



DEVI AHILYA VISHWAVIDYALAYA, INDORE
(Formerly University of Indore) , NAAC A⁺ Grade
State University of Madhya Pradesh, India



International Institute of Professional Studies



I I P S
D A V V

International Institute
of Professional Studies

Syllabus
Of
Master of Business Administration
(Management Science) 2 Years

Academic Session : 2024-2026

DAVV at a Glance

There are thirty-three teaching departments offering undergraduate, post-graduate and research programs in sixteen Faculties. It is amongst the first few Universities in the country to introduce innovative and integrated courses in the area of science, engineering, technology, management, law and media. The university has 294 affiliated colleges in addition to university teaching departments and centers. The University provides and nurtures research environment for promoting high quality original research. It offers Ph.D. and M. Phil. Programs in all the subjects.

The Hon'ble Governor of the State is the Chancellor of the University. The University functions as per Act, Statutes, Ordinances and Regulations. The Registrar, Examination Controller and Finance Controller of the University assist the Vice Chancellor in administrative, examination and financial matters. The University has duly constituted bodies - Executive Council, Academic Council, Boards of Studies, Finance and other committees for decisions on major academic, administrative and financial matters.

The University is prepared to embrace future challenges, explore new horizons and keep moving ahead on the path of excellence, innovation and enlightenment.

About IIPS

International Institute of Professional Studies (IIPS), a pioneer institute under Devi Ahilya Vishwavidyalaya DAVV was established in 1991 to provide a new dimension to professional education. It has emerged as one of the best management schools of Central India. The Institute is located in the sprawling Takshashila campus of the University surrounded by lush green environment. The Institute offers following courses.

1. Master of Business Administration (Management Science)(2YDC)
2. Master of Business Administration (Management Science) (5YDC) Integrated Program
3. Master of Business Administration (Advertising and Public Relation) (2YDC)
4. Master of Business Administration (Entrepreneurship) (2YDC)
5. Master of Business Administration (Tourism Administration) (2YDC)
6. Master of Business Administration (Tourism Administration) (5YDC) Integrated Program
7. Bachelor of Commerce (Hons.)(3YDC)
8. Master of Computer Application (5YDC) Integrated Program
9. Master of Technology (Information Technology) (5YDC) Integrated Program
10. Doctor of Philosophy (PhD) in Management
11. Doctor of Philosophy (PhD) in Computer Science

The lush green campus of the IIPS Includes an academic complex of classrooms, seminar room, an auditorium, a well-equipped library, computer labs and development center and administrative offices. The classrooms are spacious and well equipped.

IIPS has one of the finest computing environments among the management Institutions in Central India. The institute provides internet facility through Wi-Fi to the students in campus.

About MBA (MS) 2yrs

Master's in Business Administration (Management Science) was introduced by D.A. University in the year 1992 in view of the increasing requirements of the industry in the post liberalization era. This program approved by AICTE has a course curriculum designed with inputs from industry experts. The course provides ample flexibility in terms of choice of electives from first semester onwards. It is designed to accelerate learning amongst students. The options of dual and single specialization offer opportunity to nurture professionals and entrepreneurs in diversified areas like Finance, Marketing, HR etc. The inputs in the form of, Dissertation, summer Internship etc. add to the creativity, leadership skills and ability to work in the team.

Programme Outcomes:-The two year full time postgraduate program in management aims at developing leadership qualities, business skills and managerial competencies blended with societal concern among the stakeholders. The focus of MBA (MS) program is on developing an understanding of "Management as Science". After finishing the program students will be able to

PSO1: Apply leadership qualities, business skills, research skills, innovative thinking and managerial competencies for integrative solutions in global business scenario.

PSO2: To exhibit social conscious and ethical conduct as managers of world class business organizations.

PSO3: Demonstrate the fundamental concepts and theories of business practices in business disciplines including integrated knowledge of various functional areas.

PSO4: Exhibit attitude and ability to work in a team and use resources optimally.

PSO5: Sustain and grow in globally changing competitive environment.

PSO6: Reflect critical thinking, analytical, problem solving and communication skills for decision making to achieve organizational and individual goals.

PSO7: Generate lifelong learning attitude.

	Semester I			Credit		Semester II		Credit
CORE	FT – 101	Principles and Practices of Management	4		CORE	FT 201	Principles of Marketing Mgt.	4
CORE	FT – 105	Human Resource Management	4		CORE	FT 202A	Interpersonal & Org. Behavior	4
CORE	FT – 107D	Managerial Economics	4		CORE	FT 203B	Business Economics (Macro)	4
CORE	FT-112A	Business Law	4		CORE	FT 210A	Research Methodology	4
CORE	FT – 113	Business Mathematics and Statistics	4		CORE	FT 205	Financial Management	4
Ability enhancement Course	FT -114	Soft Skills for Managers	4		CORE	FT 215	Business accounting II	4
Generic Elective Course	FT –102D	Business Accounting I	4		Skill enhancement Course	FT-209A (New)	E-Business and Database Management LAB	3T
	FT-110A (New)	Quantitative Techniques For Business				1L		
Skill enhancement Course	FT – 117	Data Visualization	2 L		Skill enhancement Course	FT 216	Lab: Research Tools	2 L
		Total Valid Credit	30				Total Valid Credit	30
	FT-108	Comprehensive Viva-Voce	04			FT-208	Comprehensive Viva-Voce	04
		Total Semester Credits	34				Total Semester Credits	34

	Semester III (Group A is for Dual specialization and Group A plus B is for Single Specialization)		Credit	Semester IV (Group A is for Dual specialization and Group A plus B is for Single Specialisation)		Credit
Elective	FT-301F	Strategic Management	4	FT-401C	Business Ethics and Sustainable Development	4
	FT 314C	Dissertation / Industrial Project				
Marketing (Discipline specific elective)	GROUP A			GROUP A		
	FT-304MA	Integrated Marketing Communication	4	FT-416MA	Product and Brand Management	4
	FT-305MA	Consumer Behavior	4	FT-405MA	Marketing Strategy	4
	FT-307MA	Sales and Distribution Management	4	FT-418MA	Service Marketing	4
Finance (Discipline specific elective)	FT-314FA	Security Analysis and Portfolio Management	4	FT-416FA	International Finance	4
	FT-305FA	Financial Institutions & Markets	4	FT-419FA	Taxation for Managers	4
	FT-306FA	Banking & Financial Services	4	FT-413FA	Project Management & Project Finance	4
HR (Discipline specific elective)	FT-314HA	Human Resource Development	4	FT-416HA	Performance Planning and Appraisal	4
	FT-315HA	Training and Development	4	FT-417HA	Industrial Relations and Labour Law	4
	FT-316HA	Managing People	4	FT-418HA	Organisation Development	4
Business Analytics (Discipline specific elective)	FT-315BA	Business Analytics and Data Management	3T	FT-415BA	Predictive Modeling and Pattern Discovery using R or Python	2 T
	FT-318BA	Business Analytics and Data Management LAB	1L	FT-418BA	LAB: Predictive Modeling and Pattern Discovery using R or Python	2 L
	FT316BA	Analytics- System Analysis and Design	4	FT-416BA	Digital Analytics	3T
				FT420MB	Digital Analytics LAB	1 L
	FT317BA	Basics of Python	3 T	FT-417BA	Big Data Technologies	4
FT319BA	LAB: Basics of Python	1 L				
Marketing (Discipline specific elective)	GROUP B			GROUP B		
	FT-314MB	Logistic and Supply Chain Management	4	FT-407MB	Digital Analytics	3 T
				FT420MB	Digital Analytics LAB	1 L
	FT-313MB	Rural and Retail Marketing	4	FT-416MB	Industrial Marketing	4
	FT-310MB	Business Analytics and Data management	3 T	FT-410MB	Global Marketing	4
FT-320MB	Business Analytics and Data management LAB	1L				
Finance (Discipline specific elective)	FT-313FB	Corporate Financial Analysis	4	FT416FB	Bank Management	4
	FT-316FB	Financial Derivatives and Risk Management	4	FT405FB	Corporate Valuation & restructuring	4
	FT-315FB	Business Analytics and Data Management	3	FT406FB	Financial Planning and Wealth Management	4
	FT-321FB	Business Analytics and Data Management LAB	1			
		Total Valid Credit	28		Total Valid Credit	28
	FT-308	Comprehensive Viva-Voce	04	FT-408	Comprehensive Viva-Voce	04
		Total Semester Credits	32		Total Semester Credits	32

