SEMESTER II**

Course Code	Course Name	Credits
UBC2217N	UNDERSTANDING BUSINESS CASES	2

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
02	-	-	02	-	-	02

	Theory					Term Work / Practical/Oral			Total
Internal Assessment				End Sem Exam	Duration Of End Sem Exam	Term Work	Pract.	Oral	
Test	Continuous Evaluation	Attendance	Total Internal						
25	20	05	50	50	3 Hours	-	-	-	50

Course Outcome

1. Case Studies in Management is designed to provide students with an in-depth understanding of various management theories and practices through real-world cases.
2. The course will focus on analyzing complex managerial situations, decision-making processes, and strategic implementations across different industries.
3. Through the examination of case studies, students will develop critical thinking, problem-solving, and decision-making skills essential for effective managerial roles.
4. To cultivate effective communication and presentation skills through case study discussions and presentations.
5. To explore ethical and social responsibility considerations in managerial decision-making.
6. Identify and analyze key business problems presented in case studies, considering various business functions and industries

Course Objectives

1. To analyze and interpret real-world business scenarios from a management perspective.
2. To understand various management theories, frameworks, and concepts in practical contexts.
3. To develop problem-solving skills by applying management principles to complex situations.

4. To enhance decision-making abilities through critical analysis and evaluation of managerial decisions.
5. Strengthen critical thinking and decision-making skills by applying management principles to complex situations.
6. Gain insights into real-world business dynamics and challenges by studying diverse case examples from various industries

Detailed Syllabus

Module/ Unit	Course Module / Contents	Hours	Marks Weightage
	Module-1		
1	Introduction to Case Studies in Management <ul style="list-style-type: none"> Understanding the case study method Analytical frameworks for case analysis 	07	25%
	Module-2		
2	Strategic Management <ul style="list-style-type: none"> Strategic planning and formulation Competitive analysis and industry dynamics Strategy implementation and execution 	07	25%
	Module-3		
3	Understanding the Case Study Method <ul style="list-style-type: none"> Definition and characteristics of case studies Different types of case studies (e.g., descriptive, exploratory, explanatory) Advantages and limitations of using case studies in research and education 	06	25%
	Module-4		
4	Industry-Specific Case Studies <ul style="list-style-type: none"> Case studies from sectors such as healthcare, technology, finance, manufacturing, etc. Analysis of industry-specific challenges, opportunities, and strategies 	06	25%
	Total	26	100

References

1. Harvard Business Review Case Studies
2. Case Studies in Management by Michael A. Hitt, R. Duane Ireland, and Robert E. Hoskisson
3. Case Studies in Strategic Management by Sanjay Mohapatra
4. Case Studies in Marketing Management by S. Ramesh Kumar
5. Case Studies in Organizational Behavior by Steven L. McShane and Mary Ann Von Glinow

SEMESTER - II

Course Code	Course Name	Credits
ANM2217N	ANIMATION	02

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
1	2	-	1	2	-	02

Theory						Term Work/ Practical/ Oral			Total
Internal Assessment				End Sem Exam	Duration of End Sem Exam	Term Work	Prac.	Oral	
Test	Continuous Evaluation	Attendance	Total Internal						
15	10	05	30	70	3 Hours	-	-	-	100

Course Outcome

1.	Upon completion of the course, students will demonstrate a thorough understanding of the historical and theoretical foundations of animation, as evidenced by their ability to analyze and discuss the evolution of animation techniques and their applications.
2.	Students will acquire practical skills in 3D modeling, evidenced by their ability to create and manipulate 3D models using industry-standard software, effectively translating conceptual ideas into digital representations.
3.	By the end of the course, students will be proficient in rotoscoping techniques, capable of producing accurate roto work for integration into visual effects sequences, demonstrating an understanding of the collaborative nature of rotoscope work within the VFX pipeline.
4.	Upon successful completion of the program, students will demonstrate advanced proficiency in UV unwrapping and texturing techniques, as evidenced by their ability to unwrap complex geometry, optimize texture distribution, and apply procedural textures to enhance the visual quality of 3D models.
5.	Mastery of Animation Principles: Students will develop a deep understanding and practical application of fundamental animation principles, including Squash and Stretch, Anticipation, Staging, and Follow Through, enabling them to create fluid, believable animations.

6.	Creative Problem-Solving in Animation: Students will enhance their ability to creatively solve animation challenges by conceptualizing, designing, and executing animated sequences that effectively communicate narratives and emotions.
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Course Objective	
1.	To introduce students to the foundational concepts and principles of animation, including its historical evolution, core principles, and various animation techniques.
2.	To equip students with practical skills in 3D modeling using industry-standard software, enabling them to create and manipulate digital models effectively.
3.	To provide students with a comprehensive understanding of rotoscoping techniques in visual effects (VFX), emphasizing the role of roto artists and the importance of accurate roto work in compositing.
4.	To enable students to explore advanced UV unwrapping and texturing techniques, including complex geometry, texture channels, and procedural texturing, enhancing their proficiency in 3D modelling and animation production.
5.	To Equip Students with Foundational Animation Techniques: The course aims to provide students with a strong foundation in the essential principles and techniques of animation, enabling them to create dynamic and visually engaging animated content.
6.	To Foster Creative and Technical Proficiency: The course seeks to enhance students' creativity and technical skills in animation, guiding them in the effective use of tools and technologies to produce professional-quality animations.

Detailed syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage (%)
Module I	Foundations of Animation		6	20%
1	1.1	Overview of Early Animation Techniques Introduction to pre-cinematic animation forms such as zoetrope's and flipbooks.		
	1.2	Milestones in Animation History Examination of key developments in animation, including the invention of the multiplane camera and the release of iconic animated films.		

	1.3	Impact of Animation on Contemporary Media Analysis of animation's influence on modern media, exploring its role in advertising, education, and visual storytelling		
	1.4	Cultural Impact of Animation Discussion on how animation has shaped cultural narratives and influenced global perspectives.		
	1.5	Fundamental Concepts: Introduction to the history of animation, basic animation principles (e.g., Squash and Stretch, Anticipation), and practical exercises.		
	1.6	Basic Production Techniques: Fundamentals of character design, storyboarding, and introductory training in animation software with a focus on creating simple animated projects.		
Module II	Principles of Animation			
2	2.1	Understanding Squash and Stretch Explanation of how squash and stretch principles create fluid and lifelike motion in animated characters and objects.	6	20%
	2.2	Mastering Timing and Spacing Exploration of timing and spacing principles to convey weight, emotion, and realism in animation sequences.		
	2.3	Exploring Anticipation and Follow-through Examination of anticipation and follow-through principles to enhance the believability and impact of animated actions.		
	2.4	Secondary Animation Principles Analysis of secondary animation principles such as overlapping action and exaggeration in creating dynamic and expressive characters.		
	2.5	In-Depth Principle Exploration: Detailed analysis and practice of the 12 animation principles, including methods for effectively integrating them into animation workflows.		
	2.6	Principle Application and Analysis: Practical exercises and case studies to apply principles in various animation scenarios, with critique sessions to refine and enhance animation skills.		
Module III	Types of Animation Techniques		6	30%

3	3.1	Hand-Drawn Animation: Techniques and Examples Overview of traditional hand-drawn animation methods and analysis of classic hand-drawn animated films.		
	3.2	Computer-Generated Animation: Processes and Applications Introduction to computer-generated animation techniques, including 3D modelling, rigging, and rendering, and exploration of its applications in film, gaming, and virtual reality.		
	3.3	Stop-Motion Animation: Methods and Innovations Investigation of stop-motion animation techniques, including claymation and puppet animation, and examination of innovative stop-motion films and commercials.		
	3.4	Experimental Animation Forms Exploration of experimental animation techniques and avant-garde animation movements in the context of artistic expression and creative exploration.		
	3.5	Traditional and 2D Animation: Overview of traditional hand-drawn animation techniques, including frame-by-frame animation and key frame methods, along with digital 2D animation tools.		
	3.6	3D and Stop-Motion Animation: Introduction to 3D animation workflows, including modeling and rigging, as well as stop-motion techniques with practical exercises in Claymation and puppet animation.		
Module IV	Fundamentals of Animation		8	30%
4	4.1	Character Development: Character Design: Techniques for designing characters with unique features and personalities.		
	4.2	Storyboarding and Planning: Storyboarding Techniques: Fundamentals of creating storyboards to plan and visualize animation sequences.		

	4.3	Introduction to Animation Software: Software Training: Basics of using popular animation software such as Adobe Animate or Blender. Tool Utilization: Learning key tools and features necessary for creating and editing animations.		
	4.4	Project Creation and Review: Animation Projects: Development of short animation projects that incorporate learned techniques and principles. Feedback and Refinement: Presentation of projects for peer and instructor feedback, with focus on refining and improving the final output.		
	4.5	Practical Projects: Project Development: Creation of short animation projects that integrate learned principles and techniques.		
	4.6	Peer Review: Presentation of projects for peer feedback and revision, focusing on improving animation quality and storytelling.		
Total			26	100%

References:	
1.	Thomas, F., & Johnston, O. (1981). The Illusion of Life: Disney Animation. Disney Editions.
2.	Barrier, M. (1999). Hollywood Cartoons: American Animation in Its Golden Age. Oxford University Press.
3.	Williams, R. (2009). The Animator's Survival Kit: A Manual of Methods, Principles and Formulas for Classical, Computer, Games, Stop Motion, and Internet Animators. Faber & Faber.
4.	Whitaker, H., & Halas, J. (2017). Timing for Animation. Focal Press.
5.	Beck, J., & Wade, J. (2004). The Animated Bestiary: Animals, Cartoons, and Culture. Rutgers University Press.
6.	Crandol, M. (2010). Stop Motion Animation: How to Make & Share Creative Videos. Lerner Publications.

SEMESTER - II

Course Code	Course Name	Credits
PHT2217N	INTRODUCTION TO PHOTOGRAPHY	2

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
1	2	-	1	2	-	02

Theory						Term Work/ Practical/ Oral			Total
Internal Assessment				End Sem Exam	Duration of End Sem Exam	Ter m Wo rk	Prac.	Oral	
Test	Continuous Evaluation	Attendance	Total Internal						
15	30	05	50	50	3 Hours	-	-	-	100

Course Outcome

1.	Develop a comprehensive understanding of digital photography techniques.
2.	Acquire foundational knowledge of the principles governing light and its application in photography.
3.	Demonstrate proficiency in operating cameras, including an understanding of their components and functionality.
4.	Explore the intricacies of camera lenses, encompassing their types, functions, and optimal usage in various photographic contexts.

Course Objective

1.	Develop proficiency in composition techniques, enabling students to capture compelling photographs across diverse subjects such as people and nature.
2.	Master the principles of lighting and colour in photography to effectively manipulate mood, atmosphere, and visual impact within images.

3.	Acquire skills in displaying and presenting photographs, encompassing various formats and platforms to communicate messages effectively.
4.	Gain a deep understanding of the mechanics of imaging, including technical aspects such as exposure, focus, and image processing, to achieve desired photographic outcomes.

Detailed syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage (%)
Module I	Understanding Digital Photography		6	20
1	1.1	Inside the Digital Camera: Exploring the internal mechanisms and components of digital cameras.		
	1.2	Principles of Photography: Introduction to the fundamental principles governing the art and science of photography.		
	1.3	General Principles of Photography: Understanding key concepts such as exposure, focus, and composition.		
	1.4	Types of Cameras: Overview of different camera types and their respective functionalities.		
Module II	Camera Varieties and Comparative Analysis		6	20
2	2.1	Camera Types: Exploring a range of cameras including medium format, large format, and digital cameras.		
	2.2	Comparative Study: Analyzing the differences between digital and analogue (SLR) cameras, along with their advantages and applications.		
	2.3	Lens Types: Overview of normal, wide, telephoto, zoom, PC (Perspective Control), and TS (Tilt-Shift) lenses.		
	2.4	SLR & DSLR		
Module III	Camera Controls and Composition Techniques		6	30
3	3.1	Camera Controls: Exploring shutter speed, aperture, exposure control, depth of field, and selective focus.		

	3.2	Exposure Metering and Filters: Understanding exposure meters, metering systems, and various filters such as UV, polarizing, and special effect filters. Introduction to tripods.		
	3.3	Composition Techniques: Learning creative composition techniques including the rule of thirds and the Golden section. Managing digital assets and image printouts.		
	3.4	Camera Accessories and Maintenance: Overview of camera mounts, accessories, and maintenance practices. Understanding the differences between multicamera and single camera setups.		
Module IV	Assignment: Outdoor Photography			
4	4.1	Lens Selection	8	30
	4.2	Use of Aperture		
	4.3	Use of shutter speed		
	4.4	Use of white balance		
Total			26	100%

References:	
1.	Langford, M. (2015). Langford's Basic Photography: The Guide for Serious Photographers (10th ed.). Focal Press.
2.	Freeman, M. (2017). The Photographer's Eye: Composition and Design for Better Digital Photos (The Photographer's Guide) (2nd ed.). Focal Press.
3.	London, B. (2016). Photography (12th ed.). Pearson.
4.	Hunter, F., Biver, S., & Fuqua, P. (2012). Light: Science and Magic: An Introduction to Photographic Lighting (5th ed.). Routledge.

SEMESTER II

Course Code	Course Name	Credits
POL2217N	Political Science- I- Fundamentals of Indian Constitution	02

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
13	-	13	01	-	01	02

Internal Assessment				End Semester Evaluation	Total
Mid Term	Continuous Evaluation	Attendance	Total	End Semester Evaluation/ Project/ Report/ Presentation	Internal Assessment + End Semester Evaluation
15	30	5	50	50	100

Course Outcome

1. Upon completion of this course, students will possess a comprehensive understanding of the Indian Constitution, including its historical background, structure, key provisions, fundamental rights, duties, directive principles of state policy, Schedules, and the process of amending the Constitution.
2. After completing this course, students will be able to actively engage in constitutional debates, drawing on their comprehensive understanding of the Indian Constitution. They will demonstrate the ability to analyse and articulate the core principles and concepts embedded in the Constitution.
3. Through participation in discussions and case studies, students will foster an understanding of the importance of secularism in the Indian context. They will be able to apply their knowledge to real-world scenarios, demonstrating how constitutional principles shape and influence issues related to secularism in India.
4. By the end of this course, students will contribute to the promotion of an inclusive and equitable democracy through their knowledge and analysis of the Indian Constitution. They will critically evaluate the impact of constitutional provisions on democratic principles and formulate informed perspectives on how to enhance inclusivity and equity within the democratic framework.
5. After completing the course, students will critically assess historical events' impact on the Indian Constitution's evolution. They will analyse framers' decisions, evaluate constitutional provisions' relevance, and construct well-reasoned judgments on the strengths and weaknesses of the constitutional framework.

6. Upon course completion, students will creatively apply their understanding of the Indian Constitution. They will propose innovative solutions to constitutional dilemmas and recommend policy changes, showcasing their ability to contribute constructively to constitutional discourse and development.

Course Objectives

1. To develop a comprehensive understanding of the Indian Constitution's foundational principles, structure, and key provisions, including its historical context and evolution.
2. To explore different perspectives and evaluate the implications of various interpretations of Indian Constitution.
3. To examine the intersections between constitutional law, political philosophy, and social dynamics to gain a deeper appreciation of the constitution's role in shaping society.

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
	Introduction to Indian Constitution			
1	1.1	Definition of Constitution & Need for Constitution	7	25%
	1.2	Historical background of the Indian constitution		
	1.3	Constitutionalism and Indian Constitution		
	Division of Constitution			
2	2.1	Concepts of Fundamental Rights, Fundamental Rights in India, Safeguards of Fundamental Rights	7	30%
	2.2	Fundamental Duties in India: Objectives and Purpose, Relation between Fundamental Rights and Directive Principles of State Policy		
	Secularism & Indian Constitution			
3	3.1	Secularism and Religious Pluralism in India, Constitutional Rights and Religious Minorities	5	15%
	Structure of Government - Legislature, Executive, Judiciary			
4	4.1	The Legislature: Power and Functions of Parliament	7	30%
	4.2	The Executive: Election, Power, Functions, and the changing role of President and Prime Minister.		

	4.3	The Judiciary: Appointment of Judges in High Courts and the Supreme Court, Power and Functions of High Courts and the Supreme Court.		
Total			26	100%

References:	
1.	M. P. Jain, Indian Constitutional Law, 8th ed., LexisNexis, New Delhi (2018).
2.	D.D. Basu, Shorter Constitution of India, 6th ed., Prentice – Hall of India, New Delhi (1981).
3.	V.N. Shukla, Constitution of India, 11th ed., Eastern Book Company, Lucknow (2018).
4.	H.M. Sreevai, Constitutional Law of India: a critical commentary, 4th ed., N.M. Tripathi, Bombay (1991).
5.	U.Bhatia, (Ed.), The Indian Constituent Assembly: Deliberations on Democracy, Taylor & Francis, London (2017).
6.	M. V. Pylee, An Introduction to the Constitution of India, S. Chand Publishing, New Delhi (2009).

Semester - II

Course Code	Course Name	Credits
TSM2217N	Tourism Geography	02

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
13	-	13	01	-	01	02

Internal Assessment				End Sem Exam- End Semester Evaluation/ Project/ Report/ Presentation	Duration of End Sem Exam	Total
Mid Term	Continuous Evaluation	Attendance	Total Internal			Internal Assessment + End Semester Evaluation
15	30	5	50	50	2 Hours	100

Course Outcome

1.	Students will recall and describe the importance of geography in tourism, providing an overview of continents and oceans, and understanding the concepts of latitudes, longitudes, climatic zones, and vegetation.
2.	Students will demonstrate an understanding of the general geographical features of Asia, Oceania, Europe, Africa, North America, and South America. They will comprehend the physiographic units, climate, vegetation, main countries, capitals, and key tourist attractions of each region.
3.	Given specific countries from Asia, Oceania, Europe, Africa, North America, and South America, students will apply their knowledge to complete assignments. They will identify and analyze the geographical features, capitals, and tourist attractions of assigned countries.
4.	Students will analyze the relationships between physiography, climate, and vegetation in each region. They will critically evaluate how these geographical features influence tourism and identify patterns or trends that emerge across continents.
5.	Students will evaluate the tourism potential of specific countries in each region, considering factors such as geographical features, climate, and key attractions. They will critically assess the impact of these factors on tourism development and make informed judgments about the attractiveness of destinations.

6.	Students will synthesize information to create comprehensive summaries of the general geographical features, climate, vegetation, and tourist attractions of Asia, Oceania, Europe, Africa, North America, and South America. They will integrate knowledge from different modules to develop a holistic understanding of world geography in the context of tourism.
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Course Objective	
1.	To gain knowledge about the characteristics of tourist attractions across the globe.
2.	To study the Earth's physical features, climate, natural resources, human populations, and their interactions according to tourism Industry.
3.	To understand major destinations & accessibility of the world.
4.	To gain knowledge on case studies & broad information about the continents.

Detailed syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
Module I	Introduction to Tourism Geography		7	25%
1	1.1	Brief Introduction of Geography and Tourism Geography		
	1.2	Continents & Oceans		
	1.3	Elements of Weather & Climate. Climatic Zones of the World.		
	1.4	Natural Vegetation of the World.		
Module II	Asia and Europe		7	30%
2	2.1	General Geographical Features: Physiographic Units, Climate, Vegetation Main Countries, Capitals & their Tourist Attractions.		
Module III	America and Other Countries		7	30%
3	3.1	General Geographical Features; Physiography, Climate, Vegetation. Main Countries, Capitals & Their Tourist Attractions.		
Module IV	Case Study		5	15%
4	4.1	Case Studies/Assignments/Presentations on the tourist attractions of one continent/country/climatic region		
Total			26	100%

References:	
1.	Tourism Geography: Critical Understandings of Place, Space and Experience by Stephen Williams and Alan A. Lew (2017)
2.	World Regional Geography: Global Patterns, Local Lives by Lydia Mihelic Pulsipher and Alex Pulsipher (2019)
3.	Geography of Travel and Tourism by Lloyd Hudman and Richard Jackson (2018)
4.	Contemporary World Regional Geography by Michael Bradshaw, Joseph Dymond, and George F. Carney (2016)
5.	Global Tourism: Cultural Heritage and Economic Encounters edited by Sarah M. Lyon and Christian Wells (2017)

SEMESTER II

Course Code	Course Name	Credits
SCW2217N	Social Entrepreneurship	02

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
13	13	-	01	01	-	02

Internal Assessment				End Semester Evaluation	Total
Mid Term	Continuous Evaluation	Attendance	Total	End Semester Evaluation/ Project/ Report/ Presentation	Internal Assessment + End Semester Evaluation
15	30	5	50	50	100

Course Outcome

1. Students will understand conceptual and theoretical aspects of social entrepreneurship in India.
2. Student will be aware about the challenges of social entrepreneurship.
3. Students will be able to understand the process to start a social entrepreneurship project.

Course Objectives

1. To study the basic concepts of social entrepreneurship.
2. To understand various social entrepreneurship processes.
3. To understand role and responsibilities in the management of social entrepreneurship.

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
	Social entrepreneurship			25%
1	1.1	Introduction and basics of Social Entrepreneurship	7	
	1.2	Approaches to social development		
	1.3	Strategic venture design, resource management and social sector marketing.	7	30%
	1.4	Funding and legal framework for social ventures		
	Social entrepreneurship in India			
2	2.1	Social impact assessment	7	30%
	2.2	Sustainable development		
	2.3	Case-studies	5	15%
Total			26	100%

References

Bornstein, D., & Davis, S. (2010). Social entrepreneurship: What Everyone Needs to Know? New York: Oxford University Press.

Bornstein, D. (2007). How to change the world: Social entrepreneurs and the power of new ideas. New York: Oxford University Press.

Kickull, Jill and Lyons, S. Thomas. (2012). Understanding Social Entrepreneurship. Routledge: New York

Kramer, M. R. (2005). Measuring innovation: Evaluation in the field of social entrepreneurship.

SYLLABUS

SEMESTER-III

BBA

(Honours/ Honours with Research)

SEMESTER III

Course Code	Course Name	Credits
COA2301N	CORPORATE ACCOUNTING	3

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
03	-	-	03	-	-	03

	Theory					Term Work / Practical/Oral			Total
Internal Assessment				End Sem Exam	Duration of End Sem Exam	Term Work	Pract.	Oral	
Test	Continuous Evaluation	Attendance	Total Internal						
15	10	05	30	70	3 Hours	-	-	-	100

Course Outcome

1. Construct the financial statements of the company within the framework of Ind AS.
2. Devise a plan for Redemption of Preference shares.
3. Reconstruct the capital structure in the financial statement of Joint stock company ltd.
4. Grasp the fundamental concepts and principles specific to corporate accounting, including the regulatory environment, corporate governance, and ethical considerations.
5. Comprehend the structure and role of corporations in financial reporting.
6. Students will demonstrate the ability to apply accounting standards (IFRS and GAAP) to various corporate accounting scenarios, ensuring accurate and compliant financial reporting.

Course Objectives

1. This course enables the students to develop awareness about Corporate Accounting in conformity with the Provision of Companies' Act and the latest amendments thereto with adoption of Accounting Standards that are likely to be introduced from time to time.
2. To provide students with a solid foundation in corporate accounting principles, concepts, and standards, focusing on the preparation and presentation of financial statements for corporations.
3. To ensure that students understand and can apply relevant accounting standards, including International Financial Reporting Standards (IFRS) and Generally Accepted Accounting Principles (GAAP), in the preparation of corporate financial statements.

4. To develop students' ability to analyze and interpret corporate financial statements, including balance sheets, income statements, and cash flow statements, for decision-making purposes.
5. To equip students with the skills to understand and prepare consolidated financial statements, segment reporting, and other complex corporate financial reports.
6. To impart knowledge about the role of corporate governance in financial reporting, emphasizing ethical issues and practices in corporate accounting

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
	Module-1			
1	1.1	Statutory records to be maintained by a company,	07	20%
	1.2	Accounting standards - relevance and significance;		
	1.3	National and international accounting standards		
	Module-2			
2	2.1	Accounting for share capital transactions - issue of shares at par, at premium and at discount	07	20%
	2.2	forfeiture and re-issue of shares; buy-back of shares; redemption of preference shares -		
	2.3	Statutory requirements, Disclosure in balance sheet; Rights issue, Underwriting.,		
	Module-3			
3	3.1	Issue of debentures - accounting treatment and procedures;	07	20%
	3.2	Redemption of debentures		
	3.3	Conversion of debentures into shares		
	Module-4			
4	5.1	Holding and subsidiary companies - Accounting treatment and disclosures; Consolidation of accounts.	07	20%
	5.2	Product Line Decisions, New Product Development: Challenges & Process; Consumer Adoption Process		
	Module-5			
5	6.1	Valuation of goodwill and shares Good will – Meaning, Definition, Elements,	07	10%
	6.2	Types and Methods of Valuation of Goodwill, Methods of share valuation (Equity & preference shares).		
	Module-6			
6	6.1	Accounting treatment for amalgamation, Absorption and reconstruction of companies; Internal and external reconstruction, Liquidation- Preparation of liquidator's	04	10%

		statement & affairs, Deficiency/ surplus statement, Calculation of pro rata treatment of uncalled capital.		
Total			39	100%

References	
1.	Maheswari, S.N. (2009), Principles of Management Accounting, Sultan Chand & Sons, N Delhi.
2.	Tulsian, P C, (2009), Financial Accounting, 2nd Edition, Pearson Education.
3.	Rajasekran, (2010), Financial Accounting, 1st Edition, Pearson Education.
4.	Narayanaswamy, Financial Accounting
5.	SP Iyengar, Advanced Accountancy
6.	RL Gupta, Advanced Accountancy
7.	Jain and Narang, Corporate Accounting.

SEMESTER III		
Course Code	Course Name	Credits
FNM2302N	FINANCIAL MANAGEMENT	3

Contact Hours				Credits Assigned					
Theory		Practical	Tutorial	Theory	Practical	Tutorial		Total	
03		-	-	03	-	-		03	
	Theory					Term Work / Practical/Oral		Total	
Internal Assessment				End Sem Exam	Duration Of End Sem Exam	Term Work	Pract.		Oral
Test	Continuous Evaluation	Attendance	Total Internal						
15	10	05	30	70	3 Hours	-	-	-	100

Course Outcome

1. To Demonstrate understanding of the goals of the finance manager. Identify the basic financial environment and institutions.
2. To Perform analytical reviews of financial results, proposals, and plans. Identify funding sources, instruments, and markets
3. They will understand the role of financial management in achieving organizational goals and maximizing shareholder value.
4. Students will develop the ability to analyze and interpret financial statements using various financial ratios and metrics.
5. They will learn to forecast financial performance and cash flows using historical data and financial models.
6. Students will demonstrate a thorough understanding of key financial management concepts, including the time value of money, risk and return, and capital budgeting.

Course Objectives

1. To take decisions which are effective, a manager in any of the functional areas, be it Marketing, HR or IT, requires a thorough cost and benefit analysis and a feel for Finance to look at the long-term implications of his/her decision.
2. This course is a "nut and bolts" course on Finance where the basic financial decisions will be explained through problems and exercises, thus giving the student an understanding and a feel for financial decision making.
3. To provide students with a solid foundation in financial management principles, including the concepts of risk, return, time value of money, and capital budgeting.
4. To develop students' ability to make strategic financial decisions, including investment, financing, and dividend decisions, that align with the overall goals of an organization

5. To equip students with the tools and techniques for financial analysis, including ratio analysis, cash flow analysis, and financial forecasting, to assess an organization's financial performance.

Detailed Syllabus

Module / Unit	Course Module / Contents		Hours	Marks Weightage
	Module I: Introduction to Financial Management			
1	1.1	Evolution of Financial Management, Key activities of Finance Manager	06	10%
	1.2	Changing Role of Finance Managers,		
	1.3	Key Decision Areas in Financial Management,		
	1.4	Objectives of the firm.		
	Module II: Financial Statement Analysis			
2	2.1	Introduction, objectives of financial statement analysis,	06	20%
	2.2	Techniques-Ratio analysis, Comparative analysis and limitations of financial statement analysis,		
	2.3	AS-20 (no numerical)		
	Module III: Valuation Concepts			
3	3.1	Concept of Time value of Money, Process of Compounding and Discounting, Future Value of a Single amount, Future Value of an Annuity	06	20%
	3.2	Present Value of a Single Amount, Present Value of an Annuity, Cost of capital, Weighted average cost of capital, Leverage Analysis		
	Module IV: Financing Decision			
4	4.1	Capital structure, Factors affecting Capital Structure decisions,	06	20%
	4.2	Theory of Capital Structure Decisions, MM Theory, NI, NOI and Traditional theory, Pecking order theory.		
	Module V: Investment Decision			
5	5.1	Basics of Capital Budgeting, Types of capital budgeting decisions, Estimating cash flows for project appraisal, Green capital budgeting, Non-discounted Cash Flow Techniques: Payback	06	10%

		Period, ARR,		
	5.2	Discounted Cash Flow Techniques: NPV, IRR, PI. Risk Analysis of Capital Budgeting: Risk adjusted discount rate, Certainty Equivalent Approach.		
6	Module VI: Working Capital Management		06	10%
	6.1	Meaning and importance of adequate working capital, Excess or Inadequate working capital, Determinants of working capital requirement,		
	6.2	Cash management, Receivable management and Inventory management – Sources of working capital.		
7	Module VII: Dividend Decisions		04	10%
	7.1	Importance of dividend decisions, Theories of Dividend decisions: Irrelevance theory, Optimal dividend decision, Relevance theory,		
	7.2	Determinants of dividend policy: Bonus Shares, Stock Splits & Buyback of shares. Tax considerations.		
		TOTAL	39	100%

References:	
1.	Pandey, I. M, (2010), Financial Management. 10 th Edition, Vikas Publishing House Pvt. Ltd.
2.	Van Horne, J.C (2008), Financial Management & Policy, 13 th Edition, Prentice Hall
3.	Chandra, P., Fundamentals of Financial Management, Sixth Edition, Tata McGraw Hill.
4.	Brearly R.A. and Myers, S.C. Principles of Corporate Finance, 8 th Edition, Tata Mc-Graw Hill.

SEMESTER III

Course Code	Course Name	Credits
BEN2303N	BUSINESS ENVIRONMENT	2

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
02	-	-	02	-	-	02

	Theory					Term Work / Practical/Oral			Total	
Internal Assessment					End Sem Exam	Duration Of End Sem Exam	Term Work	Pract.		Oral
Test	Continuous Evaluation	Attendance	Total Internal							
15	10	05	30	70	3 Hours	-	-	-	100	

Course Outcome

1. The aim of the course is to orient the students in the theories and practices of Management to apply the acquired knowledge in actual business practices.
2. This is a gateway to the real world of management and decision-making.
3. Students will analyze the impact of social and cultural factors on business practices, including issues related to diversity, ethical considerations, and corporate social responsibility
4. Students will integrate their understanding of various components of the business environment to make informed decisions and recommendations for business strategy and operations
5. Students will understand the importance of ethical behavior and sustainable practices in business, and how these practices contribute to long-term business success and social responsibility
6. Students will demonstrate a thorough understanding of the various elements of the business environment, including economic, social, political, legal, and technological factors.

Course Objective

1. To study the basic concepts of management.
2. The aim of the course is to orient the students towards the basic concepts of Indian and global business environment.
3. To study the basic concepts of management.
4. The aim of the course is to orient the students towards the basic concepts of Indian and global business environment.
5. To provide students with a comprehensive understanding of the various elements that constitute the business environment, including economic, social, political, legal, and technological factors.
6. To develop the ability to analyze and assess how external factors such as government policies, economic conditions, and global trends impact business operations and strategic decision-making

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
1	Module I: Overview of Business Environment		04	10%
	1.1	Meaning and types of business environment, Internal and external environment		
	1.2	Micro and macro environment, Factors (Cultural, social, Political economic legal, demographic and technological) effecting business environment.		
2	Module II: Indian Industrial environment		04	20%
	2.1	Industrial policy up to 1991, New industrial policy, Liberalization, Privatization and Globalization process in India		
	2.2	Disinvestment, Industrial sickness, MRTP act 1969, Competition law 2002, Foreign Exchange Regulation Act and Foreign Exchange Management Act (FERA and FEMA)		
3	Module III: Financial Environment		04	20%
	3.1	Indian money and capital markets: meaning, functions and constituents		
	3.2	Stock exchange- importance and functions, SEBI, Capital market reforms and development, Industrial financial institutions (IDBI, SIDBI, ICICI, IFCI etc.).		
4	Module IV: Labour Environment		06	15%
	4.1	Labour legislation in India, Social security benefits, Industrial disputes- causes and preventive measures		

	4.2	Settlement of disputes, International Labour Organisation (ILO), Trade union- meaning and functions, Trade Union Act.		
5	Module V: Economic Planning and Development		04	20%
	5.1	Planning in India- needs and objectives, five-year plans, planning commission, 11th five year plan		
	5.2	Green and white revolution- achievements and failures, Second green revolution, foreign trade policy 2009, Fourth Semester Export processing zones, Export oriented units, Special economic zones (EPZ's, EOU's, SEZ's) and trading houses in India.		
6	Module VI: Global Environment		04	15%
	6.1	Bretton woods system, features of Uruguay round of negotiations, GATT/ WTO- role, functions and ministerial conferences, IMF, World Bank (International Bank for Reconstruction and Development)		
	6.2	Regional economic cooperation institutions, SAARC, EU, NAFTA and ASEAN		
Total			26	100%

References:	
1.	Francis Cherunillum, (2007), Business Environment Text and Cases, Himalaya Publications.
2.	References:
3.	Bedi Suresh, (2004), Business Environment, Excel Books, N. Delhi.
4.	Shaikh Saleem, (2010), Business Environment, 2nd Edition, Pearson Education.
5.	Bhatia H.L, International Economics, Vikas Publications.
6.	Mishra S.K, and Puri V.K, Indian Economy, Himalaya Publishing House.
7.	Gupta, C B, (2008), Business Environment, 4th Edition, S. Chand & Co. New Delhi
8.	Rudra Dutta and Sundharam, Indian Economy, S. Chand & Co. New Delhi

DISCIPLINE II

SEMESTER III

Course Code	Course Name	Credits
ETD2304N	ENTREPRENEURSHIP DEVELOPMENT	4

Contact Hours			Credits Assigned							
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total				
4	-	-	4	-	-	4				
	Theory					Term Work	Practical/Oral			/
Internal Assessment				End Sem Exam	Duration Of End Sem Exam	Term Work	Pract.	Oral		
Test	Continuous Evaluation	Attendance	Total Internal						Total	
15	10	05	30	70	3 Hours	-	-	-	100	

Course Outcome

1. Entrepreneurship and Innovation minors will be able to find problems worth solving.
2. Students advance their skills in customer development, customer validation, competitive analysis, and iteration while utilizing design thinking and process tools to evaluate real-world problems and projects.
3. Grasp the basic concepts of entrepreneurship, including the characteristics of successful entrepreneurs, the entrepreneurial mind-set, and the role of entrepreneurship in economic development.
4. Differentiate between types of entrepreneurs (e.g., social entrepreneurs, serial entrepreneurs) and understand their contributions to society.
5. Students will be able to create detailed business plans that include market analysis, competitive strategy, and financial projections.
6. Students will have knowledge of various funding sources for startups and small businesses and will be able to apply financial management principles to effectively manage business finances.

Course Objectives

1. The objective of the course is to provide students with an understanding of entrepreneurship & the process of creating and growing a new venture.
2. course also focuses on giving the students the concept of an entrepreneur who is willing to accept all the risks & put forth the effort necessary to create a new venture.
3. To provide students with a solid understanding of entrepreneurship, including the characteristics, roles, and types of entrepreneurs, and the importance of entrepreneurship in economic development.
4. To develop students' ability to generate and evaluate business ideas, foster innovation, and transform ideas into viable business concepts
5. To equip students with knowledge of marketing and sales strategies, including market research, branding, and digital marketing, to effectively promote and sell products or services.

6. To build leadership and management skills essential for running a successful business, including team building, decision-making, and strategic management.

Detailed Syllabus

Module/ Unit	Course Module / Contents	Hours	Marks Weightage
1	Module I: Basic Concepts	8	10%
	1.1 Qualities, Characteristics of an entrepreneur, Venture idea generation, Ideas and the entrepreneurship, Women entrepreneurs, Preliminary Screening, setting up an enterprise with		
	1.2 Drawbacks or Problems of entrepreneurship, Reasons of failure, Overview of organizational forms – MSMED Act and SMERA Overview		
2	Module II: Project Appraisal	10	20%
	2.1 Pre-feasibility Report, Project Report, Comparative Rating of Product ideas, Cash Flow, Financial Analysis and Planning,		
	2.2 Sources of Finance, Stages of Project Feasibility Analysis- Market, Technical, Financial, Social Analysis, Project Implementation Stages		
3	Module III : Financial Analysis	08	20%
	3.1 Financing the project, Sources of finance, Venture Capital Sources, What Investor looks in the Investment		
	3.2 Proposal, Outline for a Venture Capital Proposal, Sources of finance from different banks, Proposal with IDBI etc.		
4	Module VI: Market and Materials Management Analysis	12	25%
	4.1 Vendor development, vendor selection decision factors, methods of price determination, direct and hidden cost in material management, market development,		
	4.2 market feasibility, activities, and decisions in materials management – International Markets,		
5	Module V: Project Management	14	25%
	5.1 Steps and procedure for setting up small scale, Role of Banks and Financial Institutions in Development, E-Commerce, E-Business,		
	5.2 E-Auction, Project management problems. SEZ, Cluster Development		
Total		52	100%

References:

1. Developing Entrepreneurship, Udai Pareek Sanjeev & Rao T.V, Printers, Ahmedabad
2. Issues and Problems: Small: 1, Sharma, S.V.S., Industry Extension Training Institute, Hyderabad
3. A Practical Guide to Industrial Entrepreneurs; Srivastava, S.B., Sultan Chand & Sons

4.Hisrich, R.D., Peters, M.P., and Shepherd, D.A., 2020. <i>Entrepreneurship</i> . 11th ed. New York: McGraw-Hill Education.
5. Drucker, P.F., 2015. <i>Innovation and Entrepreneurship: Practice and Principles</i> . Rev. ed. Abingdon: Routledge.
6. Scarborough, N.M., 2018. <i>Essentials of Entrepreneurship and Small Business Management</i> . 9th ed. Harlow: Pearson..

SEMESTER III

Course Code	Course Name	Credits
ADM2305N	ANALYTICAL DECISION MAKING	4

Contact Hours			Credits Assigned						
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total			
4	-	-	4	-	-	4			
	Theory				Term Work / Practical/Oral				
Internal Assessment				End Sem Exam	Duration Of End Sem Exam	Term Work	Pract.	Oral	Total
Test	Continuous Evaluation	Attendance	Total Internal						
15	10	05	30	70	3 Hours	-	-	-	100

Course Outcome

1. Apply the knowledge acquired and problem-solving capacity in new settings within broader context related to area of study.
2. Develop critical thinking and analysis skills. Learn techniques for critical thinking and improved focus.
3. Grasp the fundamental concepts and theories related to decision making, including rational decision making, bounded rationality, and behavioral decision theories.
4. Recognize the stages of the decision-making process, from problem identification to solution implementation and evaluation
5. Students will demonstrate a deep understanding of decision-making processes, including how cognitive biases and psychological factors influence decisions.
6. Students will be able to apply analytical techniques, such as statistical analysis, scenario planning, and sensitivity analysis, to evaluate problems and make data-driven decisions.
7. Students will be proficient in using decision-making models and frameworks to analyze business situations and recommend optimal solutions.

Course Objectives

1. To develop students' skills of analytical and logical reasoning will be a great asset for them in their future careers.
2. To provide students with a comprehensive understanding of key decision-making theories, including rational decision making, bounded rationality, and behavioral economics
3. To introduce students to the fundamental concepts and theories of decision-making, including the cognitive processes, biases, and models that influence how decisions are made in various contexts.
4. To equip students with the analytical tools and techniques needed to evaluate complex problems, interpret data, and make informed decisions using quantitative and qualitative analysis.
5. To teach students how to apply decision-making models and frameworks, such as cost-benefit analysis, decision trees, and linear programming, to real-world business scenarios.
6. To foster an understanding of the importance of data in decision-making, teaching

students how to collect, analyze, and interpret data to make evidence-based decisions.

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
1	Module I Quantitative Reasoning		07	15%
	1.1	Number System & Number Theory, Percentage method, Profit & Loss, Speed, Time & Distance		
2	Module I Quantitative Reasoning		08	20%
	2.1	Ratio, Proportion, Mixtures & Alligations, Set Theory, Co-ordinate Geometry (2-D only), Mensuration		
3	Module I Data Interpretation		08	20%
	3.1	Bar Graph, Line Graph, Pie Chart, Table, Table Three Dimensional or Triangular Bar Diagram, Misc. (Radar, Area, Network), Caselets.		
4	Data Sufficiency & Logical reasoning		05	10%
	4.1	Mathematical, reasoning based, Data Decoding: Analytical: Assumption, Courses of Action, Argument, Weak/ Strong, Pictorial Analysis		
5	Verbal Ability, Reasoning & Reading Comprehension		12	15%
	5.1	Vocabulary based questions, English Usage, Grammar Types of statements and their relationship / Reversibility of idea,		
	5.2	Re-arranging sentences of a paragraph, Paraphrasing, Fact, Inference, Judgment & deductions. Four types of Passages: The social science passage, The Science passage, the business passage & the entertainment passage		
6	General Awareness and Current Affairs		12	20%
	6.1	Economic, Political, Financial & Social Affairs based on International & Indian Issues		
Total			52	100%

References:

1. Author(s) Last Name, First Initial(s). (Year of Publication) *Title of the Book*. Edition (if applicable). Place of Publication: Publisher.
2. Hammond, J.S., Keeney, R.L. and Raiffa, H. (1999) *Smart Choices: A Practical Guide to Making Better Decisions*. Boston: Harvard Business School Press.
3. Decision Analysis for Management Judgment" by Paul Goodwin and George Wright
4. Thinking, Fast and Slow" by Daniel Kahneman
5. Data Science for Business: What You Need to Know about Data Mining and Data-Analytic Thinking" by Foster Provost and Tom Fawcett

SEMESTER III

Course Code	Course Name	Credits
FRT2306N	FINANCIAL REPORTING	4

Contact Hours			Credits Assigned					
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total		
4	-	-	4	-	-	4		
	Theory				Term Work Practical/Oral		/	Total
Internal Assessment				End Sem Exam	Duration Of End Sem Exam	Term Work	Pract.	
Test	Continuous Evaluation	Attendance	Total Internal				Oral	
15	10	05	30	70	3 Hours	-	-	

Course Outcome

1. Evaluate different types of performance measurement systems in accounting and commonly used financial control systems; Demonstrate knowledge of management accounting concepts and techniques; and. Make sound financial decisions in real world settings.
2. Students will have a thorough understanding of the accounting principles and standards that guide financial reporting, including GAAP (Generally Accepted Accounting Principles) and IFRS (International Financial Reporting Standards).
3. Students will develop the skills to analyze and interpret financial statements, using various financial ratios and analytical tools to assess an organization's financial performance and position
4. Students will be able to use financial reporting software and tools to prepare, analyze, and present financial data efficiently.
5. Students will recognize and address ethical and legal issues related to financial reporting, ensuring compliance with ethical standards and legal requirements.
6. Students will be able to prepare, present, and interpret the balance sheet, income statement, cash flow statement, and statement of changes in equity in accordance with financial reporting standards

Course Objectives

1. The main aim of syllabus to gain knowledge of all aspects of financial reporting practices and applying accounting standard.
2. To understand the regulatory framework of financial reporting practices and develop the skill to analyze and interpret financial statements.
3. To familiarize students with the fundamental accounting standards and principles used in financial reporting, including both GAAP and IFRS.
4. To provide students with a thorough understanding of financial reporting frameworks, including International Financial Reporting Standards (IFRS) and Generally Accepted

Accounting Principles (GAAP), and their application in preparing financial statements.

5. To develop an understanding of the disclosure requirements in financial reporting, ensuring transparency and compliance with regulatory standards.
6. To equip students with the skills to prepare, present, and interpret the key financial statements, including the balance sheet, income statement, cash flow statement, and statement of changes in equity.

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
1	Module I : The conceptual framework for financial reporting		8	10%
	1.1	The need for a conceptual framework and the characteristics of useful information,		
	1.2	Recognition and measurement. Foot Notes, Audit & Analysis, XBRL methodology		
2	Module II: A regulatory framework for financial reporting		10	20%
	2.1	Need for regulatory framework, Overview of International Accounting Standards (IAS)		
	2.2	Development and Interpretation of International Financial Reporting Standards (IFRS).Legal requirements of not for profit , public sector and single entity.		
3	Module III :Accounting for transactions in financial statements		10	20%
	3.1	Tangible non-current assets, Intangible assets, Impairment of assets, Inventory and biological assets, financial instruments,		
	3.2	Leasing, Provisions and events after the reporting period, Taxation, Reporting financial performance, Revenue, Government grants, foreign currency transactions		
4	Module IV: Preparation of financial statements:		12	25%
	4.1	Consolidated Financial Statements of Group Companies: Concept of a Group, purposes of consolidated financial statements, minority interest, Goodwill,		
	4.2	Treatment of pre- acquisition and post-acquisition profit. Preparation and Interpretation of Consolidated financial statement including a single subsidiary and an associate		
5	Module V :Analyzing and interpreting the financial statements of single entities and groups		12	25%
		Scope and limitation of financial statement, Calculation Analysis and interpretation of accounting ratios as per the requirements of stakeholders.		
		Significance of Audit in enhancing the confidence in financial reporting		

Total	52	100%
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References:		
1.Cotter Derry, Advanced Financial Reporting-A complete guide to IFRS, Prentice Hal		
2· Grewal, T.S.,Shukla, M.C.,Advanced Accountancy,18th Edition Sultan Chand & Sons		
3.CA Sharma D.G.,CA Sarda Pawan,Financial Reporting,2013 Edition Taxmann		
4.Maheshwari,S.N.Advance Accountancy Volume –I 9th Edition Vikas Publishing House Pvt. Ltd		

SEMESTER III

Course Code	Course Name	Credits
FLF2311N	FRENCH III	2

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
02	-	-	02	-	-	02

		Theory					Term Work / Practical/Oral			
Internal Assessment					End Sem Exam	Duration Of End Sem Exam	Term Work	Pract.	Oral	Total
Mid Term	Viva	Continuous Evaluation	Attendance	Total Internal						
15	20	10	05	50	50	75 mins	-	-	-	100

Course Outcomes

1. Get in depth Knowledge of accents and French phonetics.
2. Write about placements of objects.
3. Talk about recent experiences or of recent plans.
4. Understand the important geographic locations and culture of France.
5. Gain mastery over complex grammatical structures, including the subjunctive mood, advanced verb tenses, and intricate sentence formations.

Course Objectives

1. To engage the students to continue to refine pronunciation, focusing on more subtle aspects of accent and intonation.
2. To describe the placements of the objects etc.
3. To talk about recent experiences or of recent plans.
4. To understand biographical information.
5. To master complex grammatical structures, including the subjunctive mood, advanced tenses, and nuanced sentence structures.

Detailed Curriculum

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
	Module I			
1	Leçon 1	Une journée sur Terre	7	50%
	Leçon 2	Une journée « écolo »		
	Leçon 3	Une journée avec...		
	Leçon 4	Une journée en Pologne		
	Module II			
2	Leçon 1	Sortir « à la française »	6	20%
	Leçon 2	Soyez les bienvenus !		
	Leçon 3	Apprendre autrement		
	Module III			
3	Leçon 1	Jeunes talents	6	30%
	Leçon 2	Écrivains francophones		
	Leçon 3	Un livre, un jour		
	Module IV			
4	Leçon 1	Il a choisi la France	5	30%
	Leçon 2	Informons-nous		
	Total		26	100%

References

1. Berthet, Hugot et al. Alter Ego - Méthode de Français, A1: Hachette,2012.
2. Bruno Girardeau et Nelly Mous. Réussir le DELF A1. Paris : Didier, 2011.
3. Loiseau Y.,Mérieux R. Connexions 1, cahier d'exercices. Didier, Paris, 2017.
4. Loiseau Y. & Mérieux R. Connexions 1, Guide pédagogique. Didier, Paris, 2017.
5. Connexions 1, livre de l'élève – Loiseau Y. & Mérieux R., éd. Didier, Paris,2017.
6. Latitudes 1, cahier d'exercices – Loiseau Y. & Mérieux R., éd. Didier, Paris,2018.
7. Latitudes 1, Guide pédagogique – Loiseau Y. & Mérieux R., éd. Didier, Paris,2018.
8. Latitudes 1, Guide pédagogique téléchargeable – Loiseau Y. & Mérieux R., éd. Didier,2018.
9. Latitudes 1, livre d'élève + CD – Loiseau Y. & Mérieux R., éd. Didier, Paris,2018.

10. Nathalie Hirschsprung, Tony Tricot, Cosmopolite 1 Méthode de Français A1.
Hachette, 2017.

11. Nathalie Hirschsprung, Tony Tricot. Cosmopolite 1 Cahier d'activités A1.
Hachette, 2017.

SEMESTER III

Course Code	Course Name	Credits
FLG2311N	GERMAN III	2

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
2	-	-	2	-	-	2

		Theory					Term Work / Practical/Oral			Total
Internal Assessment					End Sem Exam	Duration Of End Sem Exam	Term Work	Pract.	Oral	
Mid Term	Continuous Evaluation	Attendance	Oral	Total Internal						
15	10	05	20	50	50	75 mins	-	-	-	100

Course Outcomes

1. Listen and comprehend.
2. Understand and respond to audio texts, telephonic messages, and announcements.
3. Listen and speak.
4. Have proficiency in pronunciation.
5. Communicate in routine situations where exchange of basic information is required.

Course Objectives

1. To listen and comprehend.
2. To understand and respond to audio texts, telephonic messages, and announcements.
3. To listen and speak.
4. To have proficiency in pronunciation.
5. To communicate in routine situations where exchange of basic information is required.

Detailed Curriculum

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
	Kapitel 7			
1	Grammatischer Aspekt	<ul style="list-style-type: none"> - Präpositionen mit Dativ, z.B. aus, bei - Artikelwörter: bestimmt, unbestimmt, negativ im Nom., Akku., Dativ - Possessivartikel im Dativ 	06	25%
	Kapitel 7			
2	Thematischer Aspekt	<ul style="list-style-type: none"> - Termine absprechen - Anleitungen verstehen und geben - Briefe verstehen und beantworten - über Sprachenlernen sprechen - Informationen in Texten finden 	07	25%
	Kapitel 8			
3	Grammatischer Aspekt	<ul style="list-style-type: none"> - Adjektiv mit sein Thema: Wohnungsbeschreibung - Adjektiv sehr, zu - Wohin: in+Akku. - Wo: in+Dativ - Wechselpräpositionen z.B. über, auf, unter, vor 	06	25%
	Kapitel 8			
4	Thematischer Aspekt	<ul style="list-style-type: none"> - Wohnungsanzeigen verstehen - eine Wohnung beschreiben - die Wohnungseinrichtung planen - eine Einladung schriftlich beantworten - über eine Wohnungseinrichtung sprechen - einen Text über eine Wohnung schreiben 	07	25%
Total			26	100%

References	
1.	Aufderstraße, Hartmut. <i>Lagune 1. Deutsch als Fremdsprache: Kursbuch und Arbeitsbuch</i> . Ismaning: Max Hueber Verlag 2012.
2.	Braun, Anna, and Daniela Wimmer. <i>Schritte Plus A1/1: Arbeitsbuch</i> . Hueber Verlag, 2020.
3.	Dengler, Stefanie. <i>Netzwerk A1. Teil2. Kurs- Und Arbeitsbuch: Deutsch Als Fremdsprache</i> . Langenscheidt, 2012.
4.	Funk, Hermann, et al. <i>studio d A1: Deutsch als Fremdsprache</i> . Cornelsen Verlag, 2015.
5.	Langenscheidt. <i>Langenscheidt Pocket Dictionary German: German-English, English-German</i> . Langenscheidt Publishing Group, 2022.
6.	Niebisch, Daniela, et al. <i>Lagune A1: Kursbuch</i> . Hueber Verlag, 2016.

SEMESTER III

Course Code	Course Name	Credits
FLS2311N	SPANISH III	2

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
2	-	-	2	-	-	2

Theory							Term Work / Practical/Oral			Total
Internal Assessment			Oral	Total Internal	End Sem Exam	Duration Of End Sem Exam	Term Work	Pract.	Oral	
Mid Term	Continuous Evaluation	Attendance								
15	10	05	20	50	50	75 mins	-	-	-	100

Course Outcomes

1. To speak and write about his/her daily routine and will be able to describe the daily routine of others and express the frequency.
2. To effectively understand time, tell time and ask questions using time.
3. To understand and explain the geographical structure such as area, population etc. of Spanish speaking countries along with food and local cuisines.
4. To effectively write an informal E-mail.
5. To conjugate irregular verbs and use them in their day-to-day life.

Course Objectives

1. To enable the students to talk and discuss about their routine and/or daily routine of others effectively and express the frequency.
2. To enable the students to understand time.
3. To enable the student to understand the geography of Spanish speaking countries along with local cuisines and food.
4. To teach the students how to write an informal E-mail.
5. To teach how to conjugate irregular verbs and incorporate them in day-to-day life.

Detailed Curriculum

Module/ Unit	Course Module / Contents		Hours	Marks Weightage (%)
	¿Tus amigos son mis amigos?		3	20%
1	1.1	La geografía de España		
	1.2	Los verbos en presente de indicativo		
	¿Dónde está mi reloj?		7	30%
2	2.1	La hora en español		
	2.2	El verbo Tener en la forma TENER QUE + Infinitivo		
	¿Sabes estos verbos?		6	20%
3	3.1	Los verbos irregulares		
	¿Día a día		10	30%
4	4.1	Los verbos reflexivos		
	4.2	La frecuencia para la rutina diaria		
	4.3	Hablar de la rutina diaria		
Total			26	100%

References

1. Espinosa, Nat. <i>100 Reflexive Verbs In Spanish That You Need To Know</i> . Independently Published, 2022.
2. Floréz, Raphaëla. <i>Verbos Irregulares (Español)</i> . 2023.
3. Gordon, Ronni, and David Stillman. <i>The Big Red Book of Spanish Verbs, Second Edition</i> . McGraw-Hill, 2008.
4. Palencia, Ramon, and Luis Aragoñes. <i>McGraw-Hill Education Intermediate Spanish Grammar</i> . McGraw-Hill Education, 2014.
5. Powell. <i>Autodisciplina</i> . Create Your Reality, 2019.
6. Reid, Stephanie. <i>La hora (Time) (Early Childhood Themes) (Spanish Edition)</i> . 2013.
7. Richmond, Dorothy. <i>Practice Makes Perfect: Spanish Pronouns and Prepositions, Premium Fourth Edition</i> . McGraw-Hill Education, 2020.
8. Saavedra, Eduardo. <i>La Geografía de España del Idrisi (Classic Reprint)</i> . Forgotten Books, 2017.
9. Tormo, Alejandro Bech, Francisco Del Moral Manzanares, et al. <i>El Cronómetro en clase</i> . 2020.
10. Tormo, Alejandro Bech. <i>Cronometro. Nivel B1. Con espansione online. Con CD. Per le Scuole superiori (El)</i> . Edinumen Editorial, 2013.

SEMESTER III		
Course Code	Course Name	Credits
CSE2312N	COMMUNICATIONS - II	1

Contact Hours				Credits Assigned					
Theory		Practical	Tutorial	Theory	Practical	Tutorial	Total		
01		-	-	01	-	-	01		
Theory						Term Work / Practical/Oral			Total
Internal Assessment				End Sem Exam	Duration Of End Sem Exam	Term Work	Pract.	Oral	
Test	Continuous Evaluation	Attendance	Total Internal						
20	25	05	50	50	-	-	-	-	

Course Outcome

1. Analyze and compare various communication models such as the Osgood-Schramm, Poole's, Shannon and Weaver, and others, to understand their relevance and application in different contexts.
2. Evaluate the effectiveness of different communication theories in explaining and improving communication processes in small group and mass communication settings.
3. Apply theoretical models like the Johari Window and Propaganda Model to real-world scenarios to assess their impact on communication practices and strategies.
4. Know the significance of corporate communication in organizational setup and career progression.
5. Understand the ways to avoid common errors in English writing for academic and corporate.
6. Incorporate appropriate formats, vocabulary and grammar in writing official correspondence.

Course Objectives

1. To understand the foundational principles and components of key communication models and theories.
2. To analyze the strengths and limitations of various communication models in addressing different communication challenges.
3. To apply theoretical frameworks to evaluate and improve communication processes in diverse contexts.
4. To develop competencies to form written communication strategies necessary in the workplace, and to execute them for effective communication.
5. To enable students to achieve accuracy in Communication in corporate world.
6. To foster students to give due importance to the technical and Managerial contents and build a corporate understanding in written communication with reference to clarity and precision.

Detailed Syllabus

Module / Unit	Course Module / Contents		Hours	Marks Weightage
	Module I: Communication Theories			
1	1.1	OSGOOD- SCHRAMM Model of Communication, Poole's Model – Small Group Communication,	04	15%
	1.2	Propaganda Model, Riley & Riley Model of Communication, Shannon and Weaver Model of Communication,		
	1.3	SMCR Model, The Johari Window Model, The Newcomb's Model, Westley and MacLean's Model of Communication		
2	Module II: Overview of Communication		03	25%
	2.1	Body Language, Definitions of Communication, Effective Communication, Ethnography of Communication		
	2.2	Forms of Communication, Importance of Communication, Patterns of Communication, Second Language Acquisition Theory		
	Module III: Communication in Practice			
3	3.1	Developing Effective Reading Skills, Cross Cultural Communication, How to Overcome Cross Cultural Communication Barriers,	03	25%
	3.2	Improving Problem Solving Skills, Communication Accommodation Theory, Cultural Identity Theory		
4	Module IV: Developing Effective Writing Skills		03	30%
	4.1	Understanding basics of effective writing, developing effective writing skills with better usage of words.		
	4.2	Understanding about various written communication channels at work, Application of written communication concepts		
Total			13	100

References:	
1.	"Strategic Communication: Origins, Concepts, and Current Debates" by Jesper Falkheimer and Mats Heide
2.	"Strategic Corporate Communication: A Global Approach for Doing Business in the New India" by Argenti and Forman
3.	"A Framework for Strategic Communication in the Digital Age" by Kaja Tampere and Maarit Ullein
4.	"The Role of Corporate Communication in Strategic Management" by W. Timothy Coombs and Sherry J. Holladay
5.	Corporate Communications: An International Journal
6.	Journal of Communication Management

SEMESTER III		
Course Code	Course Name	Credits
BEH2313N	Behavioral Science-III (Group Dynamics and Team Building)	1

Contact Hours			Credits Assigned						
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total			
01	-	-	01	-	-	01			
	Theory					Term Work / Practical/Oral			Total
Internal Assessment			Report Submission	viva presentation	Term Work	Prac	Oral		
Activity	Continuous Evaluation	Attendance						Total Internal	
25	10	05	40	30	30	-	-	-	100

Course Outcome
1. Enhanced communication and understanding among team members
2. Increased trust and respect within the team.
3.
4. Improved collaboration and problem-solving abilities.
5. Greater appreciation for diversity and different perspectives.
6.
7. Clearer roles, responsibilities, and accountability.
8. Stronger team unity and alignment towards common goals.

Course Objective
1. To Foster open communication and active listening among team members.
2. To Build trust and mutual respect within the group.
3. To Encourage collaboration and shared decision-making.
4. To Promote diversity and inclusion within the team.
5. To Develop clear roles and responsibilities for each member.
6. To Strengthen team cohesion through shared goals and experiences.

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
	Group formation		1.5	15%
1	1.1	Definition and Characteristics of group		
	1.2	Importance of groups formation		
	1.3	Classification and stages of groups formation		
	1.4	Benefits of group formation		
2	Group Functions		1.5	15%
	2.1	External Conditions affecting group functioning: Authority, Structure, Org. Resources, Organizational policies etc. Adjustment in Groups		
	2.2	Internal conditions affecting group functioning: Roles, Norms, Conformity, Status, Cohesiveness, Size, Inter group conflict.		
	2.3	Group Cohesiveness and Group Conflict		
	2.4	Adjustment in Groups		
3	Teams		1.5	15%
	3.1	Meaning and nature of teams		
	3.2	External and internal factors effecting team		
	3.3	Building Effective Teams		
	3.4	Consensus Building and Collaboration		

4	Leadership		1.5	15%
	4.1	Meaning, Nature and Functions		
	4.2	Self-leadership		
	4.3	Leadership styles in organization		
	4.4	Leadership in Teams		
5		Power to empower: Individual and Teams	1.5	15%
	5.1	Meaning, Nature and Types of Power and Empower		
	5.3	Identify the sources and uses of Power		
	5.3	Relevance in organization and Society		
	5.4	Feeling power and powerlessness		
6		End-of-Semester Appraisal	2.5	25%
	6.1	Viva based on personal journal, Assessment of Behavioral change as a result of training.		
	6.2	Exit Level Rating by Self and Observer		
Total			10	100%

References:	
1.	Organizational Behaviour, Davis, K.
2.	Hoover, Judhith D. Effective Small Group and Team Communication, 2002, Harcourt College Publishers.
3.	Dick, McCann & Margerison, Charles: Team Management, 1992 Edition, viva books.
4.	Bates, A. P. and Julian, J.: Sociology - Understanding Social Behaviour.
5.	Dressers, David and Cans, Donald: The Study of Human Interaction.
6.	Lapierre, Richard. T – Social Change.
7.	Lindzey, G. and Borgatta, E: Sociometric Measurement in the Handbook of Social Psychology, Addison – Welsley, US.

8. Rose, G.: Oxford Textbook of Public Health, Vol.4, 1985.
9. LaFasto and Larson: When Teams Work Best, 2001, Response Books (Sage), New Delhi
10. J William Pfeiffer (ed.) Theories and Models in Applied Behavioural Science, Vol 2, Group (1996); Pfeiffer & Company.
11. Smither Robert D.; The Psychology of Work and Human Performance, 1994, Harper Collins College Publishers.

SEMESTER III		
Course Code	Course Name	Credits
LDL2315N	LEADERSHIP DEVELOPMENT LAB-I	3

Contact Hours				Credits Assigned					
Theory		Practical	Tutorial	Theory	Practical	Tutorial		Total	
03		-	-	03	-	-		03	
		Theory				Term Work / Practical/Oral			Total
Internal Assessment				End Sem Exam	Duration Of End Sem Exam	Term Work	Pract.	Oral	
Test	Continuous Evaluation	Attendance	Total Internal						
-	45	05	50	-		-	50	-	100

Course Outcome

1. To help students understand importance of planning, organizing and executing
2. To encourage team building skills and develop leadership skills
3. To enable students to analyze complex situations, make informed decisions, and solve problems effectively.
4. To develop students' abilities to articulate ideas clearly and persuasively in both written and oral forms.
5. To help students adapt to changing circumstances and overcome challenges with creativity and persistence.
6. To guide students in making decisions that are ethically sound and socially responsible.

Course Objectives

1. To help students understand the importance of planning, organizing, and executing tasks effectively in various contexts.
2. To encourage team building and leadership skills by engaging students in collaborative activities and projects.
3. To enhance critical thinking abilities by enabling students to analyze complex situations, make informed decisions, and solve problems effectively.
4. To improve communication skills by developing students' abilities to articulate ideas clearly and persuasively in both written and oral forms.
5. To cultivate adaptability and resilience by helping students learn how to adapt to changing circumstances and overcome challenges creatively.
6. To foster ethical and responsible decision-making by guiding students in making decisions that are ethically sound and socially responsible.

Module/ Unit	Course Module / Contents	Hours	Marks Weightage
1	Module 1: Planning, Organizing, and Executing Tasks Effectively	07	25%
	Principles of effective planning and organization Time management and prioritization strategies Techniques for successful execution of tasks Tools and methods for project management		
2	Module 2: Team Building and Leadership Development	07	25%
	Fundamentals of teamwork and collaboration Leadership styles and strategies Managing conflicts and fostering a positive team culture Effective delegation and motivation techniques		
3	Module 3: Critical Thinking and Problem Solving	06	25%
	Introduction to critical thinking and reasoning skills Problem-solving frameworks and methodologies Decision-making models and tools Case studies and real-world problem-solving exercises		
4	Module 4: Communication, Adaptability, and Ethical Decision-Making	06	25%
	Effective verbal and written communication techniques Building adaptability and resilience in dynamic environments Understanding ethical frameworks and principles Practicing ethical decision-making through real-life scenarios		
	Total	26	100
References:			
1. "The Leadership Challenge" by James M. Kouzes and Barry Z. Posner			
2. "Leaders Eat Last: Why Some Teams Pull Together and Others Don't" by Simon Sinek			
3. "Drive: The Surprising Truth About What Motivates Us" by Daniel H. Pink			
4. "Primal Leadership: Unleashing the Power of Emotional Intelligence" by Daniel Goleman, Richard Boyatzis, and Annie McKee			
5. "Leadership: Theory and Practice" by Peter G. Northouse			

VALUE ADDED COURSE(VAC) -II

SEMESTER III		
Course Code	Course Name	Credits
ABC2317N	ANALYZING OF BUSINESS CASES	2

Contact Hours			Credits Assigned						
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total			
02	-	-	02	-	-	02			
	Theory				Term Work / Practical/Oral			Total	
Internal Assessment			End Sem Exam	Duration Of End Sem Exam	Term Work	Pract.	Oral		
Test	Continuous Evaluation	Attendance							Total Internal
25	20	05	50	50	3 Hours	-	-	-	50

Course Outcome

1. Case Studies in Management is designed to provide students with an in-depth understanding of various management theories and practices through real-world cases.
2. The course will focus on analyzing complex managerial situations, decision-making processes, and strategic implementations across different industries.
3. Through the examination of case studies, students will develop critical thinking, problem-solving, and decision-making skills essential for effective managerial roles.
4. Students will acquire the ability to analyze complex business cases using various analytical frameworks and methodologies.
5. Students will be able to apply problem-solving techniques to identify key issues, evaluate alternatives, and recommend solutions.
6. Students will gain insights into different business environments and contexts, including market dynamics, competitive landscape, and organizational challenges.