SEMESTER I

FT- 101: Principles and Practices of Management

Course Type: Core

Course Credits: 4 Theory

Course Objective: Objectives of this course are to develop understanding functions and responsibilities of the managers and provide students tools and techniques to be used in the performance of managerial job.

Course Outcome: Student will.....

CO1: Gain an understanding of the functions and responsibilities of the manager, be able to use necessary tools and techniques to be used in the performance of managerial job.

CO2: Examine the management theory with corresponding opportunities for application of these ideas in real world situations.

CO3: Understand the managerial functions of Planning, Organizing, Directing and Controlling.

Course Content

Unit	Name	Contents	Hrs
1	Management	Management Concept, The System Approach to the Management Process, The Managerial Functions, Principles of Management, Management Skills, Evolution of Management. Case Study	5
2	Planning I	Concept and Nature of Planning, Planning Process, Implementation of Plans, Advantages and Limitations of Planning, Case Study	5
3	Planning II	Concept and Nature of Objectives, Management by Objectives Benefits and Weaknesses of MBO; Types of Planning-Strategies, Policies, Case Study.	6
4	Decision Making	The Importance and Limitation of Decision-Making, Decision-Making Process. Programmed and Non-programmed Decisions. Decision Making under Certainty, Uncertainty and Risk, Case Study.	6
5	Organizing	Nature of Organizing, Organization Structures, The Span of Management and Level of Authority, Departmentation, Line and Staff Relationship, Case Study	6
6	Directing	Nature and Purpose of Directing, Motivation Leadership and Communication, Case Study	5
7	Coordination and Control	Concept of coordination, The Basic Process of Control, Principles/ Requirements of Good Control System, Techniques of Controlling, Case Study	5

Text and Reference Books:

- Harold Koontz, O'Donnell and Heinz Wehrich, "Essentials of Management", New Delhi, Tata McGraw Hill.
- R. D. Agrawal, "Organization and Management", New Delhi, Tata McGraw Hill, 1995.
- Hellriegel/ Jackson/Slocum, "Management: A competency-based approach", Thomson, South western, latest edition
- Harold Koontz, Heinz Wehrich, "Management: A Global Perspective", New Delhi, McGraw Hill, latest Edition

PSO-CO Mapping

	PROGRAM SPECIFIC OUTCOMES	CO1	CO2	CO3
PSO1	Leadership readiness/qualities	✓	✓	✓
	Business skills	✓	✓	✓
	Innovative thinking	✓	✓	✓
	Research skills			
	Managerial competencies	✓	✓	✓
PSO2	Socially conscious			
	Moral and ethical awareness/reasoning			
	Values for life and character building			
PSO3	Disciplinary knowledge	✓	✓	✓
PSO4	Cooperation/Teamwork	✓	✓	✓
PSO5	sustain and grow in globally changing competitive environment	✓	✓	✓
PSO6	Communication skills	✓	✓	✓
	Decision making	✓	✓	✓
	Critical thinking			
	Analytical skills/ reasoning	✓	✓	✓
	problem solving skills	✓	✓	✓
PSO7	Lifelong learning attitude			
	Self-directed learning	✓	✓	✓

FT-105: Human Resource Management

Course Type: Core Course

Course Credits: 4 Theory

Course Objective: The course aim is to provide the necessary theoretical and conceptual foundation of Human Resource Management practices in organizations. It aims at understanding of acquisition, development, maintenance and separation dimension of Human Resource Management.

Course Outcomes: After completion of this course, learners will be able to -

CO1: Become better leaders by enhancing their effectiveness in managing human resources.

CO2: Understand the basic principles of strategic human resource management—how an organization acquires, rewards, motivates, uses, and generally manages its people effectively.

CO3: Comprehend practices and techniques for evaluating performance, structuring teams, coaching and mentoring people, and performing the wide range of other people related duties of a manager in today's increasingly complex workplace.

Course Content

Unit No	Name	Contents	Hours
1	Human Resource Management	Relevance and spectrum, concept and evolution, Organization of HR Department, Role, Functions of HRM, HR Policies. Emerging dimensions in HRM.	4
2	Acquisition of Human Resource	Human Resource Planning- Process and Importance of HRP, Quantitative and Qualitative dimensions; job analysis – job description and job specification; Concept and sources; recruitment – selection – Concept and process; test and interview; placement induction, Turnover, Retirement, layoff, retrenchment and discharge, VRS.	6
3	Training and Development	Concept and importance; identifying training and development needs; designing training programmes; role specific and competency based training; training process outsourcing; management development systems.	4
4	Performance Appraisal System	Nature and objectives; techniques of performance appraisal; potential appraisal and employee counseling; job changes - transfers and promotions.	4
5	Compensation	Concept, policies and administration; job evaluation; methods of wage payments and incentive plans; fringe benefits; performance linked compensation. Maintenance: employee health and safety; employee welfare; social security; grievance handling and redressal.	4
6	Career planning and succession planning	Concept, need and process of Career planning. Difference between Career planning and succession planning. Concept, process and benefits of both types of planning.	4
7	Separation	Retirement, Resignation, Lay off, Retrenchment, Discharge and Dismissal.	2

Books and Reading

- Human Resource Management Principles and Practice, P.G. Aquinas, ISBN : 8125918097.
- Personnel Management, ArunMonappa , MirzaSaiyadain, ISBN : 0074622643.
- Human Resource Management , V S P Rao, ISBN : 8174464484.
- Human Resource Management, Gary Dessler,ISBN : 8131754269.
- Emotional Intelligence: Why It Can Matter More Than IQ by Daniel Goleman.