Course Objectives

1. To cultivate effective communication and presentation skills through case study discussions and presentations.
2. To explore ethical and social responsibility considerations in managerial decision-making.
3. Develop skills to critically analyze and evaluate business cases
4. Enhance abilities to identify and address key issues in business scenarios
5. Improve decision-making skills through practical case studies
6. Apply theoretical concepts to real-world business situations

Detailed Syllabus

Module/ Unit	Course Module / Contents	Hours	Marks Weightage
1	Module-1 Analytical Frameworks for Case Analysis	07	

	<ul style="list-style-type: none">• SWOC Analysis (Strengths, Weaknesses, Opportunities, Challenges)• PESTLE Analysis (Political, Economic, Social, Technological, Legal, Environmental)• Porter's Five Forces Analysis			25%
	Module 2: Decision Making and Problem Solving		07	25%
2		Enhance decision-making and problem-solving abilities through case analysis. Topics: Decision-Making Process Problem-Solving Strategies		
3	Module 3: Strategic Management Analysis		06	25%
		Analyze strategic management issues and formulate effective strategies based on case study scenarios. Topics: Strategic Analysis Strategy Formulation and Implementation		
4	Module 4: Industry-Specific Case Analysis		06	25%
		Understand industry-specific challenges and best practices in management through case studies. Topics: Industry Analysis Industry-Specific Case Studies		
	Total		26	100
References:				
6. Harvard Business Review Case Studies				
7. Case Studies in Management by Michael A. Hitt, R. Duane Ireland, and Robert E. Hoskisson				
8. Case Studies in Strategic Management by Sanjay Mohapatra				
9. Case Studies in Marketing Management by S. Ramesh Kumar				
10. Case Studies in Organizational Behavior by Steven L. McShane and Mary Ann Von Glinow				

SEMESTER III

Course Code	Course Name	Credits
ANM2317N	Animation (Advanced Animation Techniques)	2

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
1	2	-	1	2	-	02

Theory						Term Work/ Practical/ Oral			Total
Internal Assessment				End Sem Exam	Duration of End Sem Exam	Term Work	Prac.	Oral	
Test	Continuous Evaluation	Attendance	Total Internal						
15	30	05	50	50	2 Hours	-	2	-	100

Course Outcome	
1.	Advanced Animation Skills: Students will develop advanced skills in character animation, including character posing, movement, and expression, applying the 12 principles of animation effectively.
2.	Technical Proficiency: Students will gain proficiency in advanced rigging techniques, character setup for complex movements, and the use of advanced features in animation software.
3.	Visual Storytelling: Students will understand narrative structure in animation, create storyboards and animatics, and apply visual language and symbolism to enhance storytelling in their animations.
4.	Creative Problem-Solving: Students will develop the ability to creatively solve animation challenges, such as realistic effects and rendering techniques, using industry-standard tools and techniques.
5.	Expertise in Complex Animation: Students will master advanced techniques in character animation, rigging, and motion dynamics.

6.	Application of Innovative Methods: Students will apply cutting-edge animation techniques to create professional-quality projects.
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Course Objective	
1.	Enhanced Animation Skills: Develop advanced skills in character animation, including character posing, movement, and expression, applying the 12 principles of animation effectively.
2.	Technical Proficiency: Gain proficiency in advanced rigging techniques, character setup for complex movements, and the use of advanced features in animation software.
3.	Creative Storytelling: Understand narrative structure in animation, create storyboards and animatics, and apply visual language and symbolism to enhance storytelling in animations.
4.	Professional Portfolio Development: Create a professional animation portfolio that showcases advanced skills, creativity, and understanding of industry practices, preparing for careers in animation.
5.	Enhance Mastery of Advanced Techniques: Equip students with advanced skills in character animation, rigging, and dynamics.
6.	Promote Creative Innovation: Encourage the exploration and application of cutting-edge animation methods in project development.

Detailed syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage (%)
Module I	Foundations of Animation		6	20%
1	1.1	Principles of Animation: Explore and apply the 12 principles of animation to create believable and dynamic motion.		
	1.2	Storyboarding Techniques: Learn to develop and present visual stories through storyboards, focusing on composition and narrative flow.		
	1.3	Character Design Basics: Understand the fundamentals of character design, including silhouette, shape language, and visual appeal.		

	1.4	Introduction to 3D Animation: Gain a basic understanding of 3D animation software and its interface, focusing on keyframe animation.		
	1.5	Core Animation Principles: Study of the 12 principles of animation, including practical exercises in timing, motion, and basic techniques.		
	1.6	Introduction to Production: Basics of character design, storyboarding, and hands-on experience with animation software, culminating in a short project.		
Module II	Intermediate Animation Techniques			
2	2.1	Character Rigging and Weighting: Learn advanced rigging techniques to create flexible and realistic character movements.	6	20%
	2.2	Advanced Key frame Animation: Refine key frame animation skills, focusing on timing, spacing, and character performance.		
	2.3	Lip Sync and Facial Animation: Explore techniques for syncing character dialogue with lip movements and expressive facial animations.		
	2.4	Camera and Cinematography: Understand the principles of camera movement and shot composition to enhance storytelling and visual interest.		
	2.5	Advanced Application of Animation Principles: Focus on refining skills in character movement, facial expressions, and complex timing using the 12 principles of animation.		
	2.6	Enhanced Technical Skills: Introduction to more sophisticated tools and techniques, including intermediate rigging, 3D animation basics, and integrating sound with animation.		
Module III	Specialized Animation Skills			
3	3.1	Creature Animation: Study the principles of creature animation, focusing on animalistic movement and behaviour.	6	30%
	3.2	Physics-based Animation: Learn to create realistic animations using physics simulations for objects like cloth, hair, and fluid.		

	3.3	Motion Capture Integration: Understand the basics of motion capture technology and its integration into animation pipelines.		
	3.4	Character Animation for Games: Explore the unique challenges and techniques involved in creating animations for interactive game environments.		
	3.5	Advanced Techniques and Styles: Exploration of niche animation styles and techniques, such as motion capture, effects animation, or advanced 3D modeling.		
	3.6	Industry Applications and Portfolio Development: Focus on creating high-quality, specialized animation projects for a professional portfolio, including client-based work and advanced production techniques.		
Module IV	Advanced Character Animation and Dynamics			
4	4.1	Complex Character Rigging: Advanced rigging techniques for creating detailed and flexible character rigs. Setup of facial rigs and body deformations for realistic movement.	8	30%
	4.2	Dynamic Motion and Simulation: Implementation of physics-based simulations for natural movement, including cloth and hair simulations. Techniques for simulating natural forces and interactions.		
	4.3	Dynamic Motion: Physics-based simulations for natural movement.		
	4.4	Complex Rigging: Advanced character rigging and facial deformation		
	4.5	Keyframe Animation: Refinement of key frames and advanced interpolation		
	4.6	Optimization & Rendering: Enhancing performance and high-quality rendering techniques.		
Total			26	100%

References:	
1.	"The Animator's Survival Kit" by Richard Williams - This book is a comprehensive guide to the principles of animation, covering everything from basic movements to advanced techniques.
2.	"Character Animation Crash Course!" by Eric Goldberg - This book provides practical advice and techniques for creating dynamic and engaging character animations.
3.	"Advanced Animation: An Illustrated Approach" by Steve Roberts Provides an in-depth exploration of sophisticated animation techniques, including advanced character animation, effects, and the use of contemporary animation tools.
4.	"Animation Mentor: Character Animation Fundamentals" by Animation Mentor Provides in-depth coverage of advanced character animation techniques, focusing on professional-level practices and methodologies.
5.	"Digital Character Animation 3" by George Maestri Offers advanced insights into character animation, including rigging, dynamics, and the use of digital tools in animation.
6.	"The Art of 3D Computer Animation and Effects" by Isaac V. Kerlow Covers advanced 3D animation techniques, including modeling, rendering, and integrating complex effects into animations.

SEMESTER III

Course Code	Course Name	Credits
PHT2317N	Camera Design & Types of Lenses	2

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
1	2	-	1	2	-	02

Theory						Term Work/ Practical/ Oral			Total
Internal Assessment				End Sem Exam	Duration of End Sem Exam	Term Work	Prac.	Oral	
Test	Continuous Evaluation	Attendance	Total Internal						
15	30	05	50	50	2 Hours	-	-	-	100

Course Outcome	
1.	Students will know Camera modes
2.	Student will know about lenses
3.	Students will know about different cameras & lenses
4.	Field visit Studios or art gallery, Outdoor Photography Practice.

Course Objective	
1.	Students will gain a basic knowledge of camera parts.
2.	Gain knowledge about controlling light to get desired Results.
3.	Technicalities to take photographs during nighttime & Day Time
4.	The aim of the course is to train the mind in how to see the world through a camera.

Detailed syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage (%)
Module I	Camera and its Parts		6	20
1	1.1	Introduction to Camera parts & Different Modes of Camera Dial		
	1.2	Shutter speed		
	1.3	Aperture, ISO		
	1.4	Exposure		
Module II	Different types of cameras		6	20
2	2.1	Pinhole camera		
	2.2	Compact camera		
	2.3	Mirrorless		
	2.4	SLR & DSLR		
Module III	Different types of Lenses		6	30
3	3.1	Wide Angle		
	3.2	Tele-photo lens		
	3.3	Macro Lens		
	3.4	Prime Lens		
Module IV	Assignment: Use of Mirror Less cameras & Large Format Cameras, Sensor Size		8	30
4	4.1	Mirror less cameras		
	4.2	DSLR Crop Sensor		
	4.3	Full Frame Sensor		
	4.4	Large Format Cameras		
Total			26	100%

References	
1.	Prescribed Textbooks: Mastering Shutter Speed By AI Judge
2.	Reference Material: The Photography Journal
3.	Name and Publication: Melanie Pullen
4.	Horenstein, H. (2012). Digital Photography: A Basic Manual. Little, Brown and Company.

SEMESTER III		
Course Code	Course Name	Credits
POL2317N	Political Science- II- Fundamentals of India's Foreign Policy	02

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
13	-	13	01	-	01	02

Internal Assessment				End Semester Evaluation	Total
Mid Term	Continuous Evaluation	Attendance	Total	End Semester Evaluation/ Project/ Report/ Presentation	Internal Assessment + End Semester Evaluation
15	30	5	50	50	100

Course Outcome

1. Recall the historical events and milestones that have shaped India's foreign policy.
2. Explain the underlying principles and ideologies guiding India's foreign policy decisions.
3. Apply theoretical frameworks to analyse contemporary challenges and opportunities in India's foreign relations.
4. Compare and contrast India's foreign policy approaches with those of other major powers, such as China and the United States.
5. Critically assess the successes and failures of India's foreign policy initiatives in promoting national interests and global stability.
6. Develop policy recommendations to enhance India's role in regional and global governance structures.

Course Objectives

1. To comprehend the historical evolution and underlying principles of India's foreign policy.
2. To analyze contemporary challenges and opportunities in India's foreign relations.
3. To evaluate the effectiveness and impact of India's diplomatic strategies

Detailed Syllabus

Module/ Unit	Course Module / Contents	Hours	Marks Weightage
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	Determinants of India's Foreign Policy		5	20%
1	1.1	Domestic sources of India's Foreign Policy		
	1.2	International sources of India's Foreign Policy		
	Objectives and Principles of India's Foreign Policy		6	20%
2	2.1	Objectives of India's Foreign Policy		
	2.2	Principles of India's Foreign Policy		
	Non-Alignment in Indian Foreign Policy		7	30%
3	3.1	Conceptual Framework & Principles of Non-Alignment Policy		
	3.2	Relevance of Non-Alignment Policy		
	India & the World		8	30%
4	4.1	India and the major powers- US, Russia, China		
	4.2	India and Global Institutions		
Total			26	100%

References:	
1.	Bandhopadhyaya, The Making of India's Foreign Policy, Allied Publishers, New Delhi (1970).
2.	R. Basu, The United Nations: Structure and Functions of an International Organization, Revised and Enlarged ed., Sterling, New Delhi (2004).
3.	A. Mattoo & H. Jacob (eds.), India and the Contemporary International System, Manohar Publications in collaboration with RCSS Colombo, New Delhi (2014).
4.	S. Cohen, India: Emerging Power, Brookings Institution Press (2002).

SEMESTER III

Course Code	Course Name	Credits
TSM2317N	Tourism Product	02

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
13	-	13	01	-	01	02

Internal Assessment				End Sem Exam- End Semester Evaluation/ Project/ Report/ Presentation	Duration of End Sem Exam	Total
Mid Term	Continuous Evaluation	Attendance	Total Internal			Internal Assessment + End Semester Evaluation
15	30	5	50	50	2 Hours	100

Course Outcome

1	Students will be able to remember and identify the basic concepts and types of tourism products, including heritage, wildlife, religious, and cultural tourism.
2	Students will be able to describe the different types of heritage tourism, the role of heritage management organizations, and identify major wildlife sanctuaries, national parks, and biological reserves in India.
3	Students will apply their understanding of religious and cultural tourism concepts to identify key centers for various religions, as well as important cultural sites and events, such as classical and folk dances, handicrafts, and tourism fairs and festivals.
4	Students will critically evaluate the impact of different tourism products on the promotion and preservation of heritage, wildlife, religious, and cultural tourism in India.
5	Students will evaluate the contributions of organizations like UNESCO, ASI, and INTACH in preserving and promoting heritage sites and will assess the importance of these sites in the context of tourism.
6	Students will synthesize their learning by creating a comprehensive presentation or case study on a chosen tourism product, analysing its significance, impact, and potential for tourism development.

Course Objective

1	To gain knowledge about the characteristics of tourist attractions in India.
2	To study the Cultural aspects, Fair & festivals of India.
3	To gain destination knowledge of India through different tangible and non-tangible aspects

Detailed Syllabus

Module/ Unit	Course Module / Contents	Hours	Marks Weightage
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Module I	Tourism Products		5	15%
1	1.1	Tourism Products: Definition, Concept and classification		
Module II	Heritage & Wildlife-based Tourism Products		7	30%
2	2.1	Heritage – Meaning, Types of Heritage Tourism, Heritage Management Organizations- UNESCO, ASI, INTACH		
	2.2	Major places for heritage tourism, important monuments, circuits etc		
	2.3	Major wildlife sanctuaries, national parks and biological reserves		
Module III	Religious and Cultural Tourism Products		7	25%
3	3.1	Religious Tourism- concept and definition, two major centers of religious tourism of each religion.		
	3.2	Cultural Tourism – Concept		
	3.3	Classical and Folk dances of India, Handicrafts and textiles: important handicraft objects and centers, Tourism Fairs and festivals.		
Module IV	Case Study		7	30%
4	4.1	Prepare a presentation on any one of the above themes and explain in detail the tourism products		
Total			26	100%

References:	
1.	Cultural Tourism in India: A Case Study of Kerala by N. Jayaram and A. P. Krishna (2017)
2.	Heritage Tourism: Theories and Practices by Dallen J. Timothy (2018)
3.	Wildlife Tourism: Theory and Practice by David Newsome and Susan A. Moore (2017)
4.	Religious Tourism in Asia: Tradition and Change through Case Studies and Narratives edited by Courtney Bruntz and Brooke Schedneck (2020)
5.	Indian Classical Dance and Cultural Tourism: The Global Approach by Priyanka Verma (2019)

Course Code	Course Name	Credits
SCW2317N	Introduction to Urban and Rural Development	02

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
13	13	-	01	01	-	02

Internal Assessment				End Semester Evaluation	Total
Mid Term	Continuous Evaluation	Attendance	Total	End Semester Evaluation/ Project/ Report/ Presentation	Internal Assessment + End Semester Evaluation
-	45	5	50	50	100

Course Outcome

1. To understand the concepts of rural, urban and tribal communities.
2. To understand the issues of rural, urban and tribal communities.
3. To understand policies and programmes of Urban and Rural Development and aspects of Panchayat Raj Institutions.
4. To understand how to practice social work in different social work fields.

Course Objectives

1. The knowledge of this subject is essential to understand the concepts of rural, urban and tribal communities.
2. It will be helpful to understand the issues of rural, urban and tribal communities.
3. It will be helpful to gain a fundamental knowledge on policies and programmes of Urban and Rural Development and Panchayati Raj Institutions.
4. The insights from this subject will help the students to understand how to practice social work in different social work fields.

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
	Introduction to Rural Society		13	50%
1	1.1	Introduction to Rural Society. Characteristics of Rural society.		
	1.2	Problems – Issues faced by the rural poor such as indebtedness, Bonded labour, Low wages, Unemployment.		
	Introduction to urban community		13	50%
2	4.1	Introduction to urban community. Characteristics of urban community. for urban development.		
	4.2	Problems- issues faced by urban community.		
	4.3	Government programmes for urban development.		
Total			26	100%

References:

1. Alexander, K.C., Prasad R.R., Jahagirdar M.P. (1991) Tribals - Rehabilitation and Development, Jaipur: Rawat Publications
2. Ashok Narang (2006) Indian Rural Problems, New Delhi : Murari Lal & Sons
3. Baluchamy, S. (2004) Panchayat Raj Institutions, New Delhi : Mittal Publication
4. C.G.Pickvance, (Ed.) (1976) Urban Sociology: Critical Essays, UK : Methuen
5. Chahar, S.S. (Ed.) (2005) Governance of Grassroots Level in India, New Delhi : Kanishka

Course Code	Course Name	Credits
CES2319N	Community Engagement Services: "Community Outreach"	3

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
03	-	-	03	-	-	03

	Theory					Term Work / Practical/Oral				
Internal Assessment					End Sem Exam	Duration Of End Sem Exam	Term Work	Pract.	Oral	Total
Test	Continuous Evaluation	Attendance	Total Internal							
-	45	05	50			-	50	-	100	

Course outcome

1. **Mastery of Outreach Fundamentals:** Students will demonstrate a clear understanding of the key principles and strategies for effective community outreach.
2. **Proficiency in Outreach Implementation:** Students will be able to design, execute, and assess community outreach initiatives that effectively address community needs.
3. **Cultural Competence in Outreach:** Students will develop the ability to engage and collaborate with diverse communities, ensuring inclusivity and equity in their outreach efforts.
4. **Preparedness for Future Outreach Challenges:** Students will be equipped to address emerging issues in community outreach, leveraging technology and innovative approaches to enhance their impact.

Course Objectives

1. **Understand Core Concepts of Community Outreach:** Provide students with a solid foundation in the principles and practices of effective community outreach, emphasizing the importance of building meaningful connections with communities.
2. **Develop Practical Outreach Skills:** Equip students with the tools and techniques needed to design, implement, and evaluate successful community outreach programs.
3. **Promote Inclusivity and Diversity:** Train students to engage diverse and marginalized communities, ensuring that outreach efforts are inclusive, equitable, and culturally sensitive.
4. **Address Advanced Outreach Challenges:** Prepare students to navigate complex challenges in community outreach, including ethical considerations, the use of technology, and the impact of global trends.

Module 1: Introduction to Community Engagement
<ul style="list-style-type: none"> • Understanding Community Engagement: Definitions, principles, and objectives
<ul style="list-style-type: none"> • Theories of Community Engagement: Social capital, participatory democracy, and empowerment theory
<ul style="list-style-type: none"> • Approaches to Community Engagement: Asset-based community development, participatory action research, and collaborative governance
<ul style="list-style-type: none"> • Stakeholder Identification and Analysis: Mapping community stakeholders and understanding their needs and interests
<ul style="list-style-type: none"> • Communication and Outreach Strategies: Effective communication techniques for engaging diverse communities
<ul style="list-style-type: none"> • Case Studies: Examples of successful community engagement initiatives
Module 2: Designing and Implementing Community Engagement Programs
<ul style="list-style-type: none"> • Needs Assessment: Conducting community needs assessments and identifying priorities
<ul style="list-style-type: none"> • Program Design and Planning: Setting goals, defining objectives, and developing action plans
<ul style="list-style-type: none"> • Resource Mobilization: Securing funding, volunteers, and other resources for community engagement
<ul style="list-style-type: none"> • Partnership Building: Establishing and maintaining relationships with community organizations, government agencies, and other stakeholders
<ul style="list-style-type: none"> • Monitoring and Evaluation: Tools and techniques for assessing the impact and effectiveness of community engagement programs
<ul style="list-style-type: none"> • Case Studies: Analysis of community engagement programs, focusing on design, implementation, and outcomes
Module 3: Community Engagement in Diverse and Marginalized Communities
<ul style="list-style-type: none"> • Understanding Diversity: Cultural, ethnic, socioeconomic, and demographic diversity in communities
<ul style="list-style-type: none"> • Engaging Marginalized Populations: Strategies for reaching and involving underserved and underrepresented groups
<ul style="list-style-type: none"> • Addressing Barriers to Engagement: Overcoming language, cultural, and trust barriers in community interactions

<ul style="list-style-type: none"> • Inclusive Engagement Practices: Techniques for fostering participation and collaboration across diverse communities
<ul style="list-style-type: none"> • Equity and Social Justice: Ensuring fairness and representation in community engagement efforts
<ul style="list-style-type: none"> • Case Studies: Examination of community engagement initiatives that successfully addressed diversity and inclusion
Module 4: Advanced Issues and Future Trends in Community Engagement
<ul style="list-style-type: none"> • Technology and Community Engagement: Leveraging digital tools and social media to enhance community outreach and participation
<ul style="list-style-type: none"> • Innovative Engagement Approaches: Creative methods for engaging communities, such as participatory budgeting, citizen science, and co-design
<ul style="list-style-type: none"> • Community Resilience and Sustainability: Building community capacity to address environmental, social, and economic challenges
<ul style="list-style-type: none"> • Ethical Considerations: Navigating ethical dilemmas and ensuring transparency in community engagement
<ul style="list-style-type: none"> • Global Perspectives on Community Engagement: Comparing practices and approaches in different cultural and national contexts
<ul style="list-style-type: none"> • Future Trends: Anticipating changes in community engagement practices and the evolving role of community organizations
<ul style="list-style-type: none"> • Case Studies: Analysis of cutting-edge community engagement initiatives and their impact on communities

SYLLABUS

SEMESTER-IV

BBA

(Honours/ Honours with Research)

DISCIPLINE I (Core)

SEMESTER IV		
Course Code	Course Name	Credits
FPI2401N	FINANCIAL PLANNING & INVESTMENT	3

Contact Hours				Credits Assigned					
Theory	Practical	Tutorial		Theory	Practical	Tutorial	Total		
03	-	-		03	-	-	03		
	Theory					Term Work / Practical/Oral		Total	
Internal Assessment				End Sem Exam	Duration Of End Sem Exam	Term Work	Pract.		Oral
Test	Continuous Evaluation	Attendance	Total Internal						
15	10	05	30	70	3 Hours	-	-	-	100

Course Outcome

1. Read, understand, interpret, and analyses general purpose financial reports of companies.
2. Read, understand, interpret and analyses financial reports of Banks and Insurance companies.
3. Develop the ability to create comprehensive financial plans that align with individual or organizational goals
4. Perform financial analysis to assess the viability and performance of investment opportunities
5. Understand and implement strategies for retirement planning, estate planning, and wealth transfer
6. Develop comprehensive financial plans that integrate savings, investments, retirement planning, and estate planning

Course Objective

1. This course will help the students in learning the process of financial planning and maintaining personal financial statements, planning for Insurance, planning for Retirement.
2. This course will also introduce investment schemes available for Tax planning and Income Tax computation for Individuals.
3. Examine various investment vehicles such as stocks, bonds, mutual funds, and real estate.
4. Create and apply investment strategies tailored to individual or organizational financial goals and risk tolerance
5. Gain knowledge of regulatory requirements and legal considerations in financial planning and investment
6. Implement risk management strategies to protect investments and financial plans.

Detailed Syllabus				
Module/ Unit	Course Module / Contents		Hours	Marks Weightage
1	Module I Introduction to Financial Planning		3	10%
	1.1	The process financial planning, Client interactions, Time value of money applications,		
	1.2	Personal financial statements, Cash flow and debt management, planning to finance education		
2	Module II Risk Analysis & Insurance Planning		08	20%
	2.1	Risk management and insurance decision in personal financial planning,		
	2.2	Various Insurance Policies and Strategies for General Insurance, Life Insurance, Motor Insurance, Medical Insurance		
3	Module III Retirement Planning		08	20%
	3.1	Employees Benefits Retirement need analysis techniques, Development of retirement plan, Various		
	3.2	retirement schemes such as Employees Provident Fund (EPF), Public Provident Fund (PPF), Superannuation Fund, Gratuity, Other Pension Plan and Post- retirement counselling		
4	Module IV Investment Planning		10	25%
	4.1	Risk Return Analysis, Mutual Fund, Derivatives, Asset Allocation,		
	4.2	Investment strategies and Portfolio construction and management		
5	Module V Tax Planning		10	25%
		Income-tax computation for Individuals, Companies, Trusts, and other bodies. Statutory provisions pertaining to Capital Gains and indexation,		
		House Property, Deduction and Allowances, Non-Resident Indian tax laws, and Tax Management Techniques.		
Total			39	100%

References
1. Singhanar V.K: Students' Guide to Income Tax; Taxmann, Delhi.
2. Prasadi, Bhagwati: Income Tax Law & Practice: Wiley Publication, New Delhi,
3. Girish Ahuja and Ravi Gupta: Systematic approach to income tax: Sahitya Bhawan Publications, New Delhi.
4. Ranganathan and Madhumathi: Investment Analysis and Portfolio

SEMESTER IV		
Course Code	Course Name	Credits
HRM2402N	HUMAN RESOURCE MANAGEMENT	3

Contact Hours				Credits Assigned									
Theory		Practical		Tutorial		Theory		Practical		Tutorial		Total	
03		-		-		03		-		-		03	
Theory								Term Work / Practical/Oral				Total	
Internal Assessment						End Sem Exam	Duration Of End Sem Exam	Term Work	Pract.	Oral			
Test	Continuous Evaluation	Attendance		Total Internal									
15	10	05		30		70	3 Hours	-	-	-	100		

Course Outcome

1. On successful completion of this course, students will be able to Demonstrate an understanding of key terms, theories/concepts and practices within the field of HRM.
2. Students will demonstrate competence in development and problem-solving in the area of HR Management and provide innovative solutions to problems in the fields of HRM.
3. Develop strategies for effective talent acquisition, retention, and development to meet organizational goals
4. Implement diversity and inclusion initiatives that promote a fair and respectful workplace
5. Utilize HR analytics to make data-driven decisions and improve HR processes and outcomes
6. Use HR metrics and analytics to assess HR practices, measure effectiveness, and make data-driven decisions

Course Objectives

1. The objective of this course is to help the students develop an understanding of the dimensions of the management of human resources, with reference to HRM policies and practices in India.
2. Teach students how to design and implement effective recruitment and selection processes to attract and retain qualified talent
3. Implement performance management systems to assess and enhance employee productivity
4. Understand and apply employment laws and regulations to ensure compliance and fair practices.
5. Create and manage competitive compensation and benefits packages
6. Analyze HR metrics to evaluate the effectiveness of HR practices and make informed decisions

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
1	Module 1: Fundamentals of HRM		07	25%
	1.1	Introduction, Concept and Functions, Scope and Significance of Human Resource Management, Personnel Management and HRM,		
	1.2	Overview of basic HRM Model, Role and responsibilities of the Human Resource Manager and Essentials of Sound HR Policies		
	Module 2 : Acquisition of Human Resources		09	25%
2	2.1	Objectives, Policies and Process of Human Resource Planning, Job Analysis,		
	2.2	Recruitment (process, methods: internal, external), Selection (process, tests, interviews), Placement, Induction.		
3	Module 3: Development of Human Resources		07	20%
	3.1	Training and Development (process, methods: On-the job, Off-the job), Evaluation of training (Kirkpatrick model)		
	3.2	Performance Appraisal (concept, significance, process, methods-Graphic rating scales, Essays, Confidential report,		
	3.3	BARS, 360 Degree, etc, errors during appraisal, reducing errors).		
4	Module 4: Maintenance of Human Resources		05	10%
	4.1	Job Evaluation: concept, process, compensation: concept, components,		
	4.2	Designing and Administering the Wage and Salary Structure, Grievance Procedure and Handling		
5	Module 5: Retention and Separation Processes		05	10%
	5.1	Procedure of separation: Discharge, Retirement, Layoff, Retrenchment, VRS		
	5.2	Promotion and Transfer, Exit interview, Attrition and Retention (concept, significance, determinants and strategies).		
	Module 6: Current Issues in HRM			

6		06	10%
	6.1 : Increased concern for HRM (Sound IR, dual career couples, flexi-working hours, work-from home facility), International Human Resource Management-Managing inter country differences,		
	6.2 : SHRM, Talent management, Employee engagement, Competency mapping, HR accounting-cases of Indian organizations, HRIS, HR audit.		
Total		39	100%

References	
1.	Garry Dessler, Human Resource Management, Pearson Publications
2.	Edward, B Flippo, Personnel Management, Mc Graw hill International Ed.
3.	Dale Yoder, Personnel Management and Industrial Relation,
4.	Monappa & Sayiaddin, Personnel Management, Vikas Publishing Company
5.	Desimone; Human Resource Development, Thomson Learning
6.	VSP Rao, Human Resource Management, Excel Publications
7.	K Aswathappa, (2010), Human Resource Management; McGraw- Hill Education.
8.	Bohlander; Managing Human Resources; Thomson Learning. Ed. 13 2004

SEMESTER IV		
Course Code	Course Name	Credits
BEC2403N	BUSINESS ETHICS AND CORPORATE GOVERNANCE	2

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
02	-	-	02	-	-	02
	Theory				Term Work / Practical/Oral	
Internal Assessment				End Sem Exam	Duration Of End Sem Exam	Total
Test	Continuous Evaluation	Attendance	Total Internal		Term Work	Pract. Oral
15	10	05	30	70	3 Hours	- - - 100

Course Outcome

1. Understand the importance of ethics and corporate governance in the day-to-day working of organizations.
2. Learn the issues involved in maintaining ethics and how to deal with such situations.
3. Learn scope of business ethics in Compliance, finance, Human resources, marketing, production.
4. Students will gain a thorough understanding of ethical theories and principles, and how they apply to business decisions and practices.
5. Students will develop the ability to identify and analyze ethical dilemmas in various business scenarios, considering the impacts on stakeholders.
6. Explain key principles of business ethics and corporate governance, including integrity, fairness, and accountability

Course Objectives

1. The Course would aid the students to understand the concept Business Ethics and to know the ethical practices.
2. They will also be enabled to implement the same in their careers to become good managers.
3. The course will help them to understand the concept of corporate governance and to adhere to the ethical codes.
4. Identify and manage risks related to ethical behavior, including conflicts of interest and corporate fraud

5. Understand Corporate Social Responsibility (CSR) and its impact on business practices and stakeholder relationships
6. Demonstrate ethical leadership by promoting ethical behavior and decision-making in business contexts

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
	Module I: Introduction to Values and Ethics			
1	1.1	Values – Importance, Sources of Value Systems, Types, Values, Loyalty and Ethical Behaviour, Values across Cultures; Business Ethics – Nature, Characteristics and Needs, Ethical Practices in Management	05	25%
	Module II: The Ethical Value System			
2	2.1	The Ethical Value System – Universalism, Utilitarianism, Distributive Justice, Social Contracts, Individual Freedom of Choice, Professional Codes; Culture and Ethics – Ethical Values in different Cultures, Culture and Individual Ethics.	10	20%
	Module III: Law and Ethics			
3	3.1	Law and Ethics – Relationship between Law and Ethics, Other Bodies in enforcing Ethical Business Behaviour, Impact of Laws on Business Ethics; Social Responsibilities of Business – Environmental Protection, Fair Trade Practices, fulfilling all National obligations under various Laws, Safeguarding Health and wellbeing of Customers, Ethical Laws as per AMFI for Mutual Funds	10	25%
	Module IV: Corporate Governance			
4	4.1	Corporate Governance: Issues, need, corporate governance code, transparency & disclosure, role of auditors, board of directors and shareholders; Global issues of governance, accounting and regulatory frame work, corporate scams, committees in India and abroad, corporate social responsibility- Case of Enron, Wells Fargo and Satyam Computers	10	15%
5	5.1	Module V: Employees, Consumers and Business Ethics	04	15%

		Ethical Issues in Employer- Employee Relation, discrimination at work place, The limits of Doctrine of Caveat Emptor, Ethical Issues in marketing, Advertising, The ethical Challenges under globalization		
Total			39	100%

References

1. M.G. Velasquez, Business Ethics, Prentice Hall India Limited, New Delhi
2. L. T. Hosmer : The Ethics of Management, Universal Book.
3. D. Murray : Ethics in Organizational, Kogan Page.
4. S. K. Chakraborty: Values and Ethics in Organisation, OUP

DISCIPLINE II

SEMESTER IV

Course Code	Course Name	Credits
RMD2404N	RESEARCH METHODOLOGY	4

Contact Hours				Credits Assigned					
Theory		Practical	Tutorial	Theory	Practical	Tutorial		Total	
04		-	-	04	-	-		04	
	Theory					Term Work / Practical/Oral			Total
Internal Assessment				End Sem Exam	Duration Of End Sem Exam	Term Work	Pract.	Oral	
Test	Continuous Evaluation	Attendance	Total Internal						
15	10	05	30	70	3 Hours	-	-	-	100

Course Outcome

1. Understand and apply various research methods and techniques to conduct scientific research effectively.
2. Formulate research problems, hypotheses, and objectives that are clear, concise, and measurable.
3. Develop a comprehensive research design, including selecting appropriate data collection methods and sampling techniques.
4. Analyse and interpret research data using statistical and qualitative analysis tools.
5. Write research proposals, reports, and academic papers that meet scholarly standards and ethical guidelines.
6. Critically evaluate existing research literature to identify gaps and areas for further study

Course Objectives

1. To introduce students to the fundamental concepts and principles of research methodology, including different research paradigms and approaches.
2. To equip students with the skills needed to formulate research questions, hypotheses, and objectives.
3. To teach students how to design a research study, including selecting suitable research designs, sampling methods, and data collection techniques.
4. To enable students to apply quantitative and qualitative data analysis techniques, interpret results, and draw valid conclusions.
5. To develop students' ability to critically review and assess existing research literature.
6. To instill an understanding of ethical issues in research and promote the application of ethical guidelines in the research process.

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
	Module I: Introduction			
1	1.1	Nature and scope of marketing research, Marketing research as input in decision making process, Marketing research and marketing information system. Applications of marketing research,	09	20%
	1.2	Planning a research project, Problem identification and formulation of Research Design, introduction to Research Design, Market research on the Internet.		
	Module II: Data collection methods			
2	2.1	Attitudes measurement and scaling techniques, Ratio, Interval, Ordinal and Nominal scales, Likert's scale, Thurstone scale, Semantic differentiation method, Observation methods and questionnaire method, Questionnaire design,	09	20%
	2.2	Steps in constructing a questionnaire, Types of questions, introduction to Projective techniques and perceptual mapping.		
	Module III: Sampling			
3	3.1	Sampling decisions, Sampling frame, Sample selection methods - Probability and non-probability, Sample size, sampling error,	09	20%
	3.2	Application of sampling methods to marketing problems.		
	Module IV: Data Collection Field Force			
4	4.1	Data collection field force, Fieldwork procedure, common sources of error in the fieldwork, minimizing fieldwork errors,	09	20%
	4.2	Tabulation of collected data.		
	Module V: Data Analysis			
5	5.1	Data analysis-I, Test of significance Z, t, F and chi-square, Data analysis-II, Correlation and Regression techniques, Data analysis – III – Cluster Analysis,	09	10%
	5.2	Introduction to Statistical Package		

Module VI: Report Writing			07	10%
6	6.1	Research presentation and research process examination; Report writing - Types of research report. Examination of the research procedure,		
	6.2	Selected applications of marketing research, identifying market segments, Product research, Advertising research.		
		TOTAL	52	100%

References:	
1.	Malhotra, Naresh, (2008), Marketing Research, 5th Edition, Pearson Education.
2.	Luck, David J and Rubin, Ronald S., Marketing Research, Seventh edition, Prentice Hall of India :
3.	Aaker, David A; Kumar V and George S., Marketing Research, Sixth edition, John Wiley & Sons
4.	Boyd, Harper W, Westphall, Ralph & Stasch, Stanley F, Market Research – Text & Cases, Richard D. Irwin Inc. Homewood, Illinois.
5.	Sekaran, Uma (2003), Research Methods for Business 4th Edition, Wiley

SEMESTER IV

Course Code	Course Name	Credits
MIS2405N	MANAGEMENT INFORMATION SYSTEMS	4

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
4	-	-	4	-	-	4
	Theory				Term Work Practical/Oral	/ Total
Internal Assessment				End Sem Exam	Duration Of End Sem Exam	
Test	Continuous Evaluation	Attendance	Total Internal		Term Work	Pract. Oral
15	10	05	30	70	3 Hours	- - - 100

Course Outcome

1. Analyze a complex computing problem and apply principles of computing and other relevant disciplines to identify solutions.
2. Design, implement and evaluate a computing-based solution to meet a given set of computing requirements in the context of the program's discipline.
3. Students will gain a thorough understanding of how management information systems support business operations, decision-making, and strategic planning.
4. Students will develop the ability to analyse existing information systems, identify areas for improvement, and recommend solutions.
5. Students will learn about data management, including data storage, retrieval, and security, and understand the importance of protecting organizational data.
6. Assess and identify business needs and requirements that can be addressed through information systems

Course Objectives

1. Learn how management, information, and systems interact and how a manager's need for information varies with their position in the organization.
2. Explore how hardware, software, data, people, and procedures work together to form effective information systems.
3. Understand how information technology can be utilized by businesses to gain a competitive edge in the market
4. Grasp why knowledge of information systems is essential for anyone pursuing a career in business organizations.
5. Gain the skills to use information systems to enhance decision-making and improve business operations
6. Equip yourself to leverage information systems for driving strategic initiatives and achieving organizational goals

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
1	Module I: Organizations, Management, and Information		10	15%
	1.1	Meaning of MIS, Components of MIS, IS in Business, Data Information and knowledge, Characteristics of Information in context, Issues with Information, System and Subsystems,		
	1.2	Organization as a System, Different Organizational Structures: Hierarchical Structure – (Different Levels of Management, Information disposition at different levels), Matrix Structure, Business Process (Management, Operational and Support).		
2	Module II: Information Technology Architecture		10	20%
	2.1	Managing Hardware Assets – Considerations in Procurement and installation, Managing Software Assets – Consideration in procurement and configuration,		
	2.2	Data Resource Management (Database Management System – Types and Structure of Database, Data Warehousing – Phases in building Data Warehouses in an organization, Data Mining – Data Mining Applications, Data Banking)		
3	Module III: Management and Organizational Support Systems for the Firm		10	20%
	3.1	Information, Decision and Management, Decision Support System (Phases in Decision Making, Problems and Decision Types, DSS components, and Analytical Models in Decision Making		
	3.2	Executive Information System – Characteristics and benefits, Managing Knowledge (Knowledge Engineering, Knowledge Management Activities and Knowledge Representation Methodologies),		
	3.3	Artificial Intelligence (Domains of AI, AI in Business), Expert System (Components, Benefits and Limitations, Suitability Criteria for ES)		
4	Module IV: Building Information Systems in the Digital Firm		10	10%
	4.1	Organizational Planning – Planning at distinct Managerial Levels, Approaches in Planning (Top Down, Bottom Up, Planning through CSF), IT and IS Planning – Prerequisites and factors, IT and IS Architecture (Centralized, Decentralized and Distributed),.		
	4.2	Implementing IT and IS (Factors and Resistance in implementation), Change Management with BPR, System Development (System Development Life Cycle-Overview, Prototyping), Evaluating Factors for IT and IS services		
	Module VV: Managing Information Systems in the Digital Firm			
	5.1	Managing Security (Security Challenges of IT, Business and Technological Ethics), Computer Crime (Tools for Computer Crime.),		

5	5.2	Tools for Security Management), IS Security Management Control (Information System Control, Auditing the Security	06	15%
	5.3	Managing Worldwide Information System (Managing Multi Site IT and IS – Cultural and Technical Differences), Worldwide IT and IS Strategies (Multinational, International and Global Strategies)		
6	Module VI: Key System Applications for the Digital Age			
	6.1	Enterprise Systems – Supply Chain Management & Customer Relationship Management Systems, Using Enterprise Applications and Achieving Operational Excellence & Customer Intimacy	06	20%
	6.2	E- Commerce: Digital Market & Digital Goods, M-Commerce: Services & Applications, Enterprise Applications: New Opportunities and Challenges.		
Total			52	100%

References:
1. Housley, Trevor, Data Communication and Teleprocessing System, (Digitalized in 2010) Prentice Hall.
2. Uylless D. Black, Data Communication and Distributed Networks
3. Management Information Systems: Managing the Digital Firm by Kenneth C. Laudon and Jane P. Laudon
4. Information Systems for Managers: Texts and Cases by Gabriele Piccoli and Federico Pigni
5. Essentials of Management Information Systems by Kenneth C. Laudon and Jane P. Laudon

SEMESTER IV

Course Code	Course Name	Credits
DSM2406N	DIGITAL & SOCIAL MEDIA MARKETING	4

Contact Hours			Credits Assigned						
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total			
4	-	-	4	-	-	4			
	Theory					Term Work Practical/Oral		/	
Internal Assessment				End Sem Exam	Duration Of End Sem Exam	Term Work	Pract.	Oral	Total
Test	Continuous Evaluation	Attendance	Total Internal						
15	10	05	30	70	3 Hours	-	-	-	100

Course Outcome

1. Gain the knowledge and skills necessary to create and implement effective digital and social media marketing strategies to achieve business objectives.
2. Students will gain a comprehensive understanding of the digital marketing ecosystem, including key channels such as search engines, social media, email, and content marketing.
3. Students will learn search engine optimization (SEO) and search engine marketing (SEM) techniques to improve online visibility and drive traffic to websites.
4. Students will develop skills in creating engaging and relevant digital content, including blogs, videos, infographics, and social media posts, to attract and retain target audiences.
5. Students will understand how to analyze online consumer behavior, including the customer journey, to tailor marketing strategies that meet consumer needs.
6. Develop skills to critically analyze and evaluate business cases.

Course Objectives

1. Equip learners to create a structured digital marketing plan and budget, with clear objectives and evaluation metrics.
2. Teach learners to review and prioritize strategies for boosting customer acquisition, conversion, and retention using digital marketing
3. Guide learners in developing a digital marketing plan to address common marketing challenges
4. Emphasize the value of integrated marketing across SEO, Paid Search, Social, Mobile, Email, Display Media, and Marketing Analytics.
5. Help learners identify Key Performance Indicators (KPIs) for evaluating digital marketing programs
6. Focus on strategies to improve Return on Investment (ROI) for digital marketing programs

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
	Module I: Introduction			
1	1.1	Introduction & origin of Digital Marketing. Traditional v/s Digital Marketing. Digital Marketing Strategy, The P-O-E-M Framework.	12	25%
	1.2	Segmenting & Customizing Messages, The Digital landscape, Digital Advertising Market in India. Skills required in Digital Marketing. Digital Marketing Plan		
	Module II: Social Media Marketing			
2	2.1	Meaning, Purpose, types of social media websites. Blogging: Types of blogs, Blogging platforms & recommendations.	10	20%
	2.2	Social Media Engagement, Target audience, Sharing content on social media, Do's, and don'ts of social media. Search Engine Optimization: Meaning, Common SEO techniques, PODCAST, Digital Spaces.		
	Module III: Understanding Search Engines			
3	3.1	Understanding Search Engines, basics of Keyword search, Google rankings, Link Building, Steps to optimize website.	10	20%
	3.2	Basics of Email Marketing: Types of Emails, Mailing List, Email Marketing tools, Email Deliverability & Email Marketing automation. WhatsApp based marketing- Possibilities and Challenges.		
	Module IV: Sales Leads Generation			
4	4.1	Facebook Marketing-Introduction, Facebook for business. Anatomy of an Ad Campaign, Role of Adverts-Types & Targeting, Adverts Budget & Scheduling, Adverts Objective & Delivery. LinkedIn Marketing-introduction & importance, LinkedIn Strategies,	10	15%
	4.2	Sales Leads Generation Using LinkedIn, Content Strategies. Mobile Marketing-Introduction, Mobile Usage, Mobile Advertising, Mobile Marketing tool Kit, Mobile Marketing Features		
5		Module V: Understanding Web Analytics	10	15%

	5.1	Purpose, History, Goals & objectives, Web Analytic tools & Methods. Web Analytics Mistakes and Pitfalls. Basics of Content Marketing: Introduction,		
	5.2	Content marketing statistics, Content Creation, Content optimization, Content Management & Distribution, Content Marketing Strategy, Content creation tools and apps, Challenges of Content Marketing.		
Total			52	100

References	
1.	Digital Marketing: Cases from India by Rajendra Nargundkar and Romi Sainy, Notion Press, Inc
2.	Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation by Damian Ryan, Kogan Page Publisher
3.	Marketing 4.0: Moving from Traditional to Digital by Philip Kotler, Publisher Wiley
4.	Digital Marketing by Seema Gupta, McGraw Hill Education
5.	Fundamentals of Digital Marketing by Punit Singh Bhatia, Pearson
6.	The Art of Digital Marketing: The Definitive Guide to Creating Strategic,
7.	Targeted, and Measurable Online Campaigns by Ian Dodson, Wiley Publisher

SEMESTER IV

Course Code	Course Name	Credits
FLF2411N	FRENCH IV	2

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
02	-	-	02	-	-	02

		Theory					Term Work / Practical/Oral			
Internal Assessment					End Sem Exam	Duration Of End Sem Exam	Term Work	Pract.	Oral	Total
Mid Term	Viva	Continuous Evaluation	Attendance	Total Internal						
15	20	10	05	50	50	75 mins	-	-	-	100

Course Outcomes

After the completion of this course Students will be able to:

1. Enhance students' language skills in both spoken and written forms.
2. Apply and the communicate tasks related to topics covered already
3. Acquire the current social communication skills, oral (dialogue, telephone conversations, etc.) and written and perform simple communication tasks.
4. To speak with near-native pronunciation and intonation, effectively conveying meaning and emotion.
5. To differentiate positively or negatively.

Course Objectives

1. To strengthen the language of the students in both oral and written
2. To revise the grammar in application and the communication tasks related to topics covered already
3. To get acquainted with the current social communication skills, oral (dialogue, telephone conversations, etc.) and written and perform simple communication tasks

4. To engage the students to speak with near-native pronunciation and intonation, effectively conveying meaning and emotion.
5. To differentiate positively or negatively.

Detailed Curriculum

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
	DOSSIER 6 – Nous rêvons d’aller dans un pays francophone			
1	Leçon 1	100% photo	13	50%
	Leçon 2	Voyager autrement		
	Leçon 3	Tour de France		
	Leçon 4	Séjour au Maroc		
	Leçon 5	Quand partir ?		
	Leçon 6	Carnets de voyages		
2	DOSSIER 7 – Nous allons vivre « à la française »		13	50%
	Leçon 1	Manger français à Bogota		
	Leçon 2	La France à Budapest		
	Leçon 3	Les français et les livres		
	Leçon 4	Retour aux sources		
	Leçon 5	S’habiller « à la française »		
	Leçon 6	Petits coins de France		
Total			26	100%

References

- Berthet, Hugot et al. Alter Ego - Méthode de Français, A1: Hachette, 2012.
- Bruno Girardeau et Nelly Mous. Réussir le DELF A1. Paris : Didier, 2011.
- Loiseau Y., Mérieux R. Connexions 1, cahier d’exercices. Didier, Paris, 2017.
- Loiseau Y. & Mérieux R. Connexions 1, Guide pédagogique. Didier, Paris, 2017.
- Connexions 1, livre de l’élève – Loiseau Y. & Mérieux R., éd. Didier, Paris, 2017.

•	Latitudes 1, cahier d'exercices – Loiseau Y. & Mérieux R., éd. Didier, Paris,2018.
•	Latitudes 1, Guide pédagogique – Loiseau Y. & Mérieux R., éd. Didier, Paris,2018.
•	Latitudes 1, Guide pédagogique téléchargeable – Loiseau Y. & Mérieux R., éd. Didier,2018.
•	Latitudes 1, livre d'élève + CD – Loiseau Y. & Mérieux R., éd. Didier, Paris,2018.
•	Nathalie Hirschsprung, Tony Tricot, Cosmopolite 1 Méthode de Français A1. Hachette, 2017.
•	Nathalie Hirschsprung, Tony Tricot. Cosmopolite 1 Cahier d'activités A1. Hachette, 2017.

SEMESTER IV

Course Code	Course Name	Credits
FLG2411N	GERMAN IV	2

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
2	-	-	2	-	-	2

Theory							Term Work / Practical/Oral			Total
Internal Assessment					End Sem Exam	Duration Of End Sem Exam	Term Work	Pract.	Oral	
Mid Term	Continuous Evaluation	Attendance	Oral	Total Internal						
15	10	05	20	50	50	75 mins	-	-	-	100

Course Outcomes

After completion of this course students will be able to:

1. Communicate in every-day situations in writing.
2. Talk about their daily routine.
3. Communicate verbally with a dialogue-partner with respect to basic topics, provided the partner speaks slowly, clearly and is willing to help.
4. Frame and understand simple sentences in past tense.
5. Have a basic conversation using the vocabulary related to clothes and apparels.

Course Objectives

1. To communicate in every-day situations in writing.
2. To talk about their daily routine.
3. To communicate verbally with a dialogue-partner with respect to basic topics, provided the partner speaks slowly, clearly and is willing to help.
4. To frame and understand simple sentences in past tense.
5. To have a basic conversation using the vocabulary related to clothes and apparels.

Detailed Curriculum				
Module/ Unit	Course Module / Contents		Hours	Marks Weightage
	Kapitel 9			
1	Grammatischer Aspekt	<ul style="list-style-type: none"> - Perfekt - Partizip II - Konnektoren und Konjunktionen (und,oder, aber) 	06	25%
	Kapitel 9			
2	Thematischer Aspekt	<ul style="list-style-type: none"> - einen Tagesablauf beschreiben - über Vergangenes sprechen - Stellenanzeigen verstehen - Meinung über Jobs äußern, Blogs über Jobs verstehen - ein Telefongespräch vorbereiten, telefonieren und nachfragen - über Jobs sprechen 	07	25%
	Kapitel 10			
3	Grammatischer Aspekt	<ul style="list-style-type: none"> - Interrogativartikel: welcher im Nom. U. Akku. - Demonstrativartikel: dies im Nom. U. Akku. - Partizip II: Trennbare u. nicht trennbare Verben - Personalpronomen im Dativ - Verben im Dativ 	06	25%
	Kapitel 10			
4	Thematischer Aspekt	<ul style="list-style-type: none"> - über Kleidung sprechen - Farben - Chat über einen Einkauf verstehen - über Vergangenes berichten - Gespräche beim Kleiderkauf führen - sich im Kaufhaus orientieren - Informationen über Berlin verstehen und recherchieren 	07	25%
Total			26	100%

References

1.	Aufderstraße, Hartmut. <i>Lagune 1. Deutsch als Fremdsprache: Kursbuch und Arbeitsbuch</i> . Ismaning: Max Hueber Verlag 2012.
2.	Braun, Anna, and Daniela Wimmer. <i>Schritte Plus A1/1: Arbeitsbuch</i> . Hueber Verlag, 2020.
3.	Dengler, Stefanie. <i>Netzwerk A1. Teil2. Kurs- Und Arbeitsbuch: Deutsch Als Fremdsprache</i> . Langenscheidt, 2012.
4.	Funk, Hermann, et al. <i>studio d A1: Deutsch als Fremdsprache</i> . Cornelsen Verlag, 2015.
5.	Langenscheidt. <i>Langenscheidt Pocket Dictionary German: German-English, English-German</i> . Langenscheidt Publishing Group, 2022.
6.	Niebisch, Daniela, et al. <i>Lagune A1: Kursbuch</i> . Hueber Verlag, 2016.

SEMESTER IV

Course Code	Course Name	Credits
FLS2411N	SPANISH IV	2

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
2	-	-	2	-	-	2

			Theory				Term Work / Practical/Oral			Total
Internal Assessment					End Sem Exam	Duration Of End Sem Exam	Term Work	Pract.	Oral	
Mid Term	Continuous Evaluation	Attendance	Oral	Total Internal						
15	10	05	20	50	50	75 mins	-	-	-	100

Course Outcome

After the completion of this course Students will be able to get acquainted with the current social communication skills, oral (dialogue, telephone conversations, etc.) and written and perform simple communication tasks such as:

- Understanding the plan of a vacation
- To describe a place, to describe the seasons.
- To communicate in a shop, restaurant, airport
- To appreciate positively or negatively
- They will be able to use common phrases and vocabulary to handle simple interactions and express their needs effectively.
- They will be able to grasp main ideas and details from spoken Spanish, even when spoken at a natural pace.

Course Objectives

- To strengthen the language of the students in both oral and written
- To revise the grammar in application and the communication tasks related to topics covered already.
- To get acquainted with the current social communication skills, oral (dialogue, telephone conversations, etc.) and written and perform simple communication tasks such as understanding the plan of a vacation.
- To describe a place, to describe the seasons.

- To communicate in a shop, restaurant, airport.
- To appreciate positively or negatively.

Detailed Curriculum

Module/ Unit	Course Module / Contents		Hours	Marks Weightage (%)
	María tiene suerte		8	31%
1	1.1	El verbo TENER		
	1.2	Las expresiones con el verbo TENER		
	1.3	Acuerdo y desacuerdo		
	¿Sabes conducir?		7	27%
2	2.1	El verbo Saber y Conocer		
	2.2	Las diferencias entre Saber y Conocer		
	2.3	El futuro simple en español		
	2.4	Un ensayo basado en el futuro simple		
	¿Quién quiere aprender español?		5	19%
3	3.1	Los interrogativos y las preguntas usando el interrogativo		
	3.2	La cultura de España		
	¿Dónde has estado?		6	23%
4	4.1	El pretérito perfecto en español		
	4.2	Escribir correo electrónico usando el pretérito perfecto.		
Total			26	100%

References

1. Balea, Amalia, and Pilar Ramos Vicent. *Cultura en España, B1-B2*. 2015.
2. Cantarino, Vicente. *Civilización y cultura de España*. Prentice Hall, 2006.
3. Gamblich, Carina. *Diverso 1*. 2015.
4. Melero, Pilar, and Enrique Sacristán. *Protagonistas B1. Libro del alumno + CD [Internacional]*. 2010.
5. Ortega, María Luisa Hortelano, et al. *Colega*. 2009.
6. Pereira-Muro, Carmen. *Culturas de España*. Cengage Learning, 2014.

7. Prisma, Equipo Nuevo, and Evelyn Aixalà I. Pozas. <i>Nuevo prisma A2</i>. 2014.
8. Prisma, Equipo Nuevo. <i>Nuevo prisma</i>. 2015.
9. Richmond, Dorothy. <i>Practice Makes Perfect: Spanish Verb Tenses, Premium Fifth Edition</i>. McGraw-Hill Companies, 2023.
10. Skelton, Adam, and Laura Garrido. <i>Essential Spanish Phrasebook. Over 1500 Most Useful Spanish Words and Phrases for Everyday Use</i>. 2012.

SEMESTER IV		
Course Code	Course Name	Credits
CSE2412N	Strategic Communication for Managers	1

Contact Hours				Credits Assigned					
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total			
01	-	-	01	-	-	01			
	Theory				Term Work / Practical/Oral			Total	
Internal Assessment				End Sem Exam	Duration Of End Sem Exam	Term Work	Pract.		Oral
Test	Continuous Evaluation	Attendance	Total Internal						
20	25	05	50	50	-	-	-	-	100

Course Outcome

1. Know the significance of corporate communication in organizational setup and career progression.
2. Understand the ways to avoid common errors in English writing for academic and corporate.
3. Incorporate appropriate formats, vocabulary and grammar in writing official correspondence.
4. Demonstrate Proficiency in Various Writing Formats.
5. Apply Effective Communication Techniques in Professional Settings
6. Utilize Skills in Verbal and Non-verbal Communication

Course Objectives

1. To develop effective writing skills by teaching students to construct clear and coherent paragraphs, and master various types of official correspondence and report writing formats.
2. To enhance understanding of corporate communication by exploring the definition, scope, and key aspects of business communication, including audience analysis, effective messaging, and overcoming communication barriers.
3. To improve interpersonal communication skills by focusing on verbal and non-verbal communication techniques, the art of conversation, and managing group dynamics, including conflict resolution in team settings.
4. To develop competencies to form written communication strategies necessary in the workplace, and to execute them for effective communication.
5. To enable students to achieve accuracy in Communication in corporate world.
6. To foster students to give due importance to the technical and Managerial contents and build a corporate understanding in written communication with reference to clarity and precision.

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
	Introduction to Writing Skills		02	15%
1	1.1	Effective Writing Skills, Avoiding Common Errors, Types of official correspondence		
	1.2	Paragraph Writing		
	1.3	Plagiarism		
2	Letter Writing and Report Writing		03	25%
	2.1	Types and formats of letter writing, Purpose and Scope of a Report,		
	2.2	Fundamental Principles of Report Writing, Project Report Writing		
3	Understanding Corporate Communication		03	25%
	3.1	Definition and scope of business communication- Business target audience, their psychology and expectations- Effective business messages- Basic forms of communication- Physical and psychological barriers in business communication		
	3.2	Memos, Notices and Circulars, Agenda and Minutes		
4	Communication in Team		04	30%
	4.1	Verbal Communication, Art of conversation- listening and conversational control		
	4.2	Non-verbal Communication- non-verbal cues, common characteristics and guidelines for developing non-verbal communication skills;		
	4.3	Groups Dynamics and conflicts in teams; Effective communication in small and large groups		

5	Social Networking			
		Advantages, Opportunities, Making Contacts	1	05%
Total			13	100

References:	
1.	Business Communication, Raman –Prakash, Oxford
2.	Creative English for Communication, Krishnaswamy N, Macmillan
3.	Textbook of Business Communication, Ramaswami S, Macmillan
4.	Working in English, Jones, Cambridge
5.	A Writer's Workbook Fourth edition, Smoke, Cambridge

SEMESTER IV		
Course Code	Course Name	Credits
BEH2413N	Behavioural Science-IV (Stress and Coping Strategies)	1

Contact Hours				Credits Assigned							
Theory		Practical	Tutorial	Theory		Practical	Tutorial		Total		
01		-	-	01		-	-		01		
	Theory					Term Work / Practical/Oral			Total		
Internal Assessment				Report Submission		viva presentation		Term Work		Prac	Oral
Activity	Continuous Evaluation	Attendance	Total Int								
25	10	05	40	30		30		-		-	-

Course Outcome	
4.	The knowledge of this subject is essential to understand about Stress and Coping Strategies as a human is very important concept to understand Stress as stress.
5.	To help students become aware of the signs and symptoms of stress early, to prevent chronic stress.
6.	To help students identify potential sources of stress and to develop an awareness that they can cope with the stress in their lives.
7.	To Enhanced emotional resilience and stability.
8.	Better work-life balance and reduced burnout.
9.	Strengthened support networks and relationships.
Course Objective	
4.	To introduce the student about stress and coping mechanisms.
5.	To take students, step by step, through an interactive understanding of each of the basic related to stress and coping mechanisms.
6.	To give the student a basic understanding of stress and coping mechanisms so that they can have a better understanding of how to cope with stressors.
7.	To give the student a basic understanding which will act as a foundation for dealing with general life stress.
8.	To develop an understanding of stress and coping mechanisms
9.	To understand ability to recognize and manage stress triggers.

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
	Nature of Stress		1.5	15%
1	1.1	Nature, Meaning & characteristics of Stress		
	1.2	Psychological meaning of Stress		
	1.3	Primary appraisal, secondary appraisal and past experiences		
	1.4	Sign and Symptoms of Stress		
	Types & Sources of stress		1.5	15%
2	2.1	Stages of stress, The physiology of stress		
	2.2	Stimulus-oriented approach		
	2.3	The transactional and interactional model.		
	2.4	Pressure – environment fit model of stress.		
3	Causes and symptoms of stress		1.5	15%
	3.1	Personal, Organizational and Environmental		
	3.2	Cognitive & Behavioral symptoms		
	3.3	Stress and Immune system		
	3.4	GAD and symptoms in general life		

4	Consequences of stress		1.5	15%
	4.1	Effect on behavior and personality		
	4.2	Effect of stress on performance		
	4.3	Individual and Organizational consequences with special focus on health		
	4.4	Effect of stress on physical health.		
5		Strategies for stress management		
	5.1	Coping with Stress: Stress management techniques, Meditation procedure	1.5	15%
	5.3	Meditation procedure and Biofeedback		
	5.3	Positive health, happiness, and wellbeing		
	5.4	Relaxation Techniques		
6		End-of-Semester Appraisal	2.5	25%
	6.1	Viva based on personal journal, Assessment of Behavioral change as a result of training.		
	6.2	Exit Level Rating by Self and Observer		
Total			10	100%

References:	
•	Blonna, Richard; Coping with Stress in a Changing World: Second edition
•	Pestonjee, D.M, Pareek, Udai, Agarwal Rita; Studies in Stress And its Management
•	Pestonjee, D.M.; Stress and Coping: The Indian Experience
•	Clegg, Brian; Instant Stress Management – Bring calm to your life now

SEMESTER IV		
Course Code	Course Name	Credits
LDL2414N	LEADERSHIP DEVELOPMENT LAB-I	3

Contact Hours				Credits Assigned					
Theory		Practical	Tutorial	Theory	Practical	Tutorial		Total	
03		-	-	03	-	-		03	
		Theory				Term Work / Practical/Oral			Total
Internal Assessment				End Sem Exam	Duration Of End Sem Exam	Term Work	Pract.	Oral	
Test	Continuous Evaluation	Attendance	Total Internal						
-	45	05	50	-		-	50	-	

Course Outcome

1. To help students understand importance of planning, organizing and executing
2. To encourage team building skills and develop leadership skills
3. To enable students to analyze complex situations, make informed decisions, and solve problems effectively.
4. To develop students' abilities to articulate ideas clearly and persuasively in both written and oral forms.
5. To help students adapt to changing circumstances and overcome challenges with creativity and persistence.
6. To guide students in making decisions that are ethically sound and socially responsible.

Course Objectives

1. To help students understand the importance of planning, organizing, and executing tasks effectively in various contexts.
2. To encourage team building and leadership skills by engaging students in collaborative activities and projects.
3. To enhance critical thinking abilities by enabling students to analyze complex situations, make informed decisions, and solve problems effectively.
4. To improve communication skills by developing students' abilities to articulate ideas clearly and persuasively in both written and oral forms.
5. To cultivate adaptability and resilience by helping students learn how to adapt to changing circumstances and overcome challenges creatively.
6. To foster ethical and responsible decision-making by guiding students in making decisions that are ethically sound and socially responsible.