PSO-CO Mapping

	PROGRAM SPECIFIC OUTCOMES	CO1	CO2	CO3	CO4
PSO1	Leadership readiness/qualities	✓			
	Business skills		✓		
	Innovative thinking			✓	
	Research skills			✓	
	Managerial competencies		✓		
PSO2	Socially conscious			✓	
	Moral and ethical awareness/reasoning				
	Values for life and character building		✓		
PSO3	Disciplinary knowledge	✓			
PSO4	Cooperation/Teamwork			✓	
PSO5	sustain and grow in globally changing competitive environment			✓	
PSO6	Communication skills			✓	
	Decision making	✓	✓		
	Critical thinking		✓		
	Analytical skills/ reasoning problem solving skills			✓	
PSO7	Life long learning attitude			✓	
	Self-directed learning		✓		

FT- 107D: Managerial Economics

Course Type – CORE

Course Credits – 4 Theory

Course Objectives - The aim of this course is to familiarize students about importance of economic approaches in managerial decision making. It also intends to help students apply economic concepts and techniques in evaluating business decisions taken by firms and evaluate alternative courses of action to choose the most profitable / feasible option.

Course Outcome – After completion of this course, learners will be able to

- CO1– understand various economic concepts and their interrelationship
- CO2– understand the analytical skills through integrating knowledge of economic theory with decision making techniques.
- CO3 – understand the working of markets and to know how changes in demand and supply affect markets.
- CO4-Understand competitive markets as well break even analysis and cost control.

Course Content

Unit No	Name	Contents	Hours
1	Introduction	Economics & its basic problems, Types of economics, Managerial Economics – Meaning, definitions, importance, significance, scope of Managerial economics, Related disciplines & Managerial economics.	4
2	Demand Concept	Demand: - Concept, Types and Law of Demand, Elasticity of Demand, Demand Forecasting. Utility Analysis: Cardinal & Ordinal Approach, Law of Diminishing Managerial Utility, Law of Equi-marginal Utility. Indifference Curve, Consumer Surplus.	8
3	Production Analysis	Production Function - Supply and Law of Supply, Production Analysis, Law of variable Proportion, Return to scale, Isoquants & least cost combination of inputs, Ridge lines and Expansion Path.	8
4	Cost Concept	Cost: - Concept & Types, Short Run and Long Run Cost Analysis	4
5	Profit Planning	Firm Equilibrium, Break even analysis and cost control.	4
6	Market Structure	Price determination under different markets: - Perfect competition, Monopoly, Monopolistic competition, Oligopoly	8
7	Theory of Firm	Managerial theory of firm: Profit and Sales Maximization, Williamson Managerial Discretion.	4

Books and Reading

- Managerial Economics Peterson&Levis, Prentice-Hall: New York.
- Managerial Economics - P.L. Mehta, Sultan Chand, New Delhi.
- Microeconomics –Sundaram &Vaish, Vikas Publishing House Pvt.Ltd
- Modern Microeconomics –Koutsoyiannis, Macmillan Education, New York
- Managerial Economics- D.M. Mithani, Himalya Publishing House

PSO –CO Mapping

	PROGRAM SPECIFIC OUTCOMES	CO1	CO2	CO3	CO4
PSO1	Leadership readiness/qualities				
	Business skills	✓	✓	✓	✓
	Innovative thinking				
	Research skills				
	Reflective thinking				
PSO2	Socially conscious	✓	✓	✓	✓
	Moral and ethical awareness/reasoning				
	Values for life and character building				
PSO3	Disciplinary knowledge				
PSO4	Resource Management	✓	✓	✓	✓
	Cooperation/Teamwork				
PSO5	Managerial Competencies	✓	✓	✓	✓
PSO6	Communication skills				
	Decision making skills	✓	✓	✓	✓
PSO7	Digital Literacy				
	Critical thinking	✓	✓	✓	✓
	Analytical skills/ reasoning	✓			
	Problem solving skills	✓	✓	✓	✓

FT - 112A: BUSINESS LAW

Course Type - CORE

Course Credits – 4 Theory

Course Objective – The course is based on important provisions of various laws related to business. The aim of the course is to gain an insight into the Indian Legal process and legal provisions specifically with reference to business and corporate functioning. Level of knowledge expected from the students after completion of this course is working knowledge.

Course Outcome

After completion of this course the learner will be able to-

CO1: understands the provisions of various business related legislations.

CO2: interprets the provisions of different laws for their optimum use in the interest of business.

CO3: apply knowledge in day to day practical life.

Course Contents

Unit No	Name	Contents	Hours
1	The Indian Contract Act, 1872	General principles of contract, classification of contract and key terms Essential elements of a valid contract viz., offer & acceptance competence of contracting parties, free consent, consideration, legality of object and consideration, void agreements. Performance of contracts, discharge of contract, breach of contract remedies for breach of contract. Specific contracts viz, contingent contracts, quasi-contracts, contracts of indemnity and guarantee, contract of bailment, contract of agency.	10
2	The Indian Partnership Act 1932	General Principles- Meaning of partnership, essential features of partnership, types of partners. Formation of Partnership-Partnership deed, registration of partnership firms, position of a minor partner, duration partnership firm, rights of outgoing partner. Rights and Liabilities of Partners- Relations of partner with each other, rights of partner, duties of partners, relation of partner with third parties.	2
3	The Sale of Goods Act, 1930	Introduction - Definition and essentials of a contract of sale Goods and its classification. Meaning of price Conditions and Warranties Performance of a contract of sale of goods unpaid seller and his rights Remedies for breach of contract	4
4	The Companies Act, 2013	Company- Meaning and definition, characteristics of joint stock companies, types of companies difference between private and public limited companies. Promotion and incorporation of companies- Promotion, Incorporation of companies, promoters: meaning and importance, process of incorporation: preparation contents and importance of various documents to be filed, Memorandum of Association, Articles of Association, certificate of commencement of business. Memorandum of Association and Articles of Association- Contents and alteration, Capital of the company- Share and its types, Debentures and its types, difference between shares and debentures, share certificate, share warrant and stock, Prospects-	10

		Meaning and definition, contents and registration of prospectus, issue and allotment of shares, Management of Companies- Board of Directors: Appointment, Qualifications and disqualification, powers, duties and position of directors, removals of directors, General Principles of Meetings- Statutory Meeting, Annual General Meetings, Extra-ordinary General Meetings, Board Meetings, Winding-up of Companies- Meaning and types of winding-up, provisions relating to winding-up.	
5	The Negotiable Instruments Act, 1881	General Principles- Meaning of negotiable instrument, types of negotiable instruments, ambiguous instruments, maturity of negotiable instrument, payments of negotiable instruments, dishonor of negotiable instruments, provisions of sections 138 to 145.	6
6	The Consumer Protection Act, 2019	General Principles- Meaning & definition of various important terms, Rights of consumers, Consumer Protection council, Consumer Dispute Redressal Commission, Central consumer protection authority- Empowered to - Conduct investigations into violations of consumer rights and institute Complaints / Prosecution Order recall of unsafe goods and services Order discontinuance of unfair trade practices and misleading advertisements Impose penalties on Manufacturers/Endorsers/Publishers of Misleading Advertisements. Mediation- An Alternate Dispute Resolution (ADR) mechanism. Product liability- A manufacturer or product service provider or product seller to be responsible to compensate for injury or damage caused by defective product or deficiency in services. Offences & Penalties.	4
7	An overview of Laws	The Information Technology Act, 2000, Foreign Exchange Management Act, 1999, The Competition Act, 2002, Limited Liability Partnership Act, 2008, the Competition Act, 2002 the SEBI Act, 1992, Laws relating to Intellectual Property- Provisions relating to patent, copyright and trademarks and Environment Protection Laws	4

Suggested Books:

- Mercantile Law by S.S. Gulshan
- Elements of Mercantile Law by N.D. Kapoor
- Business Legislation for Management by M.C. Kuchhal
- Business Law by S.K. Agrawal
- *Legal Aspects of Business* by Akhileshwar Pathak

PSO-CO Mapping

	PROGRAM SPECIFIC OUTCOMES	C1	C2	C3
PSO1	Leadership readiness/qualities	✓	✓	✓
	Business skills			
	Innovative thinking			
	Research skills			
	Managerial competencies			
PSO2	Socially conscious			
	Moral and ethical awareness/reasoning	✓	✓	✓
	Values for life and character building			
PSO3	Disciplinary knowledge	✓	✓	✓
PSO4	Cooperation/Teamwork			
PSO5	sustain and grow in globally changing competitive environment			
PSO6	Communication skills			
	Decision making	✓	✓	✓
	Critical thinking			
	Analytical skills/ reasoning	✓	✓	✓
	problem solving skills	✓	✓	✓
PSO7	Life long learning attitude			
	Self-directed learning			

FT- 113: Business Mathematics and Statistics

Course Type - Core

Course Credits –4

Course Objective – To learn the significance of Statistics and Mathematics in business world.

Course Outcomes – Student will.....

- CO1: will be equipped with the mathematical and statistical techniques and their application to business problems. The emphasis will be on the concepts and application rather than derivations
- CO2: develop formal quantitative approach to problem solving and an intuition about situations where such an approach is appropriate.
- CO3: comprehend basic tool kit of relevant tools which would be necessary for decision-making; to develop students' diagnostic and analytic skills through suitable logical problems to types.

Course Contents

Unit No	Name	Contents	Hours
1	Introduction	Role of Mathematics and statistics in Business Decisions. Definition/Meaning and Scope of Statistics, Functions and Applications of Statistics, Role of Statistics in decision making process, Limitation of Statistics. Basics of Population (Parameter) and Sample (Statistic).	4
2	Set Theory and Linear Equation	Theory of Sets. Equations: Linear, Quadratic & Simultaneous Equations, Matrix Algebra, Solution of Linear Equation by Matrix method. Arithmetic Progression, Geometric Progression and Harmonic Progression.	6
3	Measures of Central Tendency	Introduction, Measures of Central Tendencies (Mean, Median, Mode, GM, HM) and their data analysis, Concept of Partition Values (Quartiles, Decile and Percentile and N-tiles).	6
4	Measures of dispersion	Meaning, Scopes, and Application of Quartile deviation, Mean deviation, Standard Deviation, Variance, Coefficient of Variation, Standard Error, and Probable Error. Measures of Skewness, Moments, and Kurtosis (alpha, beta and gammacoefficients)	6
5	Correlation Analysis	Rank Method & Karl Pearson's Coefficient of Correlation and Properties of Correlation.	6
6	Regression Analysis	Fitting of a Regression Line and Interpretation of Results, Properties of Regression Coefficients and Relationship between Regression and Correlation	6
7	Probability and Probability Distribution	Theory of Probability and Probability Distribution: Binomial, Poisson, and Normal Distribution.	6

Books and Reading

- Business Statistics: SC Gupta
- Business Statistics: JK Sharma
- Statistics for management: Richard I. Levin, David SRubin
- Business Mathematics and Statistics by Goel and Goel

PSO-CO Mapping

	PROGRAM SPECIFIC OUTCOMES	C1	C2	C3
PSO1	Leadership readiness/qualities			
	Business skills		√	
	Innovative thinking	√		
	Research skills	√		
	Managerial competencies			
PSO2	Socially conscious			
	Moral and ethical awareness/reasoning			
	Values for life and character building			
PSO3	Disciplinary knowledge	√		
PSO4	Cooperation/Teamwork			
PSO5	sustain and grow in globally changing competitive environment			
PSO6	Communication skills			
	Decision making		√	√
	Critical thinking			√
	Analytical skills/ reasoning		√	
	problem solving skills			√
PSO7	Lifelong learning attitude			
	Self-directed learning			

FT – 114: Soft Skills for Managers

Course Type - Ability Enhancement Course

Course Credits – 04

Course Objective – This course will make the students understand the importance of soft skills in personal as well as professional life and will help students become effective communicators and develop good interpersonal skills.

Course objectives: Student will.....

CO1: Learn various aspects of soft skills for good personality.

CO2: Be equipped with essential knowledge of work place attitude, behavior and personality.

CO3: Equip with necessary techniques on grooming, goal setting, self- motivation, team work, inter-personal relationships, and leadership quality.

Course contents

Unit No	Name	Contents	Hours
1	Introduction to Communication	<ul style="list-style-type: none"> • Meaning, definition, Objectives of Effective communication • Models of Communication, Importance of Feedback • Components of Effective Communication -7C's of communication • Barriers to effective communication – Physical, semantic, psychological, Socio – cultural • Importance of Listening, barriers to listening, developing effective listening skills 	6
2	Channels and Methods of Communication	<ul style="list-style-type: none"> • Channels of communication: formal, informal - their characteristics and types • Methods of Communication : Verbal & Non Verbal – their characteristics and types • Non verbal communication – importance and application in cross cultural context 	6
3	Personality & Intra personal communication	<ul style="list-style-type: none"> • An introduction to Personality - Types of personalities(A&B) • An insight into Myers Brigg Personality Indicator, The big Five Personality Model and Holland's Personality Types • Understanding own Personality • How to gain an effective personality • Intra personal communication : Self Analysis (through personal SWOT), Johari Window, Transactional analysis • Self-Management – Need and techniques 	5
4	Corporate spoken communication	<ul style="list-style-type: none"> • Public speaking, • Making effective presentations- 4 step method for presentation, • Group Discussion Understanding the nature of discussion, Difference between debate and discussion, Ways to form and present the arguments, Ways to defend. 	6
5	Corporate Written communication	<ul style="list-style-type: none"> • Features of effective writing • Letter writing – business letters – format – style – effectiveness, promptness 	5

		<ul style="list-style-type: none"> • Analysis of sample letters collected from industry – email, fax. • Business and Technical report writing,- types of reports – progress reports, routine reports – Annual reports – format – Analysis of sample reports from industry – Synopsis and thesis • Writing E-mail and its etiquettes 	
6	Skills for Managerial competence	<ul style="list-style-type: none"> • Leadership– concepts and implication • Team Building – concepts and implications. • Business Etiquettes, mobile phone etiquettes, Online & Work from home etiquettes • Time Management (80-20 concept) ; effective time management skills 	5
7	Employability Skills	<ul style="list-style-type: none"> • Interviews – <ul style="list-style-type: none"> ○ Preparing a resume – Do’s and Don’ts ○ Writing cover letter for jobs ○ Preparing for interviews, Formal and informal interviews, ○ Goal Setting ○ Grooming for the Interview 	7

Note: Classroom activities and exercises would be conducted and assignments would be given as per the session requirements. The assignments would be graded as a part of the internal assessment.