Module/ Unit	Course Module / Contents	Hours	Marks Weightage
1	Module 1: Planning, Organizing, and Executing Tasks Effectively	07	25%
	Principles of effective planning and organization Time management and prioritization strategies Techniques for successful execution of tasks Tools and methods for project management		
2	Module 2: Team Building and Leadership Development	07	25%
	Fundamentals of teamwork and collaboration Leadership styles and strategies Managing conflicts and fostering a positive team culture Effective delegation and motivation techniques		
3	Module 3: Critical Thinking and Problem Solving	06	25%
	Introduction to critical thinking and reasoning skills Problem-solving frameworks and methodologies Decision-making models and tools Case studies and real-world problem-solving exercises		
4	Module 4: Communication, Adaptability, and Ethical Decision-Making	06	25%
	Effective verbal and written communication techniques Building adaptability and resilience in dynamic environments Understanding ethical frameworks and principles Practicing ethical decision-making through real-life scenarios		
	Total	26	100

References:

1. "The Leadership Challenge" by James M. Kouzes and Barry Z. Posner
2. "Leaders Eat Last: Why Some Teams Pull Together and Others Don't" by Simon Sinek
3. "Drive: The Surprising Truth About What Motivates Us" by Daniel H. Pink
4. "Primal Leadership: Unleashing the Power of Emotional Intelligence" by Daniel Goleman, Richard Boyatzis, and Annie McKee
5. "Leadership: Theory and Practice" by Peter G. Northouse

VALUE ADDED COURSE(VAC) -II

SEMESTER IV		
Course Code	Course Name	Credits
DBC2417N	DEVELOPMENT OF BUSINESS CASES	2

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
02	-	-	02	-	-	02
	Theory				Term Work / Practical/Oral	
Internal Assessment				End Sem Exam	Duration Of End Sem Exam	Total
Test	Continuous Evaluation	Attendance	Total Internal		Term Work	
25	20	05	50	50	3 Hours	50

Course Outcome

1. Case Studies in Management is designed to provide students with an in-depth understanding of various management theories and practices through real-world cases.
2. The course will focus on analyzing complex managerial situations, decision-making processes, and strategic implementations across different industries.
3. Through the examination of case studies, students will develop critical thinking, problem-solving, and decision-making skills essential for effective managerial roles
4. Students will gain a comprehensive understanding of the role business cases play in decision-making and how they are structured to communicate complex information clearly
5. Students will learn to perform detailed market research and financial analysis to support the recommendations made in a business case.
6. Calculate and interpret financial metrics such as ROI, NPV, and break-even analysis to justify investment decisions.

Course Objectives

1. To Introduce students to the principles and methodologies of developing effective case studies.
2. To Equip students with the skills to analyze and interpret data collected for case studies.
3. To Develop student's abilities to effectively communicate case study findings through written reports and presentations.
4. To understand the key components and purpose of a business case, including its role in organizational decision-making.
5. To learn how to identify and define the problem or opportunity that the business case addresses.
6. To learn techniques for evaluating risks, benefits, costs, and returns associated with business opportunities.

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
	Module 1: Case Study Design Fundamentals			
1		1. Understanding the Purpose and Scope of Case Studies 2. Identifying Case Study Subjects and Scenarios 3. Structuring Case Study Content 4. Data Collection Methods for Case Study Development	07	25%
	Module 2: Data Analysis and Interpretation Techniques			
2		1. Data Collection Methods for Case Studies 2. Qualitative and Quantitative Data Analysis Techniques 3. Coding and Categorizing Data 4. Drawing Conclusions and Making Recommendations	07	25%

3	Module 3: Case Study Writing and Presentation Skills		06	25%
		1. Structuring Case Study Reports 2. Writing Clear and Concise Case Study Narratives 3. Creating Engaging Visuals for Case Study Presentations 4. Delivering Compelling Case Study Presentations		
4	Module 4: Peer Review and Feedback		06	25%
		1. Providing Constructive Feedback 2. Peer Review Techniques 3. Incorporating Feedback into Case Study Revisions 4. Finalizing Case Study Documents		
	Total		26	100

References:	
1.	Harvard Business Review Case Studies
2.	Case Studies in Management by Michael A. Hitt, R. Duane Ireland, and Robert E. Hoskisson
3.	Case Studies in Strategic Management by Sanjay Mohapatra
4.	Case Studies in Marketing Management by S. Ramesh Kumar
5.	Case Studies in Organizational Behavior by Steven L. McShane and Mary Ann Von Glinow

SEMESTER IV

Course Code	Course Name	Credits
ANM2417N	Animation (Advanced Animation Studio)	2

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
1	2	-	1	2	-	02

Theory						Term Work/ Practical/ Oral			Total
Internal Assessment				End Sem Exam	Duration of End Sem Exam	Term Wor k	Prac.	Oral	
Test	Continuous Evaluation	Attendance	Total Internal						
15	30	05	50	50	2 Hours	-	2	-	100

Course Outcome

1.	Advanced Animation Skills: Students will demonstrate proficiency in advanced animation techniques, including character animation, rigging, and effects.
2.	Creative Storytelling: Students will develop the ability to create compelling narratives and visual stories through animation.
3.	Technical Proficiency: Students will gain advanced technical skills in animation software and tools.
4.	Professional Portfolio: Students will create a professional animation portfolio showcasing their skills and creativity.
5.	Proficiency in Advanced Techniques: Students will achieve mastery in complex animation processes, including advanced rigging and character animation.
6.	Creation of Innovative Projects: Students will produce original, high-quality animations using advanced tools and techniques.

Course Objective	
1.	To enhance students' proficiency in advanced animation software and techniques.
2.	To develop a deep understanding of character animation, storytelling, and visual communication.
3.	To cultivate critical thinking and problem-solving skills in animation production.
4.	To prepare students for careers in animation through the creation of a professional animation portfolio.
5.	Master Advanced Animation Techniques: Enhance expertise in complex character animation, rigging, and motion dynamics.
6.	Foster Creative Innovation: Encourage the use of cutting-edge techniques in producing high-quality, original animations.

Detailed syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage (%)
Module I	Advanced Character Animation		6	20%
1	1.1	Character Acting and Emotion: Explore advanced techniques for character acting, conveying emotions, and creating believable performances.		
	1.2	Advanced Rigging and Controls: Learn advanced rigging techniques to create flexible and expressive character rigs.		
	1.3	Lip Sync and Facial Animation: Master the art of lip syncing and facial animation to bring characters to life.		
	1.4	Advanced Animation Exercises: Practice advanced animation exercises to refine animation skills and techniques.		
	1.5	Detailed Animation: Techniques for animating complex movements, expressions, and interactions.		
	1.6	Motion Capture Integration: Using and refining motion capture data to enhance character animation realism.		
Module II	Visual Storytelling and Cinematography		6	20%

2	2.1	Storyboarding for Animation: Develop storyboarding skills for animation, focusing on shot composition, pacing, and visual storytelling.		
	2.2	Cinematic Techniques in Animation: Explore advanced cinematic techniques, such as camera angles, lighting, and mood, to enhance storytelling.		
	2.3	Editing and Timing: Animating to Audio: Sync animation with audio tracks, including dialogue, music, and sound effects, to create cohesive storytelling.		
	2.4	Animating to Audio: Sync animation with audio tracks, including dialogue, music, and sound effects, to create cohesive storytelling.		
	2.5	Principles of Visual Storytelling: Storytelling Techniques: Techniques for conveying narratives through visual elements, including composition, color, and framing.		
	2.6	Cinematography Fundamentals: Camera Techniques: Study of camera angles, movements, and shot composition to enhance storytelling.		
Module III		Advanced Animation Production	6	30%
3	3.1	Short Film Production: Collaborate with peers to produce a short, animated film, applying advanced animation techniques and principles.		
	3.2	Visual Effects and Dynamics: Learn to create visual effects and dynamics, such as particle systems, cloth simulations, and fluid dynamics, in animation.		
	3.3	Motion Capture and Performance Capture: Explore the use of motion capture and performance capture technologies in animation production.		
	3.4	Interactive Animation: Learn about interactive animation techniques for games and other interactive media.		
	3.5	High-Level Production Techniques: Complex Animation Sequences: Creation and integration of intricate animation sequences, including advanced character interactions and effects.		
	3.6	Advanced Rendering: Techniques for achieving high-quality visual output, including advanced rendering settings and optimizations.		

Module IV	Advanced Rigging Techniques:			
4	4.1	Character and Object Rigging: Development of complex rigs for characters and objects with advanced controls and deformations.	8	30%
	4.2	Sophisticated Animation Methods: Character Animation: Techniques for animating detailed character interactions and nuanced movements.		
	4.3	Motion Capture Integration: Data Utilization: Importing and refining motion capture data for enhanced realism in character animations.		
	4.4	Advanced Visual Effects: Effects Creation: Techniques for creating and integrating complex visual effects, including particle systems and fluid dynamics.		
	4.5	Rendering and Optimization: Rendering Techniques: Advanced methods for high-quality rendering, including lighting, shading, and texture mapping.		
	4.6	Final Project Development: Project Execution: Creation of a comprehensive animation project incorporating advanced techniques and industry standards.		
Total			26	100%

References:	
7.	The Animator's Survival Kit" by Richard Williams - A comprehensive guide to the principles of animation, covering everything from basic movements to advanced techniques.
8.	Character Animation Crash Course!" by Eric Goldberg - Provides practical advice and techniques for creating dynamic and engaging character animations.
9.	"Stop Staring: Facial Modeling and Animation Done Right" by Jason Osipa A deep dive into facial animation techniques, essential for creating realistic and expressive character performances.
10.	The Art of 3D Computer Animation and Effects" by Isaac V. Kerlow Provides insights into advanced 3D animation and visual effects, covering both technical and creative aspects of production.
11.	"Digital Animation: The Visible Human" by William Vaughan Explores advanced digital animation techniques, including modeling, rigging, and rendering, with an emphasis on creating lifelike characters.
12.	"Acting for Animators" by Ed Hooks Focuses on incorporating acting principles into animation, crucial for creating believable and expressive characters.

SEMESTER IV

Course Code	Course Name	Credits
PHT2417N	Different Genres of Photography	2

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
1	2	-	1	2	-	02

Theory						Term Work/ Practical/ Oral			Total
Internal Assessment				End Sem Exam	Duration of End Sem Exam	Term Wor k	Prac.	Oral	
Test	Continuous Evaluation	Attendance	Total Internal						
15	30	05	50	50	2 Hours	-	-	-	100

Course Outcome

1.	Students will know about Product Photography
2.	Student will learn about Glamour Studio Photography
3.	How to control exposure during event photography
4.	How to use camera in wildlife photography

Course Objective

1.	Students will get an overview on different genres of photography
2.	Analyzing the difference of the photography culture
3.	Analyzing the difference of the photography, composition and technical aspects used in shooting related subjects.
4.	The aim of the course is to train the mind in how to see the world through a camera.

Detailed syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage (%)
Module I	Photojournalism		6	20
1	1.1	What is Photojournalism		
	1.2	How to deal with people		
	1.3	How to get information		
	1.4	How to find perfect frame		
Module II	Table-top Photography		6	20
2	2.1	Product Selection		
	2.2	Props Selection		
	2.3	Gear-Camera selection		
	2.4	How to use light		
Module III	Glamour Photography		6	30
3	3.1	How to use Artificial light		
	3.2	One point – Two point – Three Point lighting		
	3.3	Makeup		
	3.4	Retouching		
Module IV	Assignment: Assignment: Shooting Travel Photography, Portrait Photography		8	30
4	4.1	Framing		
	4.2	Composition		
	4.3	Color Palette		
	4.4	Techniques		
Total			26	100%

References:	
1.	Prescribed Textbooks: World of DSLR
2.	Reference Material: The British Journal of Photography
3.	Name and Publication: online Journal Ang, T., & Studd, R. (2013). Digital Photography Step by Step. DK.
4.	Frost, L. (2019). Creative Photography Ideas Using Adobe Photoshop: 75 Workshops to Enhance Your Photographs. Ilex Press.

Course Code	Course Name	Credits
POL2417N	Political Science- III- Indian Govt & Politics	02

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
13	-	13	01	-	01	02

Internal Assessment				End Semester Evaluation	Total
Mid Term	Continuous Evaluation	Attendance	Total	End Semester Evaluation/ Project/ Report/ Presentation	Internal Assessment + End Semester Evaluation
15	30	5	50	50	100

Course Outcome

- Memorize the structure and functions of different branches of the Indian government, including the legislature, executive, and judiciary.
- Explain the principles of Indian democracy and the features of its political system, including federalism, secularism, and parliamentary democracy.
- Apply theoretical concepts and frameworks to analyse current political issues and trends in Indian society.
- Compare and contrast different political ideologies and movements influencing Indian politics, such as socialism, liberalism, and nationalism.
- Critically assess the strengths and weaknesses of India's democratic institutions and governance structures.
- Develop strategies for enhancing political participation, accountability, and representation in the Indian political system.

Course Objectives

- To understand the structure and functioning of the Indian political system: This objective aims to provide students with a comprehensive understanding of the institutions, processes, and principles that govern the Indian political system.
- To analyze the dynamics of Indian democracy and governance: This objective focuses on examining the various dimensions of Indian democracy, including electoral politics, political parties, federalism, and governance challenges.
- To evaluate the impact of socio-economic and cultural factors on Indian politics: This objective aims to explore the interplay between socio-economic, cultural, and political factors in shaping the Indian polity.

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
	Introduction to Indian Political System		5	20%
1	1.1	Introduction to key concepts: democracy, federalism, secularism		

	1.2	Historical background of Indian political system		
	Institutions of Indian Democracy		6	20%
2	2.1	Parliament and Legislative Process		
	2.2	Executive Branch		
	2.3	Judiciary and Legal System		
	Political Dynamics in India		7	30%
3	3.1	Evolution of party system in India		
	3.2	Electoral process, party competition, and electoral reforms		
	Contemporary Issues and Challenges		8	30%
4	4.1	Regionalism in Indian Politics		
	4.2	New Social Movements since the 1970s, Environmental Movements, Women's Movements, Human Rights Movements		
Total			26	100%

References:	
1.	B. Chandra, Essays on Colonialism, Orient Longman, Delhi, (1999).
2.	S. Sarkar, Modern India, Macmillan, Delhi (1983).
3.	B. Chandra et. al. (eds.), India's Struggle for Independence, Penguin UK, 2016.
4.	P. Brass, The Politics of India since Independence, Cambridge University Press, Cambridge (1994).
5.	B.Chakrabarty & R.K.Pandey, Indian government and Politics. SAGE Publications India, New Delhi (2008).
6.	Hoveyda, Indian Government and Politics, Pearson Education India, New Delhi (2010).

Semester - IV

Course Code	Course Name	Credits
TSM2417N	Tourism Trends	02

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
13	-	13	01	-	01	02

Internal Assessment				End Sem Exam- End Semester Evaluation/ Project/ Report/ Presentation	Duration of End Sem Exam	Total
Mid Term	Continuous Evaluation	Attendance	Total Internal			Internal Assessment + End Semester Evaluation
15	30	5	50	50	2 Hours	100

Course Outcome	
1	Students will be able to remember and identify significant patterns and factors that have influenced the growth and development of tourism in India.
2	Students will be able to interpret and describe the factors contributing to the growth of Indian tourism and explain the patterns in foreign tourist arrivals.
3	Students will be able to map and analyze tourism trends in states like Tamil Nadu, Uttar Pradesh, Karnataka, Madhya Pradesh, Delhi, and Maharashtra, and understand the impact of these trends on state tourism organizations.
4	Students will critically evaluate and analyze emerging tourism trends, products, and technologies that are shaping the future of the industry.
5	Students will evaluate the implications of the latest trends and emerging tourism products, considering their potential impact on the industry
6	Students will create comprehensive presentations or case studies on the latest tourism trends, synthesizing information from various sources to provide detailed explanations and insights.

Course Objective	
1	To obtain knowledge on new emerging trends of Tourism in India.
2	To study the effect of the emerging trends on Indian Economy.

Detailed Syllabus

Module/ Unit	Course Module / Contents	Hours	Marks Weightage
Module I	Mapping Trends in Tourism	7	

1	1.1	Domestic and International Trends and Patterns in Indian Tourism Travel.		25%
	1.2	Factors responsible for growth and development of Indian tourism		
	1.3	Foreign Tourist Arrivals accounting.		
Module II	Current Tourism Scenario in India		7	30%
2	2.1	State Tourism Organizations: - Changing pattern observed on the arrival of tourists.		
	2.2	Mapping and analyzing of tourism trends of the following states: - Tamil Nadu, Uttar Pradesh, Karnataka, Madhya Pradesh, Delhi, Maharashtra.		
Module III	Emerging Tourism Trends		7	30%
3	3.1	Emerging trends within tourists and travelers		
	3.2	Emerging tourism products of India		
	3.3	Emerging technologies, change in scope of tourism		
Module IV	Case Study		5	15%
4	4.1	Presentation on any latest/emerging tourism trend in the country and explain in detail.		
Total			26	100%

References:	
1	Tourism: Principles and Practice by John Fletcher, Alan Fyall, David Gilbert, and Stephen Wanhill (2017)
2	Emerging Trends in Tourism and Hospitality by B. I. Mahajan and S. R. Vyas (2018)
3	Indian Tourism: Past, Present, and Future by Patrick M. Casabona (2020)
4	Tourism in India: New Trends and Opportunities by Ratandeep Singh (2016)
5	Sustainable Tourism Practices in the Tourism Industry by James E. S. Higham and Michael Lück (2016)

SEMESTER IV

Course Code	Course Name	Credits
SCW2417N	Understanding Social Problems in India	02

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
13	13	-	01	01	-	02

Internal Assessment				End Semester Evaluation	Total
Mid Term	Continuous Evaluation	Attendance	Total	End Semester Evaluation/ Project/ Report/ Presentation	Internal Assessment + End Semester Evaluation
-	45	5	50	50	100

Course Outcome

1. Students will understand conceptual and theoretical aspects of social problems in India.
2. Student will be aware about the problems and crimes of society.
3. Students will be able to understand the problems and effects individual, family & society.
4. Students should be able to handle social problems and treatment. In future, they would contribute to social policy making as a social work professional.

Course Objectives

1. To study the basic concepts of social problem and social work approaches.
2. To understand various social problems and its management and legislative measures.
3. To understand role of social work and social worker in management of social problems.
4. To study social development and social change process to deal with social problems.

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
	Social Problems			
1	1.1	Social problems: Meaning, Concept and Definitions, Classification of social problems.	7	25%
	1.2			
	1.3	Causes and consequences of social problems.	7	30%
	1.4	Social work approach in the prevention, control, and management of social problems.		
	Various Social Problems in India			
2	2.1	Extent, causes, management and legislative measures	7	30%
	2.2	Youth Unrest, Human Trafficking, Substance Abuse, Beggary, Commercial Sex Work, Corruption, Terrorism, Child labour, Role of social worker in identifying social problems and developing strategies for help		
	2.3	Case-studies	5	15%
Total			26	100%

References:	
1.	Ahuja, Ram (1992), Social Problems in India, Rawat Publications, Jaipur.
2.	Keneth, Henry (1978), Social Problems: Institutional and Interpersonal Perspectives, Scott, Foresman and Company, Illinois, London.
3.	Merton, Robert K, and Robert Nisbet (1971), Contemporary Social Problems, Fourth Edition, Harcourt Brace and Co., New York.

SYLLABUS

SEMESTER-V

BBA

(Honours/ Honours with Research)

SEMESTER V

Course Code	Course Name	Credits
MAC2501N	MANAGEMENT ACCOUNTING	3

Contact Hours				Credits Assigned					
Theory		Practical	Tutorial	Theory	Practical	Tutorial	Total		
03		-	-	03	-	-	03		
		Theory				Term Work / Practical/Oral			Total
Internal Assessment				End Sem Exam	Duration of End Sem Exam	Term Work	Pract.	Oral	
Test	Continuous Evaluation	Attendance	Total Internal						
10	15	05	30	70	3 Hours	-	-	-	100

Course Outcome

1. Students will demonstrate a solid understanding of management accounting principles and their applications in decision-making.
2. Students will apply budgeting and forecasting techniques to support managerial planning and control.
3. Students will analyze cost behavior and assess its impact on business performance and decision-making.
4. Students will utilize performance measurement systems to evaluate and improve organizational performance.
5. Students will implement cost control measures and develop pricing strategies to optimize profitability.
6. Students will use management accounting tools to make informed strategic decisions and enhance organizational efficiency.

Course Objectives

1. Introduce students to the principles and techniques of management accounting for internal decision-making.
2. Develop students' skills in budgeting, forecasting, and financial analysis to support effective managerial planning and control.
3. Equip students with the ability to analyze cost behavior and its impact on business performance and decision-making.
4. Foster understanding of performance measurement systems, including variance analysis and balanced scorecards.
5. Enable students to evaluate and implement cost control measures and pricing

strategies to enhance profitability.

6. Enhance students' ability to use management accounting tools to make strategic decisions and improve organizational efficiency.

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
	Management Accounting			
1	1.1	Nature & Scope: Meaning and Definition - Objectives of Management Accounting - Management Accounting and Financial Accounting	10	25%
	1.2	Management Accounting and Cost Accounting - Utility of Management Accounting - Limitations of Management Accounting - Position of Management Accountant in the Organization.		
	Analysis and Interpretation of Financial Statements - I			
2	2.1	Concept of Financial Statements and their Nature - Limitations of Financial Statements - Analysis and Interpretation – Tools Comparative Financial Statements - Common size Statements - Trend Percentages	10	20%
	2.2	Ratio Analysis - Nature and Interpretation - Utility and Limitations of Ratios - Short-term Financial Ratios - Long-term Financial Ratios - Profitability Ratios - Proprietary and Yield Ratios - Turnover Ratios - DUPONT Control Chart		
3	Cash Flow Analysis		05	15%
	3.1	Distinction of cash from funds-utility of cash flow statement construction of cash flow statement		
4	Responsibility Accounting and Standard Costing		05	15%
	4.1	Concept of Responsibility Accounting - Cost Centers and Profit Centers - Contribution by Segments		
5	Budgets and Budgetary Control		09	25%
	5.1	Concept of Budgets and Budgetary Control - Nature and Objectives of Budgetary Control - Advantages and Limitations of Budgetary Control - Establishing a system of Budgetary Control		

	5.2	Preparation of Sales Budget, Selling and Distribution Cost Budget, Production Budget, Purchase Budget, Cash Budget etc. - Flexible Budgets and Master Budgets		
Total			39	100%
References:				
1. Dr. S.N. Maheswari , Management Accounting				
2. Sexana, Management Accounting				
3. Made Gowda, Management Accounting				
4. Dr. S.N. Goyal and Manmohan, Management Accounting				
5. B.S. Raman, Management Accounting				
6. R.S.N. Pillai and Bagavathi, Management Accounting Sharma and Gupta, Management Accounting				
7. J. Batty, Management Accounting				

Course Code	Course Name	Credits
FDV2502N	FINANCIAL DERIVATIVES	3

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
03	-	-	03	-	-	03

	Theory					Term Work / Practical/Oral			Total
Internal Assessment				End Sem Exam	Duration Of End Sem Exam	Term Work	Pract.	Oral	
Test	Continuous Evaluation	Attendance	Total Internal						
15	10	05	30	70	3 Hours	-	-	-	100

Course Outcome

1. To develop a deep understanding of financial system and theories to work proficiently with financial markets, institutions, instruments and regulatory framework
2. Inculcate skills for practical application in the field of corporate finance, investment banking & management, financial services, risk management etc.
3. Develop sound decision making ability in solving business management problems
4. Apply derivatives in strategic financial planning, including speculative strategies, arbitrage opportunities, and portfolio optimization
5. Integrate derivatives into portfolio management strategies to enhance returns and manage risk effectively
6. Evaluate the impact of derivatives on financial markets, including market liquidity, volatility, and price discovery

Course Objective

1. This course attempts to give an overview of the derivatives market with special reference to India. A financial manager must understand how derivatives can be used to the advantage of the firm.
2. An introduction to Derivatives will equip the students to understand the mechanics of this highly intriguing & innovative field of study.
3. Develop skills to value different derivative instruments using various valuation models and methods

4. Utilize derivatives for managing and hedging financial risks, including interest rate risk, currency risk, and commodity risk
5. Analyze how financial derivatives influence market behavior and impact underlying asset prices
6. Assess the functioning and efficiency of derivative markets and their role in financial systems

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
1	Module I: Introduction to financial derivatives		05	20%
	1.1	Introduction to derivative trading, Characteristics of derivatives, Underlying assets (Equity Bonds/loans, Foreign Currency, and Commodity), Importance of derivatives as an investment option, introduction to types of derivatives, Participants in derivatives market (Hedgers, Speculators, Arbitrageurs), Evolution of Derivative markets in India		
2	Module II: Forwards & Futures		10	20%
	2.1	Forward contracts: Limitations of forward markets, Differences between forwards and futures, Futures terminology, Pricing of futures contract, Introduction to currency futures, Interest rate futures, Treasury bond futures, Eurodollar futures, Commodity futures, Index futures & Stock Futures (Hedging, speculation and arbitrage).		
3	Module III: Options: Fundamentals		06	20%
	3.1	Terminology - call, put, writer, buyer, premium, intrinsic value, time value, expiry date, settlement date, strike price, ATM, OTM & ITM, Options positions (payoff graphs), Types of Stock options, Futures options vs Spot options, Options on stock Indices, Currencies & futures, Warrants & Executive stock options, Exotic options		
4	Module IV: Principles of trading & Hedging with Options		08	15%
	4.1	Option Valuation: The BS-Merton Model (Solving for BS model, assumption application and criticism), Trading strategies - Option trading using bull and bear spreads (payoff graphs)		
5	Module V: Swaps			

	5.1	Terminology: LIBOR, MIBOR, Swap basis, Interest rate swaps, Determining LIBOR/MIBOR swap zero rates, Currency swaps: Various types of swaps & features, Introduction to Swaptions.	05	15%
6	Module VI: Recent Developments		05	10%
	6.1	New Derivative contracts including Credit Derivatives, Weather Derivatives, Energy Derivatives etc, Role of derivatives in the economic meltdown of 2007 - 2008, Major Derivative mishaps in the world including The Barrings Bank disaster, The Sumitomo Corporation Scandal, the Swiss Bank Scam		
Total			39	100

References :	
1.	Hull, John C, An introduction to futures and options markets, Second Edition Prentice Hall of India
2.	Gupta, S .L., Financial Derivatives Theory, Concepts and Problem, Prentice - Hall, India
3.	Merton, R.C., 1990. Continuous-Time Finance. Cambridge: Blackwell Publishing
4.	John, R., & Peter, J., 2015. Derivatives Markets. 3 rd ed. Pearson
5.	Das, S., 2010. Swaps and Other Derivatives. 4 th ed. Wiley

SEMESTER - V		
Course Code	Course Name	Credits
CBH2503N	CONSUMER BEHAVIOR	3

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
03	-	-	03	-	-	03
	Theory				Term Work / Practical/Oral	
Internal Assessment				End Sem Exam	Duration Of End Sem Exam	Total
Test	Continuous Evaluation	Attendance	Total Internal		Term Work	
15	10	05	30	70	3 Hours	100

Course Outcome

1. Define and Differentiate Consumer Behavior: Understand and articulate the definition and significance of consumer behavior, distinguishing between individual and organizational buyer behavior.
2. Analyze Market Segmentation and Product Positioning: Apply concepts of market segmentation, including lifestyle, demographic, usage, and benefit segmentation, to identify target markets and develop effective product positioning strategies.
3. Evaluate Environmental Influences on Consumer Behavior: Analyze how cultural, subcultural, social group, and family influences shape consumer behavior, and explain the impact of these factors on purchasing decisions.
4. Understand Personal Influence and Innovation Diffusion: Explain the role of personal influence, such as opinion leadership, in consumer behavior, and describe the process of product adoption and diffusion of innovation.
5. Identify Individual Determinants of Consumer Behavior: Evaluate the impact of individual determinants, such as personality, self-concept, motivation, information processing, and attitudes, on consumer decision-making processes.
6. Examine the Consumer Decision-Making Process: Describe the stages of the consumer decision-making process, including problem recognition, information search, evaluation, purchase, and post-purchase behavior, and assess their implications for marketing strategies.

Course Objectives

1. To develop an understanding of how consumers, behave and use the knowledge to adopt appropriate marketing strategies.
2. Establish the relevance of consumer behavior theories and concepts to marketing decisions.

3. Students will learn the fundamental concepts, theories, and models of consumer behavior, including the psychological, social, and cultural factors that influence consumer decisions
4. Students will study the stages of the consumer decision-making process, from problem recognition and information search to evaluation of alternatives, purchase, and post-purchase behavior.
5. Students will understand how social factors (such as family, reference groups, and social class) and cultural influences (such as culture, subculture, and cross-cultural differences) impact consumer behavior.
6. Students will learn how attitudes are formed, how they influence behavior, and how marketers can change or reinforce consumer attitudes through persuasive communication.

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
	Module I: Introduction			
1	1.1	Consumer Behavior: Definition and significance, Understanding consumer and market, Difference in individual buyer behavior and organizational buyer behavior, Market segmentation: lifestyle and demographic segmentation, usage segmentation, benefit segmentation, Product positioning.	05	20%
2	Module II: Environmental influences			
	2.1	Culture: Meaning and Characteristics, Cross Cultural understanding of Consumer Behavior, Subculture,	10	20%
	2.2	Social Groups: Meaning and formation of a group, Reference groups, Influence of reference groups on consumer behavior, Family: Lifecycle and its significance on consumer behavior, Family purchase decision process.		
3	Module III: Personal influence and Diffusion of Innovation			
	3.1	Concept, nature and significance of personal influence, Opinion leadership and its role in consumer behaviour, Concept of product adoption and adoption process, Diffusion of innovation and process of diffusion.	06	20%
4	Module IV: Individual determinants of Consumer Behaviour			
	4.1	Personality and self-concept and its relevance in consumer behaviour, Motivation: Nature and role of motives and their	08	15%

		significance in marketing, Information processing: Concept and Process, Attitudes: Characteristics, functions and its importance in buyer behavior.		
5	Module V: Consumer Decision process		05	15%
	5.1	Consumer decision process model, Problem Recognition, Search and Evaluation, Purchasing Process, Post-purchase Behavior: Post Purchase evaluation and Product disposition		
6	Module VI: Organizational Buyer Behaviour-		05	10%
	6.1	Nature of Organizational Buying Behaviour, Factors influencing organizational buyer behaviour, Types of decision situations, Organizational buyers decision process.		
Total			39	100%

References:	
1.	Loudon David L. & Della Bitta Albert J. Consumer Behaviour, Fourth Edition, Tata McGraw Hill.
2.	Schiffman and Kanuk, Consumer Behaviour, Eighth Edition, Printice Hall.
3.	Hawkins, Best, Coney, Consumer Behaviour, Building Marketing Strategy, Ninth Edition, Tata McGraw Hill.
4.	Consumer Behavior" by Leon G. Schiffman and Joseph Wisenblit
5.	Consumer Behavior: Buying, Having, and Being" by Michael R. Solomon
6.	Consumer Behavior: The Psychology of Marketing" by Wayne D. Hoyer, Deborah J. MacInnis, and Rik Pieters

Semester - V

Course Code	Course Name	Credits
TND2504N	TRAINING & DEVELOPMENT	3

Contact Hours			Credits Assigned						
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total			
03	-	-	03	-	-	03			
	Theory					Term Work / Practical/Oral			Total
Internal Assessment				End Sem Exam	Duration Of End Sem Exam	Term Work	Pract.	Oral	
Test	Continuous Evaluation	Attendance	Total Internal						
15	10	05	30						
				70	3 Hours	-	-	-	100

Course Outcome

1. Understand basic concepts associated with learning process, learning theories, training and development.
2. Understand training needs, identification of training needs, training processes, training methods, and evaluation of training.
3. Emerging trends in training and development
4. Relevance and usefulness of training expertise in the organizational work environment.
5. Students will gain a comprehensive understanding of the principles and theories behind training and development, including the role of training in organizational growth.
6. Students will be able to conduct comprehensive training needs assessments to identify gaps in employee performance and recommend appropriate training solutions.

Course Objectives

1. The objective of the course is to help students acquire and enhance their knowledge of how to plan, develop, carry out, and evaluate training and executive development programmes in Business Organizations
2. To provide students with an understanding of key theories and concepts related to training and development, including adult learning theories and training models.
3. Students will gain a comprehensive understanding of the strategic importance of training and development in organizations and how it contributes to employee performance and organizational success.
4. Students will learn how to conduct a systematic training needs assessment to identify gaps in employee skills, knowledge, and abilities that can be addressed through training programs.
5. Students will develop skills in designing training programs that are aligned with organizational goals and tailored to meet the specific needs of employees.

6. Students will gain expertise in developing instructional materials, including training manuals, presentations, job aids, and digital content, that facilitate effective learning.