Suggested Books:

- Business Communication P. D. Chaturvedi Pearson Education India
- Business Communication, K. K. Sinha
- Business Communication Today by Courtland L. Bovee, John V. Thill, Barbara E. Schatzman, Hardcover: 730 pages, Publisher: Prentice Hall
- Communicating for Managerial Effectiveness by Phillip G. Clampitt, Paperback: 304 pages, Publisher: SAGE Publications
- Essentials of Business Communication with Student CD-ROM by Mary Ellen Guffey, Paperback: 511 pages, Publisher: South-Western Educational

PSO-CO Mapping

	CO1	CO2	CO3
PO1-Values for life and character building	✓	✓	✓
PO2- Disciplinary knowledge		✓	✓
PO3- Communication skills	✓	✓	✓
PO4- Critical thinking, Problem Solving	✓	✓	
PO5- Research related skills			
PO6- Application Skills	✓	✓	✓
PO7- Employability	✓	✓	✓

FT-102D: Business Accounting I

Course Type - Generic Elective

Course Credits – 4 Theory 0 Practical

Course Objective –The basic objective behind offering this course is to give the understanding of the various stages of financial accounting, understanding its framework and importance for business. Further, it is also aimed at developing the basic understanding of financial statement analysis using various important tools and techniques.

Course Outcomes –

CO1: Acquaint the students with context and concepts of financial accounting, its importance and limitations, and its relationship with other functional disciplines of business.

CO2: Develop the basic ability of conducting various stages of accounting cycle and read and understand the financial statements of business firms.

CO3: Develop the basic ability of conducting analysis of financial statements of small firms using important tools.

CO4: Acquire the ability to use the accounting information as an aid to business decision making of firms.

Course Content

Unit No	Name	Contents	Hours
1	Fundamentals of Financial Accounting	Meaning and definition of accounting, Need and functions of accounting, users of accounting information, importance and limitations of accounting, Relationship of accounting with other disciplines, Accounting Principles- Concepts and Conventions, An introduction to Indian Accounting Standards.	4
2	Double Entry System of Accounting- I	Concept and definition, Process of Accounting, types of accounts, various stages of DES accounting: Journal, Ledger, Introduction of Subsidiary Books & types of Cash Book. Trial Balance. Preparation of Journal, Ledger and Trial Balance	12
3	Double Entry System of Accounting II	Preparation of Final Accounts, Adjustments in Final A/cs., elementary exposure to company Balance Sheet and Annual Reports, Preparation of Final a/cs. With adjustments.	10
4	Overview of Financial Statement Analysis	Objectives, methods and Importance. Comparative financial statements, Common size financial statements and Trend Analysis. Numerical Problems	4
5	Ratio Analysis	Significance and Limitations, Classification and Calculation of Ratios: Liquidity, Activity, Leverage and Profitability Ratios, Practical Questions.	6
6	Cash Flow Analysis	Meaning, Importance and Relevance of Cash Flow Statement, Cash Flow analysis: Computations of cash from operations and other activities and Practical Questions	6

7	Fund Flow Analysis	Importance, Limitations, and Relevance of Fund Flow Statement, Difference between fund flow and cash flow analysis, Fund Flow analysis: Preparation of schedule of changes in working capital and its utility, calculation of funds from operation and Practical Questions.	6
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Books and Reading

- Financial A/c. for Management by Ambrish Gupta (Pearson Education)
- Accounting for Managers by M.E. Tukaram Rao (New Age).
- Management Accounting by S. P. Gupta (Sahitya Bhawan, New Delhi).
- Analysis of Financial Statements by T.S. Grewal (Sultan Chand and Sons)

MOOCs

“Financial Accounting” by CS Dr. Manish Sitlani available on Swayam portal of MHRD, Govt. of India (www.onlinecourses.swayam2.ac.in)

PSO-CO Mapping

	CO1	CO2	CO3	CO4
PO1		√	√	√
PO2		√	√	√
PO3	√	√	√	√
PO4	√	√	√	√
PO5	√	√	√	√
PO6		√	√	√
PO7	√	√	√	√

FT-110A: QUANTITATIVE TECHNIQUES FOR BUSINESS

Course Type - Generic Elective

Course Credits – 4

Course Objective – To learn decision making skills in business organization.

Course Outcomes –

CO1: Understand the practical application of Statistics and Quantitative Techniques/Operations Research concept in business and management.

CO2: Understanding the conceptual meaning of Linear Programming Problem using graphical, Simplex and Big M method.

CO3: Identify and formulate a transportation and assignment problem involving a large number of shipping routes.

Course Content

Unit No	Name	Contents	Hours
1	Introduction	Meaning of Operations Research - Characteristics of OR, Scope of Operations Research in management, Methodology of OR, Advantages and Limitations of OR.	4
2	Introduction of Linear Programming	Meaning of linear programming, Mathematical formulation of linear programming problems, assumption, Solution of linear programming by graphical methods.	6
3	Simplex Method	Maximization problems, Minimization problems (Big M Method), Problem of mixed constraints, Infeasibility. Unbounded, Degeneracy, Duality in linear programming problem.	6
4	Transportation Model	Introduction to the model, Assumptions in the Transportation Model, Formulation and solution of Transportation Model, Variants in Transportation Model (Unbalanced, Maximization, No allocation in particular cell).	6
5	Assignment Model	Definition of the Assignment Model, Mathematical representation of the Assignment Model, Comparison with the Transportation Model, Solution of the Assignment Model, Variations of the Assignment Model (Non square matrix, Maximization, Restrictions on Assignment).	6
6	Network Scheduling Techniques	Introduction, Managerial applications, CPM/PERT Network Components, Rules of Network Construction, Critical Path Analysis, Critical Path. Programme Evaluation and Review Technique (PERT) - Three-time Estimates for PERT, Estimate of Probability, Distinction between PERT and CPM.	6
7	Queuing Theory	Introduction, Scope in management and decision-making, Characteristics of Queuing Models, Deterministic models, Probabilistic Models: M/M/I & M/M/C.	6

Suggested Books

- Quantitative Techniques by N.D. Vohra, Tata McGraw Hill
- Quantitative Analysis to Management by Richard I. Levin, David S. Rubin, Prentice Hall of India
- Operations Research by Prem Kumar Gupta, D.S. Heera
- Operations Research by Hamdy. H. Taha
- Operations Research by Hira & Gupta, S Chand & Company
- Quantitative Techniques for Managerial Decision Making by Shrivastav, Shenoy & Sharma, Wiley Eastern Limited.