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
1	Module I: Introduction		05	20%
	1.1	Meaning and definition of training, Training vs Education, Culture and Context, Introduction to training Strategy.		
2	Module II: Process of Training		10	20%
	2.1	Establishing objectives, Training need assessment, Designing the programs, Training methods, Trainers and training styles, Introduction to Management Development program.		
3	Module III: Evaluation of Training & Development		06	20%
	3.1	Training Evaluation – Need for evaluation, Measuring Training Effectiveness, Concept of Return on Investment, Cost – Benefit Analysis, Models of Training Evaluation.		
4	Module IV: Training Systems		08	15%
	4.1	Action Research for better training, Knowledge management, Career development, Succession planning, Diversity training, Orientation training.		
5	Module V: Changes in Training Needs for Modern Organizations		05	15%
	5.1	Concept and Need for Learning Organizations, Training for Trainers, Leadership, Team Playing and Group Dynamics, Basics of Sensitivity Training, Computer Based Training.		
6	Module VI: Development			
	6.1	Executive Development – significance & nature, Identifying development needs and setting objectives. Techniques of development and advantages, Role of HRD in 21st Century.	05	10%
Total			39	100

References:
1. Lynton R.P and Pareek U, Training for Development, Vistaar Publications, New Delh
2. Goldstein, Training in Organizations, Thomson Learning
3. Pareek Udai, Training and Development, Tata McGraw Hill.
4. Srivastava, S., Recruitment, Selection & Retention, ABS Course pack.
5. Wexley, K & Lathan Gary

DISCIPLINE II**SEMESTER V**

Course Code	Course Name	Credits
OPR2505N	OPERATION RESEARCH	4

Contact Hours				Credits Assigned					
Theory		Practical	Tutorial	Theory	Practical	Tutorial		Total	
04		-	-	04	-	-		04	
Theory						Term Work / Practical/Oral			Total
Internal Assessment				End Sem Exam	Duration Of End Sem Exam	Term Work	Pract.	Oral	
Test	Continuous Evaluation	Attendance	Total Internal						
15	10	05	30	70	3 Hours	-	-	-	100

Course Outcome

1. Identify and develop operations research model describing a real-life problem.
2. Understand the mathematical tools that are needed to solve various optimization problems.
3. Solve various linear programming, transportation, assignment, queuing, inventory and game problems related to real life.
4. Students will demonstrate an understanding of key concepts and techniques in operations research.
5. Students will formulate and solve linear programming problems to optimize resource use.
6. Students will apply quantitative methods to analyze and enhance operational processes and systems.

Course Objectives

1. Introduce students to the fundamental concepts and techniques of operations research for decision-making and problem-solving.
2. Develop students' skills in formulating and solving linear programming problems to optimize resource allocation.
3. Equip students with the ability to apply quantitative methods to analyze and improve operational processes and systems.
4. Explore various operations research models, including integer programming, network flows, and simulation techniques.
5. Enable students to interpret and communicate the results of operations research analyses to support strategic decision-making.
6. Enhance students' ability to use operations research tools and software to address complex organizational challenges.

Detailed Syllabus

Module / Unit	Course Module / Contents		Hours	Marks Weightage
1	Introduction		09	17%
	1.1	Introduction to Operations Research, Definition, scope, and limitations of Operations Research		
2	Linear Programming		09	17%
	2.1	Linear Programming – Basic Concepts, Model formulation;		
	2.2	Solution methods – Graphical Solution method, Simplex method (problems involving only up to 3 constraints and of inequality)		
	2.3	Application of LPP in business decision making.		
3	Transportation Problem		09	17%
	3.1	Transportation Problem- Initial Basic feasible solution (North-West corner rule, Vogels approximation method), Test for optimality (Modified Distribution (MODI) method)		
4	Assignment Problem		09	17%
	4.1	Assignment Problem–Introduction, Approach of the Assignment model, Solution Methods (Hungarian method)		
5	5.1	Game Theory- Game Theory - Concept and definition; Solution methods of Pure Strategy games (with saddle point), Significance of Game Theory.	09	17%
6	6.1	Queuing & Simulation- Introduction, Elementary queuing system, Introduction	07	15%

		to Single– channel queuing model (with Poisson arrivals and Exponential service times), (no numerical);		
	6.2	Introduction to Simulation, applications, advantages and drawbacks of simulation, Introduction to Monte– Carlo Simulation, Role of computers in Simulation.		
Total			52	100%

References:	
1.	Kapoor VK, Operations Research (Techniques for Management), Seventh edition, Sultan Chand& Sons.
2.	Sharma JK, Operations Research (Theory & Practices), Second edition, Macmillan India Ltd.
3.	Hamdy A Taha, Operations Research, Seventh edition, Prentice Hall India
4.	Kothari CR, an introduction to Operations Research, third edition, Vikas Publishing House.

SEMESTER V		
Course Code	Course Name	Credits
ITM2506N	INTERNATIONAL MARKETING	4

Contact Hours			Credits Assigned						
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total			
4	-	-	4	-	-	04			
	Theory					Term Work / Practical/Oral			Total
Internal Assessment				End Sem Exam	Duration Of End Sem Exam	Term Work	Pract.	Oral	
Test	Continuous Evaluation	Attendance	Total Internal						
15	10	05	30	70	3 Hours	-	-	-	100

Course Outcome

1. Students will perceive International Marketing, its Advantages and Challenges.
2. Students will have perception on the dynamics of International Marketing Environment
3. Students will apprehend the relevance of International Marketing Mix decisions and recent developments in Global Marketing.
4. Students will become aware of the current international marketing trends.
5. Students will learn to formulate and implement effective international marketing strategies that align with organizational goals and adapt to diverse market conditions.
6. Students will be able to analyze and interpret data related to international markets, identifying trends, opportunities, and challenges for global marketing.

Course Objectives

1. The objective of this paper is to make students familiar with basic concepts of Global Business Environment.
2. After giving students an introduction to marketing management, it is necessary to give them an overview of the international scenario keeping in view the ever-growing importance of the international market.
3. Students will gain a comprehensive understanding of the global marketing environment, including the economic, political, legal, and cultural factors that impact international marketing decisions.
4. Students will learn how to analyze and evaluate international market opportunities, including market potential, market entry strategies, and competitive dynamics.
5. Students will develop skills in creating global marketing strategies, including market segmentation, targeting, and positioning, tailored to diverse international markets.

6. students will explore how cultural differences influence consumer behavior and marketing practices, and how to adapt marketing strategies to meet the needs of different cultural groups.

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
1	Module I: Introduction		09	20%
	1.1	Meaning, scope and challenges of international marketing, International dimensions of marketing, international marketing v/s domestic marketing, Benefits of International Marketing		
	Module II: Global Business Environment		09	20%
2	2.1	WTO and its impact on international business operations, Tariff and non-tariff barriers, Regional economic groupings and their significance		
3	Module III: International Marketing Environment		09	20%
	3.1	International marketing environment- Geographical, demographic, economic, political, legal, socio-cultural environment- Elements of culture, Cultural challenges, Business customs and practices, Emerging markets and marketing challenges.		
4	Module IV: Planning for International Marketing		09	15%
	4.1	International Marketing Research and Information System, Modes of entering into foreign markets, International Product Life Cycle, International market segmentation, targeting and positioning.		
5	Module V: International Marketing Decisions		09	15%
	5.1	International pricing strategy- Factors influencing price, pricing methods, Global Branding Decisions, International distribution – Types and functions of foreign distribution channels; distribution logistics.		
	5.2	Promotion Decisions- International advertising, Selection of media, Challenges of international advertising, Personal selling publicity and sales promotion.		

6	Module VI: The Indian Scenario-		07	10%
	6.1	The Export Import Scene in India, EXIM Policy, Export Documentation, Export Procedure		
	Total		52	100%

References:	
1.	Onkvist Sak Onkvist, Shaw John J. International Marketing Analysis & Strategy, Third Edition, Prentice Hall.
2.	Graham Cateora, International Marketing, Twelfth Edition, Tata McGraw Hill.
3.	International Marketing" by Rakesh Mohan Joshi
4.	International Business: Text and Cases" by P. Subba Rao
5.	International Marketing" by Sak Onkvisit and John J. Shaw, Adapted by Dr. Ashok Kapoor

Semester V

Course Code	Course Name	Credits
PRO2507N	PRODUCTION AND OPERATIONS MANAGEMENT	4

Contact Hours			Credits Assigned						
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total			
4	-	-	4	-	-	4			
	Theory				Term Work / Practical/Oral			Total	
Internal Assessment				End Sem Exam	Duration Of End Sem Exam	Term Work	Pract.		Oral
Test	Continuous Evaluation	Attendance	Total Internal						
15	10	05	30	70	3 Hours	-	-	-	100

Course Outcome

1. Gaining knowledge about managing production processes. How to run operations effectively.
2. Better understanding of modern production technique
3. Students will learn how to plan, schedule, and control production processes to optimize efficiency, manage resources effectively, and meet customer demand.
4. Students will be able to apply quality management principles, such as Total Quality Management (TQM) and Six Sigma, to ensure product and process quality.
5. Students will learn to design and optimize production and operational processes to improve efficiency, reduce costs, and enhance productivity.

Course Objectives

1. Understand Core Concepts: Introduce key concepts, principles, and techniques in production and operations management to optimize organizational efficiency.
2. Analyze and Improve Processes: Develop analytical skills to evaluate, design, and improve production and operational processes within various industries.
3. Apply Quality and Inventory Management: Equip students with practical knowledge of quality management, inventory control, and supply chain management strategies.
4. To equip students with the knowledge and skills to effectively manage production processes and optimize operational efficiency in various business environments.
5. To develop an understanding of strategic decision-making in operations management, including quality control, inventory management, and supply chain coordination.

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
1	Module I: Overview of Production and Operation Management		6	10%
	1.1	Brief history of Production and Operation Management, Service Revolution, Definition, Factors Affecting Operations Management, Role- Scope and Function of Production and Operation Management		
	1.2	Criteria of Performance for the Production and Operation Management, Operation Strategies, Effect of Growth of Service Sector on Operations Management		
2	Module II: Demand Forecasting & Capacity Planning		6	15%
	2.1	Qualitative Forecasting Methods (Educated Guess, Consensus, Delphi Method, Historical Analogy, Market Research), Quantitative Forecasting (Linear Regression, Moving Average,		
	2.2	Weighted Moving Average, Exponential Smoothing with Numerical), Definition of Production Capacity		
3	Module III: Facility Location and Facility Layout		10	15%
	3.1	Factors Affecting Location Decisions, Quantitative Techniques in Facility Location (Factor Rating Method, Centre of Gravity Method, Load Distance Method, Break Even Analysis Method – Numerical for each method), Utilization of GIS in Plant Location.		
	3.2	Principles of Facility Layout, Types of Layout (Process Layout, Product or Line Layout, Fixed Position Layout), Basics of Line Balancing –(No Numerical), Merits and Demerits of Product and Process Layout		
4	Module IV: Production Planning and Control		10	20%
	4.1	Capacity Planning, Aggregate Planning, Master Production Scheduling. Production Planning and Control Systems (Push System, Pull System) Job Shop Scheduling and its Criteria (Mean Flow Time, Mean Tardiness, Number of Tardy Jobs - Numerical), Single Processor Job Shop Scheduling (Due Date Method, Shortest Processing Time Method - Numerical).		
	4.2	Two Machines Scheduling – Johnson’s Rule – (Numerical). General Job Shop Scheduling – Earliest Due Date Method – (Numerical)		

5	Module V: Inventory Management, Supply Chain Management & Logistics Management			
		Basic Concepts of Inventory Management, Lead time, Safety Stock, Elements of Inventory Costs, Inventory Models – EOQ –(Derivation and Numerical), EOQ with Quantity Discount – (Numerical), Fixed Order Quantity Model - No Numerical, Fixed Order Period Model - (No Numerical).	10	20%
		Basic Concepts, Objectives of Supply Chain Management, Decision Phases in Supply Chain Management. Basic Concepts of Logistics Management, Warehousing, Material Handling Equipment's		
6	Module VI: Foundations of Quality, Quality Control, TQM			
	6.1	Concept of Quality - Gurus of quality a Comparative Discussion on Edward Deeming, David Juran and Philip Crosby - their Philosophy contribution and limitations.	10	20%
	6.2	Statistical Quality Control (Mean and Range Charts, c Chart, p Chart – (Numerical), Basic Concepts of Acceptance Sampling, OC Curves – (No Numerical). Basic Concepts of TQM, 5 –S and Kaizen, 6-Sigma. ISO Standards, and ISO Certification.		
Total			52	100%

References:
1. Buffa, E.S, Sarin RK, (2008), Modern Production/ Operations Management, John Wiley & Sons
2. Chary SN, (2009), Production and Operations Management, McGraw Hill Education.
3. Gaither N, Greg F, (2002), Operations Management, Thompson South Western.
4. Everett E., Adam Jr. & Ronald J Ebert, Production and Operation Management, Fifth edition, Prentice Hall of India.
5. Monden Y, (1993), Toyota Production System, Industrial Engineering and Management Press – Institute of Industrial Engineering, Norcross, Georgia.

Semester – V

Course Code	Course Name	Credits
FLF2511N	FRENCH V	2

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
02	-	-	02	-	-	02

		Theory					Term Work / Practical/Oral			Total
Internal Assessment					End Sem Exam	Duration Of End Sem Exam	Term Work	Pract.	Oral	
Mid Term	Viva	Continuous Evaluation	Attendance	Total Internal						
15	20	10	05	50	50	75 mins	-	-	-	100

Course Outcomes

1. Enhance proficiency in both spoken and written language.
2. Develop familiarity with modern social communication skills, both oral (such as dialogues and telephone conversations) and written, and to perform basic communication tasks effectively.
3. Write a review of a movie or a show.
4. Describe a person using good vocabulary and different adjectives.
5. Apply various tenses and moods in French using subjunctive tense.

Course Objectives

1. To strengthen the language of the students in both oral and written.
2. To get the students acquainted with the current social communication skills, oral (dialogue,

telephone conversations, etc.) and written and perform simple communication tasks.

3. To talk about a film or a show.
4. To describe a person using good vocabularies and different adjectives
5. To use the different tenses, different moods in French.

Detailed Curriculum

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
1	Module I		8	50%
	Leçon 1	Histoires d'étudiants		
	Leçon 2	Un dîner en ville		
2	Module II		6	30%
	Leçon 1	Soirée déguisée Un dîner en ville		
	Leçon 2	Chez l'habitant		
	Module III		6	10%
3	Leçon 1	Un peu de culture ?		
	Module IV		6	10%
4	Leçon 1	Une soirée originale		
	Total		26	100%

References

1. Berthet, Hugot et al. Alter Ego - Méthode de Français, A1: Hachette, 2012.
2. Bruno Girardeau et Nelly Mous. Réussir le DELF A1. Paris : Didier, 2011.
3. Loiseau Y., Mérieux R. Connexions 1, cahier d'exercices. Didier, Paris, 2017.
4. Loiseau Y. & Mérieux R. Connexions 1, Guide pédagogique. Didier, Paris, 2017.
5. Connexions 1, livre de l'élève – Loiseau Y. & Mérieux R., éd. Didier, Paris, 2017.
6. Latitudes 1, cahier d'exercices – Loiseau Y. & Mérieux R., éd. Didier, Paris, 2018.
7. Latitudes 1, Guide pédagogique – Loiseau Y. & Mérieux R., éd. Didier, Paris, 2018.
8. Latitudes 1, Guide pédagogique téléchargeable – Loiseau Y. & Mérieux R., éd. Didier, 2018.

9. Latitudes 1, livre d'élève + CD – Loiseau Y. & Mérieux R., éd. Didier, Paris, 2018.

10. Nathalie Hirschsprung, Tony Tricot, Cosmopolite 1 Méthode de Français A1. Hachette, 2017.

11. Nathalie Hirschsprung, Tony Tricot. Cosmopolite 1 Cahier d'activités A1. Hachette, 2017.

SEMESTER – V

Course Code	Course Name	Credits
FLG2511N	GERMAN V	2

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
2	-	-	2	-	-	2

		Theory					Term Work / Practical/Oral			Total
Internal Assessment					End Sem Exam	Duration Of End Sem Exam	Term Work	Pract.	Oral	
Mid Term	Continuous Evaluation	Attendance	Oral	Total Internal						
15	10	05	20	50	50	75 mins	-	-	-	100

Course Outcomes

After completion of this course students will be able to:

1. Handle situations which one normally encounters while travelling.
2. Take part in conversations and discussions pertaining to familiar topics such as family, hobbies, travel etc. without prior preparation.
3. Develop the listening comprehension skills
4. Understand programs on television or radio and informing oneself about current events or areas of interest/ provided the speaker speaks clearly.
5. Have a basic conversation using the vocabulary related to body parts and basic diseases.

Course Objectives

1. To handle situations which one normally encounters while travelling.
2. To take part in conversations and discussions pertaining to familiar topics such as family, hobbies, travel etc. without prior preparation.
3. To develop the listening comprehension skills.
4. To understand programs on television or radio and informing oneself about current events or areas of interest/ provided the speaker speaks clearly.
5. To have a basic conversation using the vocabulary related to body parts and basic diseases.

Detailed Curriculum				
Module/ Unit	Course Module / Contents		Hours	Marks Weightage
	Kapitel 11			
1	Grammatischer Aspekt	<ul style="list-style-type: none"> - Imperativ: du, ihr, Sie - Modalverben: dürfen, sollen 	06	25%
	Kapitel 11			
2	Thematischer Aspekt	<ul style="list-style-type: none"> - persönliche Angaben machen - Körperteile nennen - eine Sportübung verstehen und erklären - Aufforderungen wiedergeben - Gespräche beim Arzt führen - Anweisungen verstehen und geben - Gesundheitstipps verstehen und geben - Wörter erschließen 	07	25%
	Kapitel 12			
3	Grammatischer Aspekt	<ul style="list-style-type: none"> - Pronomen: man - Fragewörter: wer, wen, wem, was(Nom. u. Akk.) Ort: wo, wohin, woher, wann & wie - Zeitadverbien: zuerst, dann, später, zum 	06	25%

		Schluss		
	Kapitel 12			
4	Thematischer Aspekt	<ul style="list-style-type: none"> - Vorschläge für eine Stadttour verstehen - einen Weg beschreiben - eine Postkarte schreiben - die Jahreszeiten kennen lernen - das Wetter beschreiben - Reiseberichte verstehen - Probleme im Hotel beschreiben - sich im Hotel beschweren - über Reiseziele sprechen 	07	25%
Total			26	100%
References				
1. Aufderstraße, Hartmut. <i>Lagune 1. Deutsch als Fremdsprache: Kursbuch und Arbeitsbuch</i> . Ismaning: Max Hueber Verlag 2012.				
2. Braun, Anna, and Daniela Wimmer. <i>Schritte Plus A1/1: Arbeitsbuch</i> . Hueber Verlag, 2020.				
3. Dengler, Stefanie. <i>Netzwerk A1. Teil2. Kurs- Und Arbeitsbuch: Deutsch Als Fremdsprache</i> . Langenscheidt, 2012.				
4. Funk, Hermann, et al. <i>studio d A1: Deutsch als Fremdsprache</i> . Cornelsen Verlag, 2015.				
5. Langenscheidt. <i>Langenscheidt Pocket Dictionary German: German-English, English-German</i> . Langenscheidt Publishing Group, 2022.				
6. Niebisch, Daniela, et al. <i>Lagune A1: Kursbuch</i> . Hueber Verlag, 2016.				

SEMESTER – V

Course Code	Course Name	Credits
FLS2511N	SPANISH V	2

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
2	-	-	2	-	-	2

		Theory					Term Work / Practical/Oral			Total
Internal Assessment					End Sem Exam	Duration Of End Sem Exam	Term Work	Pract.	Oral	
Mid Term	Continuous Evaluation	Attendance	Oral	Total Internal						
15	10	05	20	50	50	75 mins	-	-	-	100

Course Outcomes

After completion of this course, students will be able to:

1. Understand how to conjugate verbs with vocal changes and use them effectively in sentences.
2. Revise all the grammar topics which were taught in the previous semesters.
3. Describe events, activities and incidents that occurred in the past using preterit tense effectively and efficiently.
4. Understand and apply vocabulary based on shops, restaurants and airports and will be able to communicate at the given places.
5. Actively engage in mock viva sessions, applying the skills learned throughout the course. This practical experience will enhance their ability to handle real-life conversations with native speakers.

Course Objectives

The course is designed:

1. To enable the students to comprehend and make use of verbs with vocal changes.
2. To revise the grammar in application and the communication tasks related to topics covered already.
3. To enable the students to use preterit tense to describe events that happened in the past.
4. To enhance the vocabulary of the students based on shops, restaurants and airport.
5. Simulate and participate in mock Vivas and conversations.

Detailed Curriculum

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
	El español y tú			
1	1.1	Las preposiciones del lugar	5	20%
	1.2	Expresiones cotidianas		
	¿Sabes verbos con cambios vocales?			
2	2.1	Los verbos regulares en español	5	20%
	2.2	Los verbos con cambios vocales. (AR, ER, IR)		
	¿Qué comiste ayer?			
3	3.1	Introducción del pretérito indefinido en español.	8	30%
	3.2	Los verbos regulares en el pretérito indefinido		
	¿Dónde estuviste ayer, Juan?			
4	4.1	Los verbos irregulares en el pretérito indefinido	8	30%
	4.2	Un ensayo usando el pretérito indefinido.		
Total			26	100%

References

1. Ballesteros, Margarita Porroche. <i>Ser, estar y verbos de cambio</i> . Arco Libros, 1988.
2. Bregstein, Barbara. <i>Advanced Spanish Step-by-Step</i> . McGraw Hill Professional, 2011.
3. Butt, John, et al. <i>A New Reference Grammar of Modern Spanish</i> . Routledge, 2019.

4. Castromil, Javier Díaz, and Laura Gil-Merino. <i>Objetivo DELE A2 – B1</i> . 2016.
5. Hollis, Maria Rosario. <i>Essential Spanish Verbs</i> . Teach Yourself, 2010.
6. Holodyk, Daniel. <i>Ultimate Spanish</i> . 2003.
7. Howkins, Angela, et al. <i>Practising Spanish Grammar</i> . 2019.
8. Kattán-Ibarra, Juan, and Angela Howkins. <i>Spanish Grammar in Context</i> . Languages in Context, 2014.
9. Loaeza, Pablo Garcia. <i>Easy Spanish Phrase Book NEW EDITION</i> . Courier Corporation, 2013.
10. Mahler, Michael. <i>Dictionary of Spanish Slang and Colloquial Expressions</i> . Barron's Educational Series, Incorporated, 2008.

SEMESTER V		
Course Code	Course Name	Credits
CSE2512N	EMPLOYABILITY SKILLS	1

Contact Hours			Credits Assigned						
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total			
01	-	-	01	-	-	01			
	Theory				Term Work / Practical/Oral			Total	
Internal Assessment				End Sem Exam	Duration Of End Sem Exam	Term Work	Pract.		Oral
Test	Continuous Evaluation	Attendance	Total Internal						
20	25	05	50	50	2hrs	-	-	-	100

Course Outcome

1. Analyze himself/herself through SWOT analysis technique and able to Understand the types and styles of Interviews popularly conducted.
2. Understand the types and styles of Interviews popularly conducted and they can Practice through mock interview sessions and the Prepare for an interview confidently.
3. Write effective Resumes, Cover letters and Interview Follow up Letters and Understand practice social, dinning, and cubical etiquettes and apply them in social life.
4. Understand the importance of verbal and non-verbal communication techniques and apply them in interview and professional settings.
5. Learn how to create and deliver impactful presentations, and practice public speaking to build confidence and clarity.
6. Gain knowledge on effective networking strategies and tools, and practice building a professional network both online and offline.

Course Objectives

1. Enhance Communication Skills: Develop effective verbal, non-verbal, and written communication skills for professional interactions and workplace success.
2. Strengthen Problem-Solving Abilities: Learn critical thinking and problem-solving techniques to analyze complex situations and make informed decisions in the workplace.
3. Develop Teamwork and Collaboration: Understand the importance of teamwork, learn to work effectively in diverse teams, and build strong interpersonal skills.
4. Improve Time Management: Acquire strategies for effective time management, prioritizing tasks, and meeting deadlines in a professional environment.
5. Build Adaptability and Flexibility: Cultivate a mindset for adaptability and flexibility to handle changes and challenges in dynamic work environments.

6. Enhance Job Search Skills: Learn techniques for job searching, including crafting resumes, writing cover letters, and preparing for interviews to increase employment opportunities.

Detailed Syllabus

Module / Unit	Course Module / Contents		Hours	Marks Weightage
	Interviews			
1	1.1	Types of Interviews, Styles of Interview, and -	04	35%
	1.2	Facing Interviews-Fundamentals		
	1.3	Practice Session Conducting Interviews		
	1.4	Fundamentals and Practice Session, Mock interview sessions		
	Interview Skills			
2	2.1	Resume Writing,	03	35%
	2.2	Covering Letters		
	2.3	Interview Follow Up Letters		
	Self- Discovery			
3	3.1	SWOT [Strengths, Weakness, Opportunity, and Threat] Analysis	03	15%
	Etiquettes			
4	4.1	Social Etiquette: Shaking hands Exchanging Business card	03	15%
	4.2	Dining etiquette, Cubical Etiquette		
Total			13	100
References				
1. Jermy Comfort, Speaking Effectively, et.al, Cambridge				
2. Krishnaswamy, N, Creative English for Communication, Macmillan				
3. Raman Prakash, Business Communication, Oxford.				
4. Taylor, Conversation in Practice				
5. Anjanee Sethi & Bhavana Adhikari, Business Communication, Tata McGraw Hill				

SEMESTER V		
Course Code	Course Name	Credits
BEH2513N	Behavioral Science-V (Personality, Nationalism and Human Values)	1

Contact Hours				Credits Assigned					
Theory		Practical	Tutorial	Theory	Practical	Tutorial		Total	
01		-	-	01	-	-		01	
	Theory					Term Work / Practical/Oral			Total
Internal Assessment				Report Submission	viva presentation	Term Work	Prac t.	Oral	
Activity	Continuous Evaluation	Attendance	Total Internal						
25	10	05	40	30	30	-	-	-	100

Course Outcome
1. A strong personality fosters resilience and adaptability in diverse life situations.
2. Nationalism fosters a sense of belonging and unity among citizens.
3. Human values form the foundation of ethical behavior and moral integrity.
4. Personality development enhances effective communication and interpersonal relationships.
5. It strengthens cultural identity and promotes the preservation of traditions and heritage.
6. They promote empathy, compassion, and respect for others, fostering harmonious societies.

Course Objective
1. To Understand the importance of individual differences
2. Better understanding of self in relation to society and nation
3. Facilitation for a meaningful existence and adjustment in society

4. Inculcating patriotism and national pride
5. To develop an understanding of importance of human values.
6. To Understand the Value of individual

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
	Individual differences& Personality		1.5	15%
1	1.1	Personality: Definition& Relevance		
	1.2	Importance of nature & nurture in Personality Development		
	1.3	Importance and Recognition of Individual differences in Personality		
	1.4	Accepting and Managing Individual differences (adjustment mechanisms) Intuition, Jugement, Perception & Sensation (MBTI) BIG5 Factors		
	Managing Diversity		1.5	15%
2	2.1	Defining Diversity		
	2.2	Affirmation Action and Managing Diversity		
	2.3	Increasing Diversity in Work Force		

	2.4	Barriers and Challenges in Managing Diversity		
3	Socialization		1.5	15%
	3.1	Nature of Socialization		
	3.2	Social Interaction		
	3.3	Interaction of Socialization Process		
	3.4	Contributions to Society and Nation		
4	Patriotism and National Pride		1.5	15%
	4.1	Sense of pride and patriotism		
	4.2	Importance of discipline and hard work		
	4.3	National Integrity, Integrity, accountability, and national pride.		
	4.4	National pride and prejudice.		
5		Human Rights, Values and Ethics	1.5	15%
	5.1	Meaning and Importance of human rights		
	5.3	Human rights awareness		
	5.3	Obligation to respect, character-based system of human rights		
	5.4	Values and Ethics- Learning based on project work on Scriptures like- Ramayana, Mahabharata, Gita etc.		
6		End-of-Semester Appraisal	2.5	25%
	6.1			

		Viva based on personal journal, Assessment of Behavioral change as a result of training.		
	6.2	Exit Level Rating by Self and Observer		
Total			10	100%

References:
1. Davis, K. Organizational Behaviour,
2. Bates, A. P. and Julian, J.: Sociology - Understanding Social Behaviour
3. Dressler, David and Cans, Donald: The Study of Human Interaction
4. Lapiere, Richard. T – Social Change
5. Lindzey, G. and Borgatta, E: Sociometric Measurement in the Handbook of Social Psychology, Addison – Welsley, US.
6. Rose, G.: Oxford Textbook of Public Health, Vol.4, 1985.
7. Robbins O.B.Stephen;. Organizational Behaviour

SEMESTER-V		
Course Code	Course Name	Credits
SIP2521N	SUMMER INTERNSHIP	05

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
5	-	-	01	-	-	05
Project Report			Power Point Presentation & Viva			Total
75			25			100

Course Outcome

1. Student is able to construct the company profile by compiling the brief history, management structure, products / services offered, key achievements and market performance for his / her organization of internship.
2. For his / her organization of internship, the student is able to assess its Strengths, Weaknesses, Opportunities and Threats (SWOT)
3. Students will demonstrate the ability to apply theoretical knowledge and skills gained during their academic studies to practical tasks and challenges in a professional environment.
4. Students will develop key professional skills, such as communication, teamwork, problem-solving, and time management, essential for success in the workplace.
5. Students will gain an understanding of industry-specific practices, standards, and expectations, enabling them to align their skills with professional requirements.

Course Objectives

The aim of the Summer Internship project is to provide the students with an opportunity to further their intellectual and personal development in the chosen field by undertaking a significant practical unit of activity. The project can be defined as a scholarly inquiry into a problem or issues, involving a systematic approach to gathering and analysis of information / data, leading to production of a structured report.

Chapter Scheme and distribution of marks:	
Chapter 1: Introduction	10 marks
Chapter 2: Conceptual Framework/ National/International Scenario	25 marks
Chapter 3: Presentation, Analysis & Findings	25 marks
Chapter 4: Conclusion & Recommendations	10 marks
Chapter 5: Bibliography	05 marks

Components of a Project Report
The outcome of Project Work is the Project Report. A project report should have the following components:
1) Cover Page: This should contain the title of the project proposal, to whom it is submitted, for which degree, the name of the author, name of the supervisor, year of submission of the project work, name of the University.
2) Acknowledgement: Various organizations and individuals who might have provided assistance /co-operation during the process of carrying out the study.
3) Table of Content: Page-wise listing of the main contents in the report, i.e., different Chapters and its main Sections along with their page numbers.
4) Body of the Report: The body of the report should have these four logical divisions
a) <i>Introduction</i> : This will cover the background, rationale/ need / justification, brief review of literature, objectives, methodology (the area of the study, sample, type of study, tools for data collection, and method of analysis), Limitations of the Study, and Chapter Planning.
b) <i>Conceptual Framework / National and International Scenario</i> : (relating to the topic of the Project).
c) <i>Presentation of Data, Analysis and Findings</i> : (using the tools and techniques mentioned in the methodology).
d) <i>Conclusion and Recommendations</i> : In this section, the concluding observations based on the main findings and suggestions are to be provided.
5) Bibliography or References: This section will include the list of books and articles which have been used in the project work, and in writing a project report.
6) Annexures: Questionnaires (if any), relevant reports, etc.
(The main text of the Project should normally be in the range of 5000 words. However, there may be annexure in addition to the main text)
The Steps of a Project Report
Step I: Selection of the topic for the project by taking following points into consideration:
<ul style="list-style-type: none"> • Suitability of the topic. • Relevance of the topic • Time available at the disposal. • Feasibility of data collection within the given time limit. • Challenges involved in the data collection (time & cost involved in the data collection, possibility of getting responses, etc.)
Step II: Finalization of the Topic and preparation of Project Proposal in consultation with the Supervisor.
Step III: Collection of information and data relating to the topic and analysis of the same.
Step IV: Writing the report dividing it into suitable chapters, viz.,
Chapter 1: Introduction,
Chapter 2: Conceptual Framework / National & International Scenario,
Chapter 3: Analysis & Findings
Chapter 4: Conclusion and Recommendations.
Step V: The following documents are to be attached with the Final Project Report.
1) Approval letter from the supervisor (Annexure-IA)

2) Student's declaration (Annexure-IB)
3) Certificate from the Competent Authority of the Organisation / Institution, if the student undertakes the Project Work in any Organisation / Institution.
Guidelines for evaluation:
Each of the students must undertake a Project individually under the supervision of a teacher and to submit the same following the guidelines stated below:
<ul style="list-style-type: none"> • Language of Project Report and Viva-Voce Examination may be English. The Project Report must be typed and hard bound.
<ul style="list-style-type: none"> • Failure to submit the Project Report or failure to appear at the Viva-voce Examination will be treated as "Absent" in the Examination. He /she has to submit the Project Report and appear at the Viva-Voce Examination in the subsequent years (within the time period as per University Rules).
<ul style="list-style-type: none"> • No marks will be allotted on the Project Report unless a candidate appears at the Viva-Voce Examination. Similarly, no marks will be allotted on Viva-Voce Examination unless a candidate submits his/her Project Report.
<ul style="list-style-type: none"> • Evaluation of the Project Work to be done jointly by one internal expert and one external expert with equal weightage, i.e., average marks of the internal and external experts will be allotted to the candidate.

SYLLABUS

SEMESTER-VI

BBA

(Honours/ Honours with Research)

SEMESTER VI		
Course Code	Course Name	Credits
IBM2601N	INTERNATIONAL BUSINESS MANAGEMENT	4

Contact Hours				Credits Assigned					
Theory		Practical	Tutorial	Theory	Practical	Tutorial		Total	
04		-	-	04	-	-		04	
		Theory				Term Work / Practical/Oral			Total
Internal Assessment				End Sem Exam	Duration Of End Sem Exam	Term Work	Pract.	Oral	
Test	Continuous Evaluation	Attendance	Total Internal						
15	10	05	30	70	3 Hours	-	-	-	100

Course Outcome

1. Students will grasp the key principles and practices of managing international business.
2. Students will evaluate global market dynamics and trade policies affecting international operations.
3. Students will develop strategies for effective market entry and operations in foreign countries.
4. Students will understand and address cultural, economic, and political influences on international business.
5. Students will manage international business operations and cross-cultural teams efficiently.
6. Students will identify and leverage opportunities while overcoming challenges in global business.

Course Objectives

1. To understand the principles and practices of international business management.
2. To explore global market dynamics and the impact of international trade policies.
3. To analyze the strategies for entering and operating in foreign markets.
4. To examine the cultural, economic, and political factors influencing international business.
5. To develop skills for managing international business operations and cross-cultural teams.
6. To assess the challenges and opportunities in global business environments.

Detailed Syllabus

Module/ Unit	Course Module / Contents	Hours	Marks Weightage
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	Introduction to International Business			
1	1.1	Nature and scope of international business. International business environment, Classical theory of international trade: Absolute cost advantage theory, comparative cost theory, and Modern theory of international trade. Michael Porter model of competitive advantage of nations, Globalization – forces, Meaning, dimensions and stages in Globalization.	10	20%
	International Business Environment			
2	2.1	Tariff and non-tariff barriers, General Agreement on Trade and Tariffs (GATT), World Trade Organization, Important Ministerial Conferences & their outcomes, Dispute settlement mechanism under WTO, Regional Integrations, Trade Blocks – nature and levels of integration, arguments for and against regional integration.	06	15%
	Modes of International Entry			
3	3.1	International Business – Entry modes, Franchising, Exporting, Licensing, International Agents, International Distributors, Cross Border Mergers & Acquisitions, Strategic Alliances, Joint Ventures, Overseas Manufacture and International Sales Subsidiaries, Outsourcing, FDI, FII, PN	05	20%
	International Financial Management			
4	4.1	Introduction to International Financial Management – International Monetary System, exchange rate system (floating and fixed) Financial Markets and Instruments- Introduction to Export and Import Finance – ECGC & EXIM Bank, Methods of payment in International Trade: Letter of Credit, Banker's Acceptance, Draft.	08	20%
5	5.1	Forex Exposure Country Risk Analysis, Political, Social and Economic, Types of Forex Exposure: Accounting, Operating & Transaction – their management, An introduction to interest rate exposure.	05	15%

6		Foreign Trade Procedure		
	6.1	An Introduction to Foreign trade Policy and its impact on different sectors of the Economy. Documentation Framework: Types, Characteristics of Document, Export Contract - INCO Terms - Processing of an Export Order.	05	10%
Total			39	100

References:	
1.	Charles W L Hill. and Arun Kumar Jain (2007), International Business: competing in the global market place, Mc Graw-Hill.
2.	John D. Daniels Lee H Radebaugh, (2007), International Business: Environments and Operations. Addison Wesley.
3.	Cherulinam, Francis, International Business, 3rd edition, Prentice Hall India
4.	"International Business: Environments and Operations" by John D. Daniels, Lee H. Radebaugh, and Daniel P. Sullivan

SEMESTER VI		
Course Code	Course Name	Credits
MNA2602N	MERGERS AND ACQUISITIONS	3

Contact Hours				Credits Assigned							
Theory		Practical	Tutorial	Theory		Practical		Tutorial		Total	
03		-	-	03		-		-		03	
	Theory					Term Work / Practical/Oral			Total		
Internal Assessment				End Sem Exam	Duration Of End Sem Exam		Term Work	Pract .			Oral
Test	Continuous Evaluation	Attendance	Total Internal								
15	10	05	30	70	3 Hours		-	-	-	100	

Course Outcome

1. Understand Key Concepts: To provide a fundamental understanding of mergers, acquisitions, and related corporate restructuring activities.
2. Analyze Strategic Motives: To explore the strategic reasons behind mergers and acquisitions and their impact on business growth.
3. Examine Financial Evaluation: To learn techniques for valuing companies and assessing the financial viability of potential mergers and acquisitions.
4. Understand Legal Frameworks: To understand the legal, regulatory, and compliance requirements involved in mergers and acquisitions.
5. Study Integration Strategies: To evaluate post-merger integration strategies and their role in achieving synergies and organizational alignment.
6. Develop Critical Analysis Skills: To enhance skills in critically analyzing real-world case studies of mergers and acquisitions

Course Objectives

1. Conceptual Mastery: Students will understand the fundamental concepts and processes involved in mergers and acquisitions.
2. Strategic Insight: Students will be able to identify and evaluate the strategic motives and objectives behind mergers and acquisitions.
3. Financial Assessment: Students will acquire skills to perform financial analysis and valuation for merger and acquisition opportunities.
4. Legal Acumen: Students will understand the legal and regulatory aspects governing mergers and acquisitions.
5. Integration Competence: Students will be able to develop strategies for successful post-merger integration.

6. Analytical Proficiency: Students will enhance their ability to critically analyze and interpret real-world merger and acquisition cases.

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
	Module I: Mergers and Acquisitions – Overview			
1	1.1	Introduction – Forms of Corporate Restructuring – Expansion – Mergers and Acquisitions – Tender Offers –	10	25 %
	1.2	Joint Ventures – Sell Offs – Spin Offs – Split Offs – Split Ups – Divestitures – Equity Carve outs - Corporate Control – Premium Buy Backs – Standstill Agreements		
	1.3	– Anti- Takeover Amendments – Proxy Contests - Changes in Ownership Structures - Share Repurchases –		
	1.4	Exchange Offers – Leveraged Buy – out – Going Private – Issue Raised by Restructuring – History of Merger Movements.		
	Module II: Mergers and Acquisitions			
2	2.1	Economic Rationale for Major Types of Mergers	10	25%
	2.2	- Horizontal Mergers – Vertical Mergers		
	2.3	– Conglomerate Mergers - Concentric Mergers.		
	Module III: Theories of Mergers			
3	3.1	Efficiency Theories – Differential Efficiency - Inefficient Management – Operating Synergy – Pure Diversification - Financial Synergy – Strategic Realignment to Changing Environments	09	25%
	3.2	– Undervaluation – Information and Signaling – Agency Problems and Managerialism - Takeovers as a Solution to Agency Problems		
	Module IV:			
4	4.1	Divestment of Public Sector Undertakings and Leveraged Buy-outs	10	25%
	4.2	General Economic and Financial Factors illustration of an LBO Takeover Defenses Anti-Takeover Amendments, Any case study		

Total			39	100%
References:				
1. The Complete Guide to Mergers and Acquisitions : Process Tools to Support M & A Integration at Every Level – Timothy J Galpin and Mark Herndon, 2007				
2. Mergers – What Can Go Wrong and How to Prevent it – Patrick A Gaughan (Wiley Finance)				
3. Mergers and Acquisitions – Fred Weston				
4. M & A and Corporate Restructuring - Patrick A Gaughan (Wiley Finance Series)				

SEMESTER VI		
Course Code	Course Name	Credits
ACF2603N	ADVANCED CORPORATE FINANCE	3

Contact Hours				Credits Assigned					
Theory		Practical	Tutorial	Theory		Practical	Tutorial	Total	
03		-	-	03		-	-	03	
	Theory					Term Work / Practical/Oral			Total
Internal Assessment				End Sem Exam	Duration Of End Sem Exam	Term Work	Pract.	Oral	
Test	Continuous Evaluation	Attendance	Total Internal						
15	10	05	30	70	3 Hours	-	-	-	100

Course Outcome

1. This course is essential for student to understand the latest developments in the field of corporate finance and expertise in advanced corporate finance related to behavioral finance, corporate restructuring & corporate governance.
2. Develop a deep understanding of advanced corporate finance theories, including capital structure, dividend policy, and financial distress
3. Evaluate and make informed capital budgeting decisions using sophisticated tools like scenario analysis, sensitivity analysis, and Monte Carlo simulations
4. Develop and assess corporate financing strategies, including equity and debt issuance, hybrid securities, and leveraged buyouts (LBOs).
5. Explore the complexities of international corporate finance, including exchange rate risk, cross-border financing, and multinational capital budgeting

Course Objectives

1. To familiarize the students with Advanced corporate finance
2. The basic objective of this course is to acquaint the students with the latest developments in the field of corporate finance. This course will be a step above Financial Management II where they will learn advanced topics related to behavioral finance, corporate restructuring & corporate governance.
3. Deepen Understanding of Corporate Financial Strategy: To provide students with a comprehensive understanding of advanced concepts in corporate finance, including capital structure, dividend policy, mergers and acquisitions, and corporate restructuring.
4. Enhance Financial Analysis and Valuation Skills: To develop students' ability to apply financial modeling, valuation techniques, and quantitative tools to analyze complex financial situations and make strategic corporate finance decisions.

5. Foster Risk Management Competence: To equip students with the knowledge and skills needed to assess, manage, and mitigate various financial risks faced by corporations, including market risk, credit risk, and operational risk.
6. Promote Ethical and Strategic Decision-Making: To encourage students to integrate ethical considerations into financial decision-making processes while understanding the strategic implications of corporate finance decisions on shareholder value and corporate governance.

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
1	Module I: Introduction.		08	20%
	1.1	Objectives of Corporate finance, Shareholder wealth maximization, Agency Problems,		
	1.2	Management Compensation & measurement of Performance		
2	Module II: Valuation Concepts		07	20%
	2.1	Valuation Models, Application of Valuation Model, EVA/MVA, Balanced scorecard and		
	2.2	other methods/measures of financial performance.		
3	Module III: Corporate restructuring		07	20%
	3.1	Differential Efficiency & Financial Synergy: Theory of Mergers, Operating Synergy & Pure Diversification: Theory of mergers, Costs and Benefits of Merger, Evaluation of Merger as a Capital Budgeting Decision, Poison Pills, Turnaround Strategies,		
	3.2	Tax Planning relating to mergers and Amalgamation		
4	Module IV: Corporate Governance & Business Ethics		07	20%
	4.1	Implementation of Corporate Governance, Ethics and finance, Ethical practices in market place,		
	4.2	Corporate Responsibility, Social Audit and Ethical Investing.		
5	Module V: Behavioral Finance		05	10%
	5.1	Introduction and Expected Utility, Non-Expected Utility Preferences,		
	5.2	A review of classical probability theory, Beliefs, Biases and Heuristics, Preferences and Anomalies in the Financial markets		

6	Module VI: Strategic Cost management		05	10%
	6.1	Financial aspects of Supply Chain Management, Operations management perspective on Costs, Strategic cost analysis (using activity based costing, target costing and life cycle costing) and		
	6.2	Product pricing at Different stages of product's life cycle		
		TOTAL	39	100%

References:	
1.	Brealey and Myers, Principles of Corporate Finance, Eighth Edition, Tata McGraw Hill Publishing Company Limited.
2.	Ross, Westerfield and Jaffe, Seventeenth Edition, Tata McGraw Hill.
3.	Quiry, P., Dallocochio, M., YannLE Fur,.Antonio Salvi, Seventh Edition, John Wiley and Sons
4.	Copeland, T., Weston, J. F., & Shastri, K., 2013. Financial Theory and Corporate Policy. 4 th ed. Pearson
5.	Hull, J. C., 2017. Options, Futures, and Other Derivatives. 10 th ed. Pearson

Semester - VI

Course Code	Course Name	Credits
ASP2604N	ADVERTISING AND SALES PROMOTION	3

Contact Hours			Credits Assigned						
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total			
03	-	-	03	-	-	03			
	Theory					Term Work / Practical/Oral			Total
Internal Assessment				End Sem Exam	Duration Of End Sem Exam	Term Work	Pract.	Oral	
Test	Continuous Evaluation	Attendance	Total Internal						
15	10	05	30	70	3 Hours	-	-	-	100

Course Outcome

1. To Develop creative strategies for advertising.
2. To Plan media strategy, scheduling, and vehicle selection. Assess strategic uses of sales promotions.
3. Students will demonstrate a thorough understanding of advertising principles, including the role of advertising in the marketing mix and the effectiveness of different advertising mediums
4. Students will be able to develop and articulate advertising strategies that align with marketing objectives and target audience needs.
5. Students will be skilled in applying various sales promotion techniques to enhance customer engagement and drive sales.
6. Students will be able to develop comprehensive advertising strategies that align with business goals and effectively reach target audiences.

Course Objectives

1. The objective of the course is to familiarize students with advertising concepts and strategies, the methods and tools used.
2. Enabling them to develop advertising strategies and plans and to develop the judgment parameters required in product management, to evaluate advertising.
3. students will gain a thorough understanding of the role of advertising within the broader context of marketing, including its impact on consumer behavior and brand building.
4. Students will learn about the structure of the advertising industry, including the roles of agencies, media companies, and other key players. They will also explore various media channels, both traditional and digital, for delivering advertising messages.

5. Students will develop skills in creating advertising strategies that align with business objectives, including setting advertising goals, identifying target audiences, and crafting key messages
6. Students will learn the principles of effective advertisement design, including the use of creative concepts, visual elements, and copywriting to capture attention and communicate messages clearly

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
1	Introduction		05	15%
	1.1	Role of Promotion in Marketing Mix, Components of promotion mix viz Advertising Publicity, Personal selling, public relations and Sales promotion, Concept of integrated marketing communication.		
2	Advertising		08	20%
	2.1	Need, scope objectives and importance of advertising, Strengths and Weaknesses of Advertising as a Promotion Tool, role of advertising in current market, advertising, and society- latest trends in advertisements different types of advertisements.		
3	Advertising Campaign Planning		08	20%
	3.1	Setting advertising goals and objectives- The DAGMAR Approach, Message strategies and tactics- Creative approaches, Copywriting and testing, Advertising copy design, Copy layout, Advertising appeals and themes, Classification of advertisement copies-Essentials of a good copy Ethics in advertising		
4	Advertising Media and Agencies		08	20%
	4.1	Types of media, media planning and scheduling, Advertising budgets, Approaches to advertising budgeting, Measuring advertising effectiveness, Advertising business in India, Rural advertising, Legal and ethical aspects of advertising, Advertising in international perspective.		
5	Sales Promotion		05	15%
	5.1	Need, Scope, Objectives and Importance of sales promotion, Management of sales Promotion at the consumer, Trade and sales force levels, Strengths, and weaknesses of Sales Promotion		
6	Sales Promotion Strategy		05	10%
	6.1	Planning and designing sales promotion programme with specific reference to sales contest, Trade in discount coupons etc. Sales display and merchandising, Latest trends in sales promotion.		
Total			39	100%

References:	
1.	Belch and Belch, Advertising and Promotion, Sixth Edition, Tata McGraw Hill
2.	Batra Rajeev, Aaker, David A and Myer John G. Advertising Management, Fifth Edition, Pearson Education
3.	Advertising Management– Chaiwallah
4.	Advertising and Promotion: An Integrated Marketing Communications Perspective" by George E. Belch and Michael A. Belch
5.	Sales Promotion and Direct Marketing" by Julian Cummins and Roddy Mullin

SEMESTER VI

Course Code	Course Name	Credits
PMS2605N	PERFORMANCE MANAGEMENT SYSTEM	3

Contact Hours			Credits Assigned						
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total			
03	-	-	03	-	-	03			
	Theory					Term Work / Practical/Oral			Total
Internal Assessment			End Sem Exam	Duration Of End Sem Exam	Term Work	Pract.	Oral		
Test	Continuous Evaluation	Attendance						Total Internal	
15	10	05	30	70	3 Hours	-	-	-	

Course Outcome

1. Setting and defining goals to fulfill company objectives.
2. Setting the right expectations for managers and employees.
3. Effective communication between individuals and teams.
4. Set performance standards.
5. Students will be able to design and implement performance management systems that align with organizational goals and effectively monitor and improve employee performance.
6. Students will be skilled in setting clear and measurable performance standards and objectives that guide employee behavior and contribute to organizational success.

Course Objectives

1. This course will help students understand the significance of appraisal for an organization and individuals.
2. It will develop an understanding of various Performance Appraisal tools and their applications and potential appraisal.
3. Further it will develop a right perspective in them towards managing and improving performance.
4. Students will gain a comprehensive understanding of the fundamental concepts and principles of performance management, including its purpose, scope, and importance in organizations.
5. Students will learn how to design performance management systems that align with organizational goals, ensuring that employee performance is effectively monitored, evaluated, and improved.
6. Students will develop skills in setting clear, measurable, and achievable performance standards and objectives that guide employee behavior and contribute to organizational success

Detailed Syllabus				
Module/ Unit	Course Module / Contents		Hours	Marks Weightage
	Module I: Overview of Performance Management		07	15%
1	1.1	Employee Motivation & Needs (Vroom's & Adam's Theory of Motivation), Performance Appraisal: The past & the future,		
	1.2	Human Resource Development & Performance Appraisal, Planning Performance & Role Clarity, Accountability and Effectiveness.		
	Module II: Process of Performance Appraisal		07	20%
2	2.1	Measuring Performance Appraisal – Objectives & Indicators,		
	2.2	Methods of Appraisal – Contemporary & Modern methods,		
	2.3	Performance feedback & counseling, PMS.		
	Module III: 360 Degree Feedback		07	20%
3	3.1	Definition, methodology, advantages/disadvantages of		
	3.2	Feedback, RSDQ Model, and Criteria for success,		
	3.3	Experiences in 360 appraisals.		
	Module IV: Potential Appraisal		07	20%
4	4.1	Concept, Difference between performance appraisal and potential appraisal,		
	4.2	Competency mapping & Potential appraisal –case studies		
	Module V: Performance Management in Application		07	20%
5	5.1	Performance Management and development, Performance Management and Pay,		
	5.2	Creating High Performance organization.		
	Module VI: Emerging Concerns & Performance Management		04	5%
6	6.1	Appraisal for future – Going beyond tangible performance, HR Scorecard		
Total			39	100%

References:

1. T.V. Rao; Performance Management and Appraisal; Jaico Publication
2. Dinesh K. Srivastava, “Strategies for Performance Management”, New Delhi, Excel Books,
3. K Aswathappa; (2012), Human Resource and Personnel Management; McGraw- Hill Companies
4. Desimone; Human Resource Development, Thomson Learning

Discipline II**SEMESTER VI**

Course Code	Course Name	Credits
BPS2606N	BUSINESS POLICY & STRATEGIC MANAGEMENT	4

Contact Hours			Credits Assigned						
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total			
04	-	-	04	-	-	04			
	Theory				Term Work / Practical/Oral			Total	
Internal Assessment				End Sem Exam	Duration Of End Sem Exam	Term Work	Pract.		Oral
Test	Continuous Evaluation	Attendance	Total Internal						
15	10	05	30	70	3 Hours	-	-	-	100

Course Outcome

1. To understand the principles and concepts of business policy and strategic management.
2. To explore the process of strategic planning and decision-making in organizations.
3. To analyze various strategic models and frameworks used in business management.
4. To develop skills in formulating and implementing effective business strategies.
5. To examine the role of internal and external environmental factors in strategic management.
6. To evaluate the impact of strategic decisions on organizational performance and competitiveness.

Course Objectives

1. Students will grasp the fundamental principles and concepts of business policy and strategic management.
2. Students will understand and apply strategic planning and decision-making processes.
3. Students will analyze and utilize various strategic models and frameworks.
4. Students will formulate and implement effective strategies for business success.
5. Students will assess the influence of environmental factors on strategic management.
6. Students will evaluate the outcomes of strategic decisions on organizational performance.

.Detailed Syllabus

Module/ Unit	Course Module / Contents	Hours	Marks Weightage
	Module I:Introduction		

1	1.1	Planning, Evolution of strategic management, Concept of Corporate Strategy: Intended & Emergent, Patterns of Strategy Development, Levels of strategy.	09	17%
	Module II: Mission & Vision			
2	2.1	Concept of Strategic Intent, Vision and Mission, Formulation of Vision and Mission Statements, Different Perspectives on Vision and Mission, Business Definition and concept of a Business Model.	09	17%
3	Module III: Strategic Analysis		09	17%
	3.1	Industry Analysis, Competitor Analysis using Porter's 5-Forces model, Market Analysis, Environmental Threat and Opportunity Profile (ETOP), Internal Analysis: Building Organization Capability Profile and Strategic Advantage Profile (SAP), Building competencies using Value chain Analysis, Environmental Analysis and dealing with uncertainty, Scenario Analysis, SWOT Analysis.		
4	Module IV:Strategic Choice		09	17%
	4.1	Strategic alternatives at corporate level: Expansion, Stability, Retrenchment and Combination, Strategic choice models for dominant single- Business companies- Strickland's Grand Strategy Selection Matrix, Model of Grand Strategy Clusters, Strategic choice models for multi-business companies- BCG, GE Nine Cell Matrix, Hofer's Model, Coevolving, Patching, Strategy as simple rules, Strategic alternatives at business level: Michael Porter's Generic competitive strategies, Building Sustainable Competitive Advantage		
5	Module V: Strategic Implementation		09	17%
	5.1	Operationalizing strategy and Institutionalizing strategy- Developing short-term objectives and policies, Functional tactics, and Rewards, Structural Implementation, Strategic Control, Mc Kinsey 7-S Framework.		

6	Module VI: Recent Developments		07	15%
	6.1	Recent Developments in the Field of Strategy: Use of Balanced Scorecard approach, Corporate Governance and Corporate Social Responsibility, Corporate sustainability.		
Total			52	100%

References:	
1.	Jauch & Glueck, Business Policy and Strategic Management,
2.	Pearce & Robinson, Strategic Management Formulation Implementation & Control, 9 th Edition, McGraw Hill.
3.	Lynch, Corporate Strategy, 4 th Edition, Pearson.
4.	Ramaswamy & Namakumari, Strategic Planning,
5.	Michael E. Porter, Competitive Advantage, Crafting & Executing Strategy, The Quest for Competitive Advantage, Thomson, Strickland, Gamble & Jain, 12 th Edition, McGraw Hill.

SEMESTER – VI

Course Code	Course Name	Credits
BFI2607N	BANKING AND FINANCIAL INSTITUTIONS	4

Contact Hours			Credits Assigned						
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total			
04	-	-	04	-	-	04			
	Theory					Term Work Practical/Oral			Total
Internal Assessment				End Sem Exam	Duration Of End Sem Exam	Term Work	Pract.	Oral	
Test	Continuous Evaluation	Attendance	Total Internal						
20	15	05	40	60	3 Hours	-	-	-	100

Course Outcome

1. Students will comprehend the functions and importance of banking and financial institutions.
2. Students will understand the regulatory environment and compliance requirements for banks.
3. Students will analyze various banking products and financial services.
4. Students will grasp the operational processes and transaction mechanisms in banking.
5. Students will assess risk management strategies used by banking and financial institutions.
6. Students will evaluate the effects of technological innovations on the financial sector.

Course Objectives

1. To understand the roles and functions of banking and financial institutions in the economy.
2. To explore the regulatory framework governing banks and financial institutions.
3. To analyze different types of banking products and financial services offered.
4. To examine the processes involved in banking operations and financial transactions.
5. To develop an understanding of risk management practices in banking and financial institutions.
6. To evaluate the impact of technological advancements on banking and financial services.

Detailed Syllabus

Module/ Unit	Course Module / Contents	Hours	Marks Weightage
	Module I: Introduction	08	

1	1.1	Money, Process of Capital Formation., Banking and Financial Institutions and economic development,		20%
	1.2	Role of Development Banks in Industrial Financing.		
2	Module II: Banking System & Operations.		07	20%
	2.1	Banking system and structure in India- Types of banks in operation and their functions, Retail and Wholesale Banking, Near Banks, Rural Banking. Cooperative Banking, Universal Banking, NBFCs-		
	2.2	International Banking- Financing exporters and importers – Important ECGC Policies and guarantees governing export financing) Banking Operation: An overview Principles of Lending, Study of Borrowers & Project Evaluation Criteria		
3	Module III: Banking Sector Reforms		07	20%
	3.1	Provisions of Banking Regulation Act, Prudential Norms - Narsimhan Committee Recommendations, Regulatory Institutions RBI & SEBI, Basle Committee Recommendations,		
	3.2	Asset Liability Management in Commercial Banks.		
4	Module IV: Insurance Institutions		07	20%
	4.1	Introduction to Insurance – Elements of Insurance Risk, Principles of Insurance, Types of Insurance – Life Insurance and General Insurance Products including unit linked plans, Re-insurance, Bancassurance- concepts, critical issues & functional aspects.		
	4.2	Role of Insurance companies in Industrial Financing.		
5	Module V: Financial Inclusion		05	10%
	5.1	Concept, Financial Inclusion in India: Challenges, Scope of Financial Inclusion in banking activities & financial services.		
	5.2	Micro Finance as a tool of financial inclusion: Evolution: Grameen Model, Self Help groups. Progress in India, Principles of microfinance-institutional structures and delivery mechanisms. Enforcement and savings		
Module VI: Trends in Banking			05	10%
6	6.1	Banking Innovations, Marketing of banking services, Banking Technology - Internet banking, ATMs, mobile banking;		

	6.2	Banking Technology - ECS, debit, credit and smart cards Securitization (SARFAECI Act, SPV, ARC)		
		TOTAL	52	100%

References:	
1.	Khan,M. 3rd Reprint, Financial Institutions and Markets, Tata McGraw Hill Publishing Company Limited.
2.	Cornett and Sauunders, Fundamentals of Financial Institutions Management, McGraw Hill Publishing Company Limited.
3.	Bhole L.M., Third Edition, Financial Institutions and Markets; Structure, Growth and Innovations, Tata McGraw Hill Publishing Company Limited.
4.	Patahak.V Bharati, The Indian Financial System Pearson Education, Second Editio

SEMESTER VI

Course Code	Course Name	Credits
RMT2608N	RETAIL MANAGEMENT	4

Contact Hours			Credits Assigned						
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total			
4	-	-	4	-	-	4			
	Theory				Term Work / Practical/Oral			Total	
Internal Assessment				End Sem Exam	Duration Of End Sem Exam	Term Work	Pract.		Oral
Test	Continuous Evaluation	Attendance	Total Internal						
20	15	05	40	60	3 Hours	-	-	-	100

Course Outcome

1. To clarify the concept and related terms in retailing.
2. Comprehend the ways retailers use marketing tools and techniques to interact with their customers.
3. Recognize and understand the operations-oriented policies, methods, and procedures used by successful retailers in today's global economy.
4. students will demonstrate an understanding of key retail operations, including inventory management, supply chain logistics, and store layout planning.
5. They will be able to manage day-to-day operations effectively to ensure smooth and efficient store functioning.
6. Develop and execute customer relationship management plans to enhance customer satisfaction.

Course Objectives

1. Understand the fundamental concepts and theories related to retail management.
2. Analyse the different types of retail formats and their characteristics.
3. Explore the various strategies for location selection and store layout design.
4. Gain insights into inventory management and merchandising techniques in retail.
5. Learn about customer relationship management and how to enhance customer service.
6. Examine the role of technology and e-commerce in the retail industry.

Detailed Syllabus

Module/Unit	Course Module / Contents	Hours	Marks Weightage
	Module I: Introduction	06	

1	1.1	Nature, Scope and Importance of retailing, Retail competition theories, Retail management process, Influence of changing environment on retailing viz demographic changes, lifestyle changes, technology changes (e-business), Retail Environment.		15%
Module II: Consumer Behavior in Retailing			06	20%
2	2.1	Consumer Behaviour in retailing, Buying decision process in retailing, Types of buying decision, Market segmentation for retailing, Generational cohorts		
Module III: Retail Marketing Strategy & Customer Service			10	20%
3	3.1	Types of retailers, Multichannel retailing, Retail strategy concept & its elements, Strategic retail planning process, Retail Pricing, Retail Promotion tool, Customer Loyalty Programme, Global retailing growth strategies & international market entry strategies, Advantages through customer service, Customer evaluation of service quality, GAP model for improving service.		
Module IV: Merchandise Management			10	20%
4	4.1	Retail Information system & supply chain management, Concept of merchandise management. Planning Merchandise – organizing buying process, Developing an assortment plan, Allocating merchandise to stores meeting vendors and establishing strategic relations with them, Branding strategies for retail (e.g., private labels).		
Module V: Store Management & Visual Merchandising			10	15%
5	5.1	Store layout & space planning, Atmospherics, Choosing store location, Visual merchandising, Recruitment, Selection, Training, Motivation, Compensation and Control of store employees.		
Module VI: Rural Retailing			10	10%
6	6.1	Introduction to rural retailing, Relevance, Importance and the Emerging Scenario of Rural markets, Major problem areas in rural retailing, Strategies for Rural Retailing, Social and sustainability aspects of rural retailing.		
Total			52	100

References
1. Levy & Weitz, Retailing Management, Fifth edition, Tata McGraw Hill,
2. Kashyap Pradeep, Raut Siddhartha, The Rural Marketing Book, 2006, Biztantra.
3. Retailing management, Swapna Pradhan, 3 rd edition Tata McGrawhill.
4. Retail Marketing Management, David Gilbert.
5. Barry Berman & Joel R. Evans, Retail Management, A Strategic Approach, Ninth Edition, Pearson Education.

SYLLABUS

SEMESTER-VII

BBA

(Honours/ Honours with Research)

SEMESTER VII

Course Code	Course Name	Credits
CIE2701N	CREATIVITY & INNOVATION IN ENTREPRENEURSHIP	3

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
03	-	-	03	-	-	03
	Theory				Term Work / Practical/Oral	
Internal Assessment				End Sem Exam	Duration Of End Sem Exam	Total
Test	Continuous Evaluation	Attendance	Total Internal			
15	10	05	30	70	3 Hours	100

Course Outcome

1. Students will understand the importance of creativity and innovation in the entrepreneurial process.
2. Students will generate and assess creative business ideas effectively.
3. Students will implement strategies to cultivate a culture of innovation in organizations.
4. Students will apply processes for developing innovative ideas into practical business models.
5. Students will analyze real-world examples of entrepreneurial innovations and their outcomes.
6. Students will demonstrate improved problem-solving and strategic thinking skills in entrepreneurship.

Course Objectives

1. To explore the role of creativity and innovation in entrepreneurship.
2. To teach methods for generating and evaluating creative business ideas.
3. To develop strategies for fostering an innovative culture within organizations.
4. To understand the process of turning creative ideas into viable business ventures.
5. To examine case studies of successful and failed entrepreneurial innovations.
6. To enhance skills in problem-solving and strategic thinking for entrepreneurial success.

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
	Module I: Innovation in Management		05	20%
1	1.1	Innovation Management- Introduction, Characteristics, Components, Types, Models of Innovation process, Innovation Environment-Originators of Innovation, Key Drivers of Innovation, Factors influencing innovation, Nurturing innovation in e-business.		
	Module II: Theories & Structures		06	20%
2	2.1	Organizing for Innovation- Organizational theories and structures, Traits of innovative organizations, Current trends, Factors influencing organizational design and size decisions, Need & Characteristics for creative organization, 7S framework, Creativity crushers, Fostering innovation climate and culture, The creativity Hit List.		
	Module III: Research and Development		10	20%
3	3.1	Research and Development management- Significance, Prerequisites, Process, Technology development approaches, Management of R &D, In source to open source environment, R&D in small industry, Managing Creative employees, Significance and challenges of managing creative employees, Traits of a creative person, Motivation to creativity, Strategies for unblocking creativity, Factors influencing group creativity, Promoting group creativity, Left and right thinking, Linear and non-linear thinking process, Creative thinking, Traditional vs Creative thinking.		
	Module IV: Creativity Techniques		08	15%
4	4.1	Individual creativity techniques- Inner and Directed creativity techniques, Group Creativity Techniques-creativity methods,		

		Writing techniques, Techniques based on pictures, maps and networks, Product innovation-types of new products, Target markets for Disruptive Innovation, Technology strategies for innovation, New product development, Packaging and Positioning innovations, Beyond product innovation, New product failures.		
5	5.1	Module V: Innovation Innovation Diffusion- Concept of diffusion and adaptation, diffusion types, Innovation diffusion theory, Innovation adoption by organizations, Innovation adoption across countries, Marketing strategy and the diffusion process.	05	10%
		Module VI: Legal aspects of innovation		
6	6.1	Legal aspects of innovation- IPR, Indian Patents Act, Trademark, Copyrights, Trade secrets, Towards Innovative Society- Innovation for social development, Spirit of innovation in India, Favourable and Unfavourable factors.	05	15%
Total			39	

References:	
1.	Krishnamacharyulu and Lalitha, (2007), Innovation Management, Himalaya Publishing House, New Delhi- 2007
2.	Plsek, (2003) Creativity, Innovation and Quality, Prentice Hall of India, New Delhi.
3.	The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail" by Clayton M. Christensen
4.	The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses" by Eric Ries
5.	Start with Why: How Great Leaders Inspire Everyone to Take Action" by Simon Sinek

SEMESTER VII

Course Code	Course Name	Credits
SMT2702N	Service Marketing	3

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
03	-	-	03	-	-	03

	Theory					Term Work / Practical/Oral			Total
Internal Assessment				End Sem Exam	Duration Of End Sem Exam	Term Work	Pract.	Oral	
Test	Continuous Evaluation	Attendance	Total Internal						
15	10	05	30	70	3 Hours	-	-	-	100

Course Outcome

1. The students will be able to provide a theoretical and practical basis for assessing service performance using company examples.
2. Identify critical issues in service design including the nature of service products & markets, building the service model, and creating customer value.
3. Identify critical issues in service delivery including identifying and managing customer service experiences, expectations, perceptions, and outcomes.
4. Understand the Concept of Services and intangible products.
5. Discuss the relevance of the services Industry to Industry
6. Demonstrate a comprehensive understanding of the unique characteristics of services and their implications for marketing strategies.