PSO-CO Mapping

	PROGRAM SPECIFIC OUTCOMES	C1	C2	C3
PSO1	Leadership readiness/qualities			
	Business skills		√	
	Innovative thinking	√		
	Research skills	√		
	Managerial competencies			
PSO2	Socially conscious			
	Moral and ethical awareness/reasoning			
	Values for life and character building			
PSO3	Disciplinary knowledge	√		
PSO4	Cooperation/Teamwork			
PSO5	sustain and grow in globally changing competitive environment			
PSO6	Communication skills			
	Decision making		√	√
	Critical thinking			√
	Analytical skills/ reasoning		√	
	problem solving skills			√
PSO7	Lifelong learning attitude			
	Self-directed learning			

FT-117: Lab: Data Visualization

Course Type - Skill Enhancement Course

Course Credits – 02 Lab

Course Objective –The basic objective behind offering this course is to provide the understanding of Microsoft software MS Excel and its implementation and application in business decision making. It also plays a vital role in Data Analysis.

Course Outcomes –

CO1:Ability to present data in table, pictorial or graphical format. Such visual presentation will help in providing better insight in decision making.

CO2:Develop the skills needed for designing of data visuals with different visual encodings; create different type of charts and maps in Excel / Tableau.

Evaluation - The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks of Lab viva/ practical.

Course Content

Unit No	Name	Contents	Hours
1	EXCEL BASICS	Spreadsheet Basics, Data Formatting in Excel like colors, fonts, Bullets etc, Basic Sorting and Filtering, Creating, Editing, saving and Printing spreadsheets. Sorting Data by values, colors , etc. Filtering by numbers, text, values logical functions, colors, Using Filters to Sort Data, Using Auto filter, Creating a custom AutoFilter Advance Filtering Options.	8
2	BASIC FORMULAE	SUM,AVERAGE,COUNT,MAX,MIN etc Text Function, Logical Functions, Date and Time Functions, Information Function, Database Functions, Math and Trigonometry Functions, Statistical Functions, Relative cell reference, Absolute cell reference	4
3	FUNDAMENTAL DATA ANALYSIS	Charts, Creating a chart, Formatting a chart, Adding Labels, Changing the chart type, Data source, Sorting Data by Color, Creating a custom format, Create a custom number format, Conditional Formatting, Creating Conditional Formatting, Editing Conditional Formatting, Adding Conditional Formatting, Deleting Conditional Formatting from the selected range.	6
4	POWERFUL DATA ANALYSIS	PivotTable, Create a PivotTable to analyze external data, Connect to a new external data source, Using the Field List option, PivotTables based on Multiple Tables, Adding Pivot table Report Fields, Refreshing Pivot table Reports, Changing the summary functions, Creating report filter page. What-IF Analysis, Goal Seek, Data Tables, Scenario Manager, Working with Macros, Display the developer Tab, Changing Macro security Settings, Recording and running a Macro.	10
5	TABLEAU	Choosing appropriate visual encodings – ordering of item, number of distinct value, structure of visualisation,	4

		positioning - placement and proximity, graphs and layouts, colors, size, text and typographic, shapes, lines.	
6	User defined fields	Using predefined fields, calculating percentages, applying if-then logic, applying logical functions, showing totals and percentages, discretizing data, manipulating text.	4
7	Customization	Adding title and caption, font size and colours, adding various marks, adding reference lines, using presentation mode, adding annotation, adding drop-down selectors, search box selectors, slider selectors, creating dashboards, creating animated visualizations.	4

PSO-CO Mapping

	CO1	CO2	CO3	CO4
PO1		√	√	√
PO2		√	√	√
PO3	√	√	√	√
PO4		√	√	√
PO5	√	√	√	√
PO6		√	√	√
PO7		√	√	√

SEMESTER II

FT-201 – Principles of Marketing Management

Course Type: Core

Course Credits: 4 Theory

Course Objective: This course will equip the students with the concept and methods of marketing thereby helping them to learn and enhance Critical thinking ability as well as develop reflective thinking in order to understand need of customers and make them satisfied by adopting different techniques.

Course Outcome:

CO1: Interpret complex marketing issues and problems using relevant theories, concepts and methods with regard to ethical conduct. Understand the importance and concept of core marketing orientation, understanding customers and market place and develop marketing skills.

CO2: Organise information and data to reveal patterns and themes, and manage teams and evidence gathering and problem- solving processes.

CO3: Illustrate marketing skills for designing innovative marketing strategies for business firms. Utilise information of a firm's external and internal marketing environment to identify and prioritise appropriate marketing strategies.

Course Contents:

Unit	Name	Contents	Hours
1	Marketing Concepts	Concept, Nature, scope, importance of marketing, Marketing concepts and Philosophies, Customer Value and Satisfaction, Customers Delight, Value chain, BCG Matrix, Scanning the Marketing Environment-Macro and Micro components and their impact on marketing decision, Marketing Mix elements, Difference between marketing and Selling, Introduction to DigitalMarketing, Multi-level marketing, Rural marketing, Green marketing, Global Marketing, CRM & Event marketing.	5
2	Market Segmentation, Targeting, Positioning, and Consumer Behavior	Market segmentations, levels of market segmentations, patterns, procedures, requirement for effective segmentation, evaluating the market segments, selecting the market segments, tool for competitive differentiation, developing a positioning strategy, Meaning of Consumer Behavior, Factors affecting buying behavior, Process of consumer buying behavior	6
3	Product Decision	Concept of Product, Classification, Product Mix and Product Line decisions, Product Diffusion process, Product life cycle stages and strategies, New Product Development process, Introduction and factors contributing the growth of packaging, introduction of labeling	6
4	Pricing Decision	Concept of Pricing, Pricing objectives, factors affecting price determination, pricing methods and strategies	6
5	Distribution Decisions	Importance and Functions of Distribution Channel, Considerations in Distribution Channel Decisions, Channel Dynamics - VMS, HMS, Distribution Channel Members including Wholesaling, Retailing	6
6	Promotion Decisions	Marketing communication Process, Effective communication, Promotion-Mix elements	6
7	Marketing Strategies for Leaders, followers, Challengers and Nichers	Analyzing competitors, Identifying competitive strategies,Devising the market strategies for Market leaders, marketchallengers, Market followers and Nichers.	5

Text Book:

1) Philip Kotler “Principles of Marketing Management”, New Delhi: Prentice Hall of India, Millennium Edn. 1999.

Suggested Readings:

- 1) Willam J. Stanton, Michael J. Etzel and Bruce J. Welker, “Fundamentals of Marketing Management”, New York: Mc Graw Hill, 10thEdn., 1995.
- 2) Czinkota and Kotabe, Marketing Management, Cengage Learning, India, Latest Edition

PO – CO Mapping:

	PROGRAM SPECIFIC OUTCOMES	CO1	CO2	CO3
PSO1	Leadership readiness/qualities			
	Business skills	✓		
	Innovative thinking		✓	
	Research skills		✓	
	Managerial Competencies			
PSO2	Socially conscious	✓		
	Moral and ethical awareness/reasoning	✓		
	Values for life and character building	✓		
PSO3	Disciplinary knowledge	✓		
PSO4	Cooperation/Teamwork	✓		
PSO5	Sustain and grow in globally changing competitive environment			✓
PSO6	Communication skills			✓
	Decision making		✓	
	Critical thinking			✓
	Analytical skills/ reasoning			
	Problem solving skills			
PSO7	Life long learning attitude			
	Self-directed learning			✓

FT-202A – Interpersonal And Organisation Behaviour

Course Objectives: The objective of this course is to provide the students exposure to Interpersonal and organizer behavior concepts, tools and techniques and help them develop abilities and skills required for the performance of Interpersonal and organizer behavior.

Course Outcome: Student will.....

CO1: Gain the intricacies of individual behavior in order to function effectively and efficiently in the organization.

CO2: Learn potential sources of conflicts which will make their careers interesting and enjoyable. CO3: Revitalize organizational theory and develop a better conceptualization of organizational life.

Course Contents:

- 1) **Introduction to Organization Behavior:** Definition, Model, Variables. Foundation of Individual Behavior: Biographical Characteristics, Ability, Personality.
- 2) **Perception:** Definition, Factors affecting perception, process, social perception, perceptual barriers. Learning: Meaning, Definition, Types, Theories of learning, Reinforcement, Techniques of Reinforcement, Punishment.
- 3) **Values & Attitudes:** (i) Value importance, source types (ii) Attitudes- source, types, and theory, Motivation: Definition, Process, Process Theories, Content Theories, Motivation Applied- MBO, OB Mod, Goal Setting & Job Design
- 4) **Job Satisfaction:** Meaning, Factor Affecting JS & Outcomes of JS, Job Stress: Meaning, Causes, Effect and Copin Strategies.
- 5) **Group Dynamics:** Definition, Types, Reason for joining groups, group Development, Group Structure. Power & Policies: Definitions, Social Influence, and Tactics of SI. Individual Power, Bases Of Power.
- 6) **Interactive Behavior & conflict:** Intra- Individual conflict- Conflict due to frustration, Goal conflict, Role conflict, Interpersonal conflict- transactional Analysis, Johari Window, Inter-group Behavior, Managing conflict.
- 7) **Organization Culture:** definition, Type, Creating& Sustaining, Organization Change & Development: Reason for Change, OD Technique.

Text Book:

- 1) Organization Behavior-StephenRobbins
- 2) Organization Behavior-KamranSultan
- 3) Organization Behavior-FredLuthans
- 4) Management of Organization Behavior-Paul Hersey & K.H.Blanchard
- 5) Organization Behavior-Nelson &Quick

PO - CO Mapping:

	PROGRAM SPECIFIC OUTCOMES	CO1	CO2	CO3
PSO1	Leadership readiness/qualities	✓	✓	✓
	Business skills	✓	✓	✓
	Innovative thinking	✓	✓	✓
	Research skills	✓	✓	✓
	Managerial competencies	✓	✓	✓
PSO2	Socially conscious			
	Moral and ethical awareness/reasoning			
	Values for life and character building	✓	✓	✓
PSO3	Disciplinary knowledge	✓	✓	✓
PSO4	Cooperation/Teamwork			
PSO5	sustain and grow in globally changing competitive environment			
PSO6	Communication skills	✓	✓	✓
	Decision making	✓	✓	✓
	Critical thinking	✓	✓	✓
	Analytical skills/ reasoning	✓	✓	✓
	problem solving skills	✓	✓	✓
PSO7	Life long learning attitude			
	Self-directed learning	✓	✓	✓

FT- 203B – Business Economics (Macro)

Course Type: Core Compulsory

Course Credits: 4 Theory

Course Objective: The course aims to provide the necessary theoretical and conceptual foundation for Management students to understand and apply the concept of economics, especially for decision making of firm with reference to Macro-Economic factors influencing the existence and functioning of business firms.

Course Outcomes: After completion of this course, learners will be able to

CO1: Understand the dynamics of Macro-Economic Environment.

CO2: Develop the skill of measuring the National Income and Multipliers in the economy.

CO3: Understand the equilibrium of economy through integration of real and monetary sector.

CO4: Understand the Macro-Economic policies and external sector accounting of an economy.

Course Content:

Unit	Name	Contents	Hours
1	Introduction	Macro-Economic analysis, Micro and Macro Economics, goals of macroeconomic policies, stock and flow variables, exogenous and endogenous variables, EX- ANTE and EX-POST concepts.	4
2	Measurements of Macro Economic Aggregates & National Income Determination	Measurements of Macro Economic Aggregates: National Income and its variants, Real & Nominal GDP, Measures of national products and methods used, National income and Economic welfare, National income in India, its composition, trend & structural analysis, Okun's Law. National Income Determination: National income determination models under open and closed economy, Aggregate demand and supply, Calculation of multiplier, simple investment multiplier, government expenditure, tax, balanced budget and foreign trade multiplier, Super multiplier, limitations of multiplier.	12
3	Consumption Savings function & Investment Function	Consumption & Savings function: Keynes' psychological law of consumption, Post Keynesian income consumption hypothesis, Trends of consumption and savings in Indian economy. Investment Function: Investment, its types, factors affecting investments, MEC and factors affecting MEC, Accelerator principle. Investment trends in Indian economy, measures to stimulate public and private sector investment in India.	8
4	Money and Inflation	Money and Interest Rates: Money and its role, measures of demand and supply of money, money multiplier, interest rate and IS- LM framework. Inflation and Deflation: Types of inflation, Inflationary gap, causes and consequences of inflation, Philips curve, Reflation, Deflation; trends and measurements of inflation in Indian Economy.	8
5	Monetary and Fiscal Policies	Objectives and Instruments of Monetary and Fiscal Policies, Analysis of the policies in Indian Economy, Recent Monetary and Fiscal Policies.	4
6	Basic Macro Economic concepts for Open Economy	Balance of Payments, Current and Capital account, Official reserve account, Balance in BOP, Analysis of India's BOP Position.	2
7	Business Cycles	Concept and phases of Business cycles, Monetary and Non-Monetary theories of business cycles.	2

Text Book:

- 1) G. Mankiw- MacroEconomics, Macmillan International Higher Education
- 2) Dornbusch& Fischer- Macro Economics, 13thEdition McGraw Hills
- 3) Fred Gothiel – Principals of Macro Economics
- 4) M.C. Vaish – MacroEconomics, S. Chand & Co.
- 5) M.L. Seth- MonetaryEconomics, Laxmi Narain Publication

PO – CO Mapping:

	PROGRAM SPECIFIC OUTCOMES	CO1	CO2	CO3	CO4
PSO1	Leadership readiness/qualities				
	Business skills	✓	✓		
	Innovative thinking				✓
	Research skills				
	Managerial Competencies			✓	
PSO2	Socially conscious	✓	✓	✓	
	Moral and ethical awareness/reasoning				
	Values for life and character building				
PSO3	Disciplinary knowledge	✓	✓	✓	✓
PSO4	Cooperation/Teamwork				
PSO5	Sustain and grow in globally changing competitive environment	✓	✓	✓	✓
PSO6	Communication skills				
	Decision making skills	✓			
	Critical thinking		✓		✓
	Analytical skills/ reasoning				
	Problem solving skills			✓	
PSO7	Lifelong learning attitude				
	Self-directed learning	✓	✓	✓	✓

FT-210A – Research Methodology

Course Type: Core

Course Credits: 4 Theory

Course Objective: This course aims at equipping students with basic skills for understanding Business research related to all functional areas of management. It also aims at developing the ability to interpret the findings of research done for problem solving, business development and new knowledge creation.

Course Outcomes: After completion of this course, the learner will be able to –

CO1: Develop basic concepts and methods for conducting Business research.