Course Objectives

1. To familiarize students with characteristics of services, their design and delivery and the complexities of handling intangibles.
2. To equipping students with concepts and techniques that help in taking decisions relating to various services marketing situations
3. Explore the unique characteristics of services (intangibility, heterogeneity, perishability, and inseparability) and their impact on marketing strategies.
4. Analyze the dynamics of service markets, including customer needs and behaviors, market segmentation, and competitive analysis.

5. Utilize market research methods specific to services, such as customer satisfaction surveys, mystery shopping, and service blueprinting
6. provide frameworks for developing effective service marketing strategies, including the 7 Ps of service marketing (Product, Price, Place, Promotion, People, Process, Physical Evidence).
7. Highlight the role of emotional engagement, customer journeys, and service recovery in building long-term customer relationships.

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
	Services an Overview			
1	1.1	Services: concept, characteristics, Marketing of goods v/s marketing of services, Significance of services marketing, Role of services sector in economy, Growth of service sector, Services- Global and Indian Scenario, Introduction to service marketing mix; classification of services.	05	20%
	Consumer Behaviour in Services			
2	2.1	Consumer decision-making process, Consumer Expectations: Concept, Factors influencing customer expectation of services, Service encounter and moments of truths, Managing Customer Satisfaction, Service failure and recovery.	06	20%
	Service Quality & Productivity			
3	3.1	Managing service operations. Concept of productivity in service context. Approaches to improve productivity, Managing service demand and capacity: Understanding capacity constraints, understanding demand patterns, Strategies for matching demand and supply; service blueprinting, physical evidence & Servicescape.	10	20%
	Service Quality			
4	4.1	Concept of service quality, Gap model of service quality, Measuring & improving service quality, Concept of SERVQUAL system, Concept of CRM & enhancing quality through it, Introduction to Six Sigma.	08	15%

5		Managing service personnel		
	5.1	Role of service personnel and developing customer-focused personnel, Job characteristics, Internal marketing, strategies for delivering quality through people.	05	10%
6		Pricing and Distribution for services-		
	6.1	Price determinants, pricing modifications, Approaches to pricing services, Pricing strategies linking to value definitions, Customer-focused pricing, Channel structures, distribution-growth options.	05	15%
Total			39	

References:	
1.	Clow Kenneth E. and Kurtz David L., Services Marketing Operations: Management and Strategy, Biztantra Innovations in Management, John Willey & Sons
2.	Valarie A Zeithaml and Mary J Bitner, Services Marketing, Third Edition, Tata McGraw Hill Companies
3.	Christopher Lovelock, Service Marketing (people, technology and strategy), Fifth Edition, Pearson Education.
4.	Rampal M.K., Gupta S.L., Service Marketing, Galgotia Publishing Company

SEMESTER VII

Course Code	Course Name	Credits
CTP2703N	CORPORATE TAX PLANNING	3

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
03	-	-	03	-	-	03

	Theory					Term Work / Practical/Oral			Total
Internal Assessment				End Sem Exam	Duration Of End Sem Exam	Term Work	Pract.	Oral	
Test	Continuous Evaluation	Attendance	Total Internal						
15	10	05	30	70	3 Hours	-	-	-	100

Course outcome

1. The student will be able to understand the concept of corporate tax planning.
2. The student will be able to do tax planning and tax management.
3. The students will be able to calculate the income from business and professional.
4. The students will be able to analyze the international financial statements.
5. The students will be able to understand and apply the GST in businesses.
6. Demonstrate a solid understanding of the fundamental principles of corporate taxation and their application in various business contexts.

Course Objectives

1. To familiarize the students with corporate tax planning
2. To provide understanding of Direct Tax including Rules pertaining there to and application to different business situations.
3. To understand principles underlying the Service Tax and concepts of VAT
4. Provide an overview of corporate tax systems, including the structure of corporate income tax, tax bases, and tax rates.
5. Train students to analyze the tax implications of key business decisions, including financing, investment, and organizational structure.
6. Examine case studies where tax planning has significantly impacted corporate financial outcomes

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
	Module I: Introduction to Tax Management			
1	1.1	Concept of tax planning, Tax avoidance and tax evasions,	08	20%
	1.2	Corporate taxation.		
	Module II Income from Business			
2	2.1	Residential Status of companies, Taxable income under Business and Profession, Computation of Profit and Gains from business profession,	07	20%
	2.2	Deemed business profits, Assessment of Retail Business, Deemed incomes (cash credit, unexplained investments, un explained money and other assets, unexplained expenditures, investments and valuable articles not fully disclosed in books of accounts).		
	Module III: Deductions Allowed Under Business and Profession			
3	3.1	Deduction Expressly allowed section 30-35, Depreciation deduction calculation, Setoff and carry forward of unabsorbed depreciation section 32(2). Determining Actual Cost ⁴³ (1), Set-off and Carry Forward Losses, Bonus or commission to employees section, Interest on borrowed capital, Insurance premium 36(1(i)), Employees contribution to provident fund, Bad debts 36, Revenue expenditure incurred by statutory corporation, Banking transaction tax, Security transaction tax, Commodity transaction tax	07	20%
	3.2	Provision for adminisibility of general deduction 37(1),		
	Module IV: International Accounting and Taxation			
4	4.1	Analysis of foreign financial statement, accounting standard: US GAAP, Indian GAAP, IAS, IFRS	07	20%
	4.2	. Transfer Pricing – Meaning, measurement, strategic considerations Norms & Practices, tax havens, Double taxation agreement among		

		countries, Tax implication of activities of foreign enterprise in India: Mode of entry and taxation respectively.		
5	Module V: Goods & Services Tax Act, 2017		05	10%
	5.1	Overview of GST Act- Registration & Exempted Goods & Services Meaning and Scope of Supply of Goods & Services Time & Valuation of Supply,		
	5.2	Types of Supply Tax provisions related to Input Tax Credit, ISD		
Module VI: Tax Planning and Financial Management Decisions			05	10%
6	6.1	Tax planning relating to capital structure decision, Dividend policy, Inter – corporate, dividends and bonus shares, Tax provisions relating to free trade zones, Infrastructure sector and backward areas, Tax incentives for exports.		
	6.2	Tax deductions and collection at source, Advance payment of tax.		
		TOTAL	39	100%

References:

1. Ault, H. J., & Arnold, B. J. (2019). Comparative Income Taxation: A Structural Analysis (4th ed.). Wolters Kluwer Law & Business.
2. Gupta, S., & Sharma, R. (2020). Corporate Tax Planning & Management: A Practical Approach. Taxmann Publications Pvt. Ltd.
3. Oats, L., & Tuck, P. (2019). Principles of Taxation for Business and Investment Planning (25th ed.). McGraw-Hill Education.
4. Scholes, M. S., Wolfson, M. A., Erickson, M. M., Maydew, E. L., & Shevlin, T. (2020). Taxes and Business Strategy: A Planning Approach (6th ed.). Pearson Education.
5. Vogel, K., Reimer, E., & Rust, A. (2022). Klaus Vogel on Double Taxation Conventions (5th ed.). Kluwer Law International.

SEMESTER - VII

Course Code	Course Name	Credits
TUI2704N	TRADE UNION AND INDUSTRIAL RELATION IN INDIA	3

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
03	-	-	03	-	-	03

	Theory					Term Work / Practical/Oral			Total
Internal Assessment				End Sem Exam	Duration Of End Sem Exam	Term Work	Pract.	Oral	
Test	Continuous Evaluation	Attendance	Total Internal						
15	10	05	30	70	3 Hours	-	-	-	100

Course Outcome

1. To the historical development of trade unions in India and their impact on labor rights and industrial relations.
2. To develop the ability to analyze key labor laws in India and understand their implications for trade unions and industrial relations.
3. To acquire skills in negotiating and resolving industrial disputes, with a focus on collective bargaining and mediation.
4. To evaluate contemporary industrial relations practices in India, identifying challenges and opportunities for improvement.
5. To understand the various labor laws applicable in India and globally.

Course Objectives

1. The objective of the course is to acquaint students with the origin and importance of Labour laws governing general functioning of employees in an organization and also to educate student with the important provisions under these laws.
2. This will enable them to develop the right perspective of this delicate responsibility to deal with union constructively and to maintain industrial democracy.
3. Provide an overview of the historical development of trade unions in India, including key milestones, figures, and movements.
4. Define industrial relations and explain its importance in maintaining a harmonious work environment.
5. Discuss the role of labor courts, tribunals, and other legal bodies in resolving industrial disputes.
6. Analyze the challenges faced by trade unions in India, such as declining membership, political interference, and globalization.

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
	Module I: Basic Concepts		05	20%
1	1.1	Industrial Relations, Industrial Peace, Industrial unrest and Industrial Discipline.		
	Module II: Laws Relating to Industry		06	20%
2	2.1	The Factories Act, 1948, Definition, Approval licencing and registration of factories, Notice by occupier, Health, and welfare measures, weekly holidays, Leave with wages, Employment of women and young person, Penalties and returns, The Industrial Disputes Act, 1947 – Definition, Conciliation, Court of enquiry and Voluntary process for the settlement of industrial disputes, Power of the Govt. under ID Act, Instrument of economic coercion, Strike & lock out, Lay off Retrenchment, Transfer and closures, Discharge and Dismissal, Managements prerogative during pendency of proceeding, Work Committee, arbitration and adjudication.		

3	Module III: Laws Relating to Remuneration		10	20%
	3.1	The Payment of Wages Act, 1936 - Definition - Rules for payment of wages and deductions from wage, The Minimum Wages Act 1948 - Fixing of minimum wages, Procedure for raising minimum wage, Concept of living wages, Fair wage and minimum wage, The Employees State Insurance Act 1948 – Definition, Applicability of the Act, Insurable workmen, Contribution Benefit, Penalties, The Employees Provident Fund and Miscellaneous Provisions Act, 1952 and Employees family pension scheme – definition, Coverage of the organization and employees under the Act, Employees Provident Fund and pension fund scheme, Calculation of contribution withdrawal of Provident Fund amount, Penalties for offence, The Payment of Gratuity Act, 1972 – Definition, Scope and Coverage of the Act - Eligibility criteria - Calculation of Gratuity Nomination, The Payment of Bonus Act 1965 - Applicability of Act, Coverage of employee, Calculation of bonus Rate of Payable bonus, Available surplus, Allocable surplus.		
4	Module IV: Laws Relating to Trade Union		08	15%
	4.1	The Trade Union Act 1926, Statutory Definition - Registration of TU, Immoduley granted to Registered Trade Union, Recognition of TU.		
5	5.1	Module V: Compensation and Insurance The workmen's compensation Act 1923 – Definition, Rules regarding workmen's compensation, Defense available to employer and employees, The Maternity Benefit Act 1961.	05	10%
		Module VI: Miscellaneous Acts		
6	6.1	The Industrial Employment (standing order) Act 1946 - Scope and coverage of the Act - Concept of standing order, its Certification process - Modification - Interpretation and Enforcement of standing orders.	05	15%
Total			39	100%

References
1. P L Malik, Handbook of Labour and Industrial Law, 9th Edition, Eastern Book Publication
2. R. C. Chawla and K.C. Garg, "Industrial Law", Ludhiana, Kalyani Publishers.
3. P.L. Malik, "Industrial Law", Lucknow, 19 th edition reprinted, Eastern Book Co.
4. J.K. Bareja, "Industrial Law", New Delhi, Galgotia Publishing Co.
5. M.Y. Pylee and George Simon, "Industrial Relations and Personnel Management", New Delhi, Vikas Publishing House.
6. P. Subba Rao, (2013), "Essentials of Human Resource Management and Industrial Relations: Text, Cases and Games", Mumbai, Himalaya Publishing House.
7. S.C. Shrivastava, (2012), "Industrial Relations and Labour Laws", New Delhi, Fourth revised Edition, Vikas Publishing House.

SEMESTER – VII

Course Code	Course Name	Credits
REA2719N	RESEARCH EXPLORATION AND ANALYSIS	3

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
-	06	-	-	06	-	03

Evaluation						Term Work / Practical/Oral		Total
Internal Assessment			Total Internal	End Term Exam	Duration of Exam	Report	Viva	
WPR	Paper Presentation	Publication						
10	20	20	50	-	-	25	25	100

Course Outcome

1. Develop a Comprehensive Research Proposal
2. Conduct a Critical Literature Review
3. Design an Effective Research Methodology
4. Implement Data Collection and Perform Preliminary Analysis
5. Compose a Coherent Draft Research Paper
6. Revise and Finalize the Research Paper

Course Objectives

1. Identify and refine a research question or problem.
2. Conduct a comprehensive literature review.
3. Design and implement a research methodology appropriate to the research question.
4. Collect, analyze, and interpret data.
5. Present research findings in a clear, coherent, and academically rigorous manner.
6. Critically evaluate their research process and outcomes.

Detailed Syllabus

Module I: Research Proposal
<ul style="list-style-type: none"> • Description: Students will develop a research proposal that includes a clear research question, literature review, research methodology, and expected outcomes.
Module II: Literature Review
<ul style="list-style-type: none"> • Description: A comprehensive review of the existing literature related to the research question.
Module III: Research Design and Methodology
<ul style="list-style-type: none"> • Description: Detailed explanation of the research design, including data collection methods, analysis techniques, and ethical considerations.
Module IV: Data Collection and Preliminary Analysis
<ul style="list-style-type: none"> • Description: Implementation of the research design, including data collection and initial analysis.
Module V: Draft Research Paper
<ul style="list-style-type: none"> • Description: A full draft of the research paper, including introduction, methodology, results, discussion, and conclusion.
Module VI: Final Research Paper
<ul style="list-style-type: none"> • Description: The completed research paper, revised based on feedback from the draft.

References

1. "Research Design: Qualitative, Quantitative, and Mixed Methods Approaches" by John W. Creswell
2. "The Craft of Research" by Wayne C. Booth, Gregory G. Colomb, and Joseph M. Williams
3. Discipline-specific journals and articles as recommended by the supervisor

SEMESTER – VII

Course Code	Course Name	Credits
UBD2720N	UNDERSTANDING BUSINESS DYNAMICS (CAPSTONE PROJECT -I)	8

Contact Hours			Credits Assigned			
Theory	Fieldwork	Tutorial	Theory	Fieldwork	Tutorial	Total
-	08	-	-	08	-	08

	Evaluation					Term Work / Practical/Oral		Total
Internal Assessment			Total Internal	End Term Exam	Duration of Exam	Report	Viva	
WPR	Paper Presentation	Publication						
10	20	20	50	-	-	25	25	100

Course Outcome

1. Apply interdisciplinary knowledge to solve complex real-world problems.
2. Develop a comprehensive project plan demonstrating effective time and resource management.
3. Conduct independent research to gather, analyze, and interpret data.
4. Demonstrate professional communication skills through written reports and oral presentations.
5. Collaborate effectively in a team environment to achieve common project objectives.
6. Critically evaluate project outcomes and propose innovative solutions or improvements.

Course Objectives

1. Apply management theories and concepts to solve practical business problems.
2. Conduct thorough research and analysis using qualitative and/or quantitative methods.
3. Develop strategic solutions or business plans based on research findings.
4. Collaborate effectively in a team environment to achieve project goals.
5. Communicate findings and recommendations in a professional and persuasive manner.
6. Demonstrate critical thinking, problem-solving, and decision-making skills.

Detailed Syllabus

Key Components

Module I: Project Proposal

- Description: Students will submit a proposal outlining their chosen project topic, objectives, scope, and methodology. Teams should also identify roles and responsibilities within the group.

Module II: Literature Review and Research

- Description: A comprehensive review of relevant literature, industry reports, and case studies that inform the project. This section should also include the research methodology.

Module III: Project Plan and Methodology

- Description: A detailed project plan, including timelines, resource allocation, and risk management strategies. The methodology for data collection and analysis should be clearly defined.

Module IV: Mid-Term Progress Report

- Description: A report summarizing the progress of the project, challenges faced, and any adjustments to the original plan. Teams will present their findings to date.

Module V: Data Collection and Analysis

- Description: Implementation of the research plan, including data collection, analysis, and interpretation. This component should also discuss the practical implications of the findings.

Module VI: Draft Final Report

- Description: A draft of the final report, including all sections: introduction, literature review, methodology, analysis, recommendations, and conclusion. Feedback will be provided for revision.

Module VII: Final Report

- Description: The completed report, revised based on feedback from the draft. The report should be well-organized, thoroughly researched, and professionally written.

Module VIII: Final Presentation

- Description: A formal presentation of the project findings and recommendations to a panel of faculty and industry professionals, followed by a Q&A session.

SYLLABUS

SEMESTER-VIII

BBA (Honours/ Honours with Research)

SEMESTER - VIII

Course Code	Course Name	Credits
MCA2801N	MARKETING CASE ANALYSIS	3

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
-	06	-	-	06	-	03

	Theory					Term Work / Practical/Oral			Total
Internal Assessment				End Sem Exam	Duration Of End Sem Exam	Term Work	Pract.	Oral	
Test	Continuous Evaluation	Attendance	Total Internal						
-	-	05	-	-	2 Hours	45	-	50	100

Course Outcome

1. This course focuses on the application of marketing concepts through the analysis of real-world business cases. Students will develop critical thinking and problem-solving skills by dissecting complex marketing scenarios, evaluating strategies, and proposing actionable solutions.
2. The course emphasizes the integration of marketing theory with practical decision-making in a variety of business contexts.
3. Students will demonstrate the ability to apply fundamental marketing concepts, theories, and frameworks to real-world business cases.
4. They will effectively use marketing tools and models to analyze case study scenarios.
5. They will use analytical techniques to dissect the marketing strategies and decisions presented in the case.
6. Demonstrate a thorough understanding of fundamental marketing principles, frameworks, and strategies

Course Objectives

1. Analyze and interpret marketing challenges presented in business cases.
2. Apply marketing theories and frameworks to real-world scenarios.
3. Develop strategic marketing recommendations based on case analysis.
4. Communicate findings and strategies effectively through written reports and presentations.
5. Collaborate in teams to solve marketing problems.

6. Introduce key analytical frameworks, including SWOT analysis, PESTEL analysis, Porter's Five Forces, BCG Matrix, and Ansoff Matrix.

Detailed Syllabus

Module 1: Introduction to Marketing Case Analysis
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| ○ Understanding the case method. |
| ○ Identifying key issues in marketing cases. |
| ○ Frameworks for analyzing marketing problems (SWOT, PESTEL, 4Ps). |
| ○ Developing a structured approach to case analysis. |

Module 2: Consumer Behavior and Market Segmentation
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| ○ Analyzing consumer behavior in case scenarios. |
| ○ Market segmentation, targeting, and positioning (STP). |
| ○ Understanding customer value propositions. |
| ○ Case studies on consumer-focused marketing strategies. |

Module 3: Marketing Strategy and Implementation
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|---|
| ○ Strategic marketing planning and competitive analysis. |
| ○ Product development, branding, and lifecycle management. |
| ○ Pricing strategies and distribution channels. |
| ○ Case studies on successful and failed marketing strategies. |

Module 4: Digital Marketing and Integrated Marketing Communications (IMC)
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|---|
| ○ Digital marketing strategies and online consumer engagement. |
| ○ Social media marketing and content creation. |
| ○ Integrated Marketing Communications (IMC) and multi-channel strategies. |
| ○ Case studies on digital transformation and IMC campaigns. |

References:	
1.	Marketing Management" by Philip Kotler and Kevin Lane Keller
2.	Selected case studies from <i>Harvard Business Review</i> .
3.	Articles from journals like <i>Journal of Marketing</i> and <i>Journal of Consumer Research</i> .
4.	Industry reports and white papers relevant to case studies.

SEMESTER - VIII

Course Code	Course Name	Credits
FCA2802N	FINANCE CASE ANALYSIS	3

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
-	06	-	-	06	-	03

	Theory					Term Work / Practical/Oral			Total
Internal Assessment				End Sem Exam	Duration Of End Sem Exam	Term Work	Pract.	Oral	
Test	Continuous Evaluation	Attendance	Total Internal						
-	-	05	-	-	2 Hours	45	-	50	100

Course Outcome

1. This course focuses on the application of financial theories and concepts through the analysis of real-world business cases. Students will develop critical thinking and problem-solving skills by evaluating complex financial scenarios, making strategic decisions, and proposing actionable solutions.
2. The course covers a range of topics including corporate finance, investment analysis, risk management, and financial strategy.
3. Students will demonstrate the ability to apply core financial concepts and theories, such as financial statements analysis, valuation techniques, and risk management, to real-world financial cases.
4. They will effectively use financial models and frameworks to assess the financial health and performance of organizations.
5. They will use techniques such as ratio analysis, cash flow analysis, and trend analysis to evaluate financial conditions.
6. Critically analyze real-world financial case studies to identify key issues, challenges, and opportunities.

Course Objectives

1. Analyze and interpret financial challenges presented in business cases.
2. Apply financial theories and frameworks to real-world scenarios.
3. Develop strategic financial recommendations based on case analysis.

4. Communicate findings and strategies effectively through written reports and presentations.
5. Collaborate in teams to solve financial problems.
6. Review foundational finance concepts such as financial statement analysis, cash flow management, capital budgeting, risk assessment, portfolio management, and cost of capital.

Detailed Syllabus

Module 1: Introduction to Finance Case Analysis
○ Understanding the case method in finance.
○ Identifying key financial issues in case scenarios.
○ Frameworks for analyzing financial problems (Ratio Analysis, NPV, IRR, CAPM).
○ Developing a structured approach to finance case analysis.
Module 2: Corporate Finance and Capital Structure
○ Analyzing corporate financing decisions.
○ Capital structure and cost of capital.
○ Dividend policy and payout strategies.
○ Case studies on corporate finance strategies.
Module 3: Investment Analysis and Valuation
○ Investment appraisal techniques (DCF, Payback Period, Profitability Index).
○ Equity valuation and financial modeling.
○ Risk and return analysis in investment decisions.
○ Case studies on investment decisions and portfolio management.
Module 4: Risk Management and Financial Strategy
○ Financial risk management strategies (hedging, derivatives, insurance).
○ Managing financial crises and corporate restructuring.
○ Mergers, acquisitions, and corporate takeovers.

- Case studies on financial risk management and strategic decision-making.

References:
1. "Principles of Corporate Finance" by Richard A. Brealey, Stewart C. Myers, and Franklin Allen
2. Selected case studies from <i>Harvard Business Review</i> .
3. Articles from journals like <i>Journal of Finance</i> and <i>Financial Analysts Journal</i> .
4. Industry reports and white papers relevant to financial practices

SEMESTER - VIII

Course Code	Course Name	Credits
HRC2803N	HR CASE ANALYSIS	3

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
-	06	-	-	06	-	03

	Theory					Term Work / Practical/Oral			Total
Internal Assessment				End Sem Exam	Duration Of End Sem Exam	Term Work	Pract.	Oral	
Test	Continuous Evaluation	Attendance	Total Internal						
-	-	-	-	-	2 Hours	50	-	50	100

Course Outcome

1. This course focuses on the application of human resource management theories and practices through the analysis of real-world business cases. Students will engage with complex HR scenarios, evaluate HR strategies, and develop solutions to various HR-related challenges.
2. The course emphasizes critical thinking, problem-solving, and the practical application of HR concepts in organizational settings.
3. Students will demonstrate the ability to apply core HR principles and theories to real-world case studies, including talent management, employee relations, and organizational behavior.
4. They will effectively use HR models and frameworks to address specific HR challenges presented in the case studies.
5. They will use analytical techniques to assess the effectiveness of existing HR practices and policies.

Course Objectives

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

1. Analyze and interpret HR challenges presented in business cases.
2. Apply HR theories and frameworks to real-world scenarios.
3. Develop strategic HR recommendations based on case analysis.

4. Communicate findings and strategies effectively through written reports and presentations.
5. Collaborate in teams to solve HR problems.

Detailed Syllabus

Module 1: Introduction to HR Case Analysis

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| ○ Understanding the case method in HR. |
| ○ Identifying key HR issues in case scenarios. |
| ○ Frameworks for analyzing HR problems (SWOT, PESTEL, SHRM). |
| ○ Developing a structured approach to HR case analysis. |

Module 2: Talent Acquisition and Management
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|---|
| ○ Recruitment and selection strategies in different industries. |
| ○ Employer branding and its impact on talent acquisition. |
| ○ Workforce planning and succession planning. |
| ○ Case studies on successful and failed talent management strategies. |

Module 3: Performance Management and Employee Development
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| ○ Performance appraisal systems and their implementation. |
| ○ Employee training and development programs. |
| ○ Career development and retention strategies. |
| ○ Case studies on performance management and employee development. |

Module 4: Employee Relations and Organizational Culture
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|---|
| ○ Managing employee relations and conflict resolution. |
| ○ Understanding and shaping organizational culture. |
| ○ Diversity, equity, and inclusion in the workplace. |
| ○ Case studies on employee relations and organizational culture transformation. |

References:	
1.	"Human Resource Management" by Gary Dessler
2.	Selected case studies from <i>Harvard Business Review</i> .
3.	Articles from journals like <i>Journal of Human Resources</i> and <i>Human Resource Management Review</i> .
4.	Industry reports and white papers relevant to HR practices

SEMESTER - VIII

Course Code	Course Name	Credits
SPF2804N	STARTUP POLICY FRAMEWORK	3

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
-	06	-	-	06	-	03

	Theory					Term Work / Practical/Oral			Total
Internal Assessment				End Sem Exam	Duration Of End Sem Exam	Term Work	Pract.	Oral	
Test	Continuous Evaluation	Attendance	Total Internal						
-	45	05	50	-	-	-	-	50	100

Course Outcome

1. Students will be able to critically analyze and interpret the effects of various policies on start-ups and their operations.
2. Students will evaluate and propose improvements to existing policy frameworks based on research and theoretical insights.
3. Students will develop practical and well-researched policy proposals that address specific start-up challenges.
4. Students will create strategies for effective implementation of start-up policies, including managing risks and ensuring compliance.
5. Students will gain insights into the global landscape of start-up policies and their impact on international business strategies.
6. Students will apply critical thinking and problem-solving skills to real-world scenarios involving start-up policies and regulations.

Course Objectives

1. Understand the role of government policy in shaping the startup ecosystem.
2. Analyze various startup policies and their impact on business development.
3. Explore funding mechanisms and incentives available for startups.
4. Discuss intellectual property rights and their importance in startups.
5. Evaluate international startup policy frameworks and identify best practices.
6. Develop a startup policy proposal tailored to specific regional or sectoral needs.

Detailed Syllabus
Module I: Introduction to Startup Ecosystems and Policy Frameworks
○ Overview of startup ecosystems.
○ Role of government in fostering innovation and entrepreneurship.
○ Components of a startup policy framework.
○ The interaction between public policy and private sector development.
Module II: Regulatory Environment for Startups
○ Business registration and licensing.
○ Taxation policies and their impact on startups.
○ Labor laws and regulations specific to startups.
○ Regulatory challenges faced by startups in different industries.
Module III: Government Incentives and Support Mechanisms
○ Government grants, subsidies, and tax incentives.
○ Public-private partnerships and incubators.
○ Startup India and similar international initiatives.
○ Role of development agencies and financial institutions.
Module IV: Funding Mechanisms for Startups
○ Venture capital, angel investors, and crowdfunding.
○ Government funding schemes and loans.
○ The role of development banks and financial institutions.
○ Challenges in accessing finance for startups.
Module V: Intellectual Property Rights (IPR) and Startups
○ Importance of IPR for startups.
○ Patents, trademarks, copyrights, and trade secrets.

- Navigating the IPR registration process.
- Case studies on IPR disputes and resolutions.

References

- "Startup Communities: Building an Entrepreneurial Ecosystem in Your City" by Brad Feld
- "The Startup Owner's Manual: The Step-By-Step Guide for Building a Great Company" by Steve Blank and Bob Dorf
- Government reports on startup policies, such as those from the Startup India initiative or the Small Business Administration (SBA) in the USA.
- Selected articles and case studies from journals like *Harvard Business Review* and *MIT Sloan Management Review*.

SEMESTER – VIII

Course Code	Course Name	Credits
UBD2820N	UNDERSTANDING BUSINESS DISRUPTIONS (CAPSTONE PROJECT II)	10

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
-	10	-	-	10	-	10

	Evaluation					Term Work / Practical/Oral		Total
Internal Assessment			Total Internal	End Term Exam	Duration of Exam	Report	Viva	
WPR	Paper Presentation	Publication						
10	20	20	50	-	-	25	25	100

Course Outcome

1. Apply interdisciplinary knowledge to solve complex real-world problems.
2. Develop a comprehensive project plan demonstrating effective time and resource management.
3. Conduct independent research to gather, analyze, and interpret data.
4. Demonstrate professional communication skills through written reports and oral presentations.
5. Collaborate effectively in a team environment to achieve common project objectives.
6. Critically evaluate project outcomes and propose innovative solutions or improvements.

Course Objectives

1. Apply management theories and concepts to solve practical business problems.
2. Conduct thorough research and analysis using qualitative and/or quantitative methods.
3. Develop strategic solutions or business plans based on research findings.
4. Collaborate effectively in a team environment to achieve project goals.
5. Communicate findings and recommendations in a professional and persuasive manner.
6. Demonstrate critical thinking, problem-solving, and decision-making skills.

Detailed Syllabus	
Key Components	
Module I: Project Proposal	
	<ul style="list-style-type: none"> ○ Description: Students will submit a proposal outlining their chosen project topic, objectives, scope, and methodology. Teams should also identify roles and responsibilities within the group.
Module II: Literature Review and Research	
	<ul style="list-style-type: none"> ○ Description: A comprehensive review of relevant literature, industry reports, and case studies that inform the project. This section should also include the research methodology.
Module III: Project Plan and Methodology	
	<ul style="list-style-type: none"> ○ Description: A detailed project plan, including timelines, resource allocation, and risk management strategies. The methodology for data collection and analysis should be clearly defined.
Module IV: Mid-Term Progress Report	
	<ul style="list-style-type: none"> ○ Description: A report summarizing the progress of the project, challenges faced, and any adjustments to the original plan. Teams will present their findings to date.
Module V: Data Collection and Analysis	
	<ul style="list-style-type: none"> ○ Description: Implementation of the research plan, including data collection, analysis, and interpretation. This component should also discuss the practical implications of the findings.
Module VI: Draft Final Report	
	<ul style="list-style-type: none"> ○ Description: A draft of the final report, including all sections: introduction, literature review, methodology, analysis, recommendations, and conclusion. Feedback will be provided for revision.
Module VII: Final Report	
	<ul style="list-style-type: none"> ○ Description: The completed report, revised based on feedback from the draft. The report should be well-organized, thoroughly researched, and professionally written.
Module VIII: Final Presentation	
	<ul style="list-style-type: none"> ○ Description: A formal presentation of the project findings and recommendations to a panel of faculty and industry professionals, followed by a Q&A session.



CERTIFICATE

It is hereby certified that the enclosed detailed syllabus has been presented before the Board of Studies of Amity Business School, Amity University, Maharashtra, Mumbai on 22nd September, Friday 2023. It is recommended for the approval by the Academic Council, Amity University, Maharashtra, Mumbai.

A handwritten signature in blue ink, appearing to read "Bhawna", written in a cursive style.

Prof.(Dr.) Bhawna Sharma Padroo
Officiating-HOI,
Amity Business School
Amity University, Maharashtra, Mumbai.