CO2: Identify the overall process of designing a research study from its inception to its report.

CO3: Plan; review of the literature, design sample, collect collection; analysis of data; interpretation of data and report.

Course Content:

Unit	Name	Content	Hours
1	Introduction	Meaning and purpose of business research; Objective of research; Types of the research; Process of research; Research proposal; Limitation of research.	4
2	Research Design	Theoretical Framework - Concepts, Variables, Operational definitions, Propositions & Hypothesis, Theory, Models etc. Selection and definition of problem, Survey of literature, Different research designs, Elements of good research design.	6
3	Sampling Design	Concept of sampling; Sampling terminology; Objective and principles of sampling, Types of sampling, Steps (process) of sample designing, Sampling and non-sampling errors	6
4	Data Collection and Data Measurement	Method of collecting data and their advantages and disadvantages; Measurement and Measurement Scales-Selecting a measurement scale, Rating scales (Likert scales, Semantic differential scale etc.) Ranking scales, Questionnaire design, Validity and Reliability of a research instrument.	8
5	Data Analysis I	Elements of descriptive statistics- Measure of central tendency, Measures of dispersion, Normal distribution, Histogram, Frequency tables, Bar charts, Pie Charts, Boxplots, Cross tabulations; Hypothesis testing: Concept, steps, types and errors; Important parametric and non-parametric tests.	8
6	Data Analysis II	Multivariate analysis of data: Multiple Regression, Factor analysis etc.	4
7	Report Writing and Presentation	Significance of report writing, Steps in report writing, Layout of report, Precaution in writing research reports, Writing bibliography.	4

Text Book:

1. Donald r Cooper and Pamela S Scheindler and J K Sharma, Business Research Methods, Tata McGraw Hills
2. Business Research Method by Zikmund, South-Western, Cengage Learning, Boston.
3. K N Krishnaswami, A L Sivakumar and M Mathirajan, Management Research Methodology, Pearson Education.
4. Darren George and Paul Mallery, SPSS for Windows, Pearson Education.
5. Hair etc., Multivariate Data Analysis, Pearson Education.
6. Panneerselvam, R., Research Methodology, Prentice Hall of India Pvt. Ltd.
7. Kothari, C.R., Research Methodology - Methods and Technique, New Age International Publishers

PO – CO Mapping:

	PROGRAM SPECIFIC OUTCOMES	CO1	CO2	CO3
PSO1	Leadership readiness/qualities			
	Business skills	✓	✓	
	Innovative thinking			
	Research skills	✓	✓	✓
	Managerial competencies	✓	✓	✓
PSO2	Socially conscious			
	Moral and ethical awareness/reasoning			
	Values for life and character building			
PSO3	Disciplinary knowledge	✓	✓	✓
PSO4	Cooperation/Teamwork			
PSO5	sustain and grow in globally changing competitive environment	✓	✓	✓
PSO6	Communication skills			
	Decision making			
	Critical thinking	✓	✓	✓
	Analytical skills/ reasoning			
	problem solving skills	✓	✓	✓
PSO7	Life long learning attitude			
	Self-directed learning	✓	✓	✓

FT-205 – Financial Management

Course Objective – The objective of the course is to give the students a basic understanding of managing financial decisions of commercial organizations.

Course Outcomes – After completion of the course, student will;

CO1: Enhance the understanding of the fundamental concept of managing financial aspect of organizations. Gain systematic knowledge of financial management theory that can be applied in real-life decision-making.

CO2: Gain insights into working capital management by business firms in real-life situations and develop basic skills required for the same.

CO3: Acquire knowledge about various long-term sources of financing, understand the role of leverage in financial performance of firms and develop basic skills related to calculation of Cost of Capital.

CO4: Gain insights into theory relating to long-term investment decisions by business firms in real-life situations and develop basic skills required for capital-budgeting decisions.

CO5: Acquire fundamental understanding relating to dividend decisions of corporate firms and their role in valuation of corporate firms.

Course Contents:

Unit	Title	Contents	Hours
1	Financial Management: An Introduction	Concept and Nature of Financial Management, Goals of Financial management, Scope of Finance. Organization of Finance Function, Relationship of Finance Function with other disciplines, Role and Functions of Finance Manager.	4
2	Management of Working Capital	Introduction, Concept and Classification of Working Capital, Working Capital Financing, Nature & Concepts, Management of Receivables, Cash and Inventory. Planning for Working Capital Management, Determinants of Working Capital, Estimation and Calculation of Working Capital, Numerical Problems, and Composition of ST Financing.	6
3	Long Term Sources of Finance and Leverage Analysis	Concept, Debt and Equity, Equity and Preference Shares, Debentures, Term Loans, etc. Lease. Concept of Leverage, Operating Leverage, Financial Leverage, and Combined Leverage. Importance of Leverages, Relationship of Leverages with Capital Structure, EBIT- EPS analysis, Indifference point. Numerical problems	8
4	Cost of Capital, Capital Structure and Valuation	Cost of Capital- Concept, Definition & Importance, Assumptions, Cost of Debt, Cost of Preference shares, Cost of Equity, Weighted Average Cost of Capital. Numerical Problems. Capital Structure-Introduction, Concept & Definitions, Capital Structure Theories- assumptions, Valuation of Firms- NI Approach & NOI Approach, Optimum Capital Structure, MM Approach.	8
5	Capital Budgeting-I	Concept and Utility of Time Value of Money, Future and Present Value of a Single Cash Flow, Multiple Flows and Annuity. Compounding and Discounting Techniques, Numerical Problems. Introduction to Capital Budgeting, Importance, Difficulties and kinds of CB Decisions, Basic Data Requirements- Identifying relevant cash flows, Basic Principles in estimating cost and benefits of investments. Appraisal Criteria's; Non DCF Methods for Evaluating Projects. Numerical Problems.	10
6	Capital Budgeting-II	Discounted Cash Flow methods; Discounted Pay-back period, NPV and IRR Evaluating Mutually Exclusive and Independent Proposals. Evaluating projects with unequal life and capital rationing, Numerical Problems.	6

7	Dividend Decisions	Dividend & valuation- an introduction, factors determining Dividend Policy, Cash Dividend Vs. Stock Dividend, Legal, Procedural & Tax Aspects, Irrelevance of Dividends- MM Hypothesis, Relevance of Dividends- Walter's Model & Gordon's Model, Numerical Problems.	6
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Text Book:

1. Financial Management Text & Problems by M Y Khan & P K Jain, Tata McGraw Hill Publication
2. Financial Management, I M Pandey
3. Fundamental of Financial; James C Van Horne & John M Wachowicz, Jr
4. Financial Management by Prasanna Chandra, Oxford University Press

CO - PO Mapping:

	PROGRAM SPECIFIC OUTCOMES	CO1	CO2	CO3	CO4	CO5
PSO1	Leadership readiness/qualities					
	Business skills		✓			
	Innovative thinking	✓				
	Research skills	✓				
	Managerial competencies		✓		✓	✓
PSO2	Socially conscious					
	Moral and ethical awareness/reasoning					
	Values for life and character building					
PSO3	Disciplinary knowledge	✓	✓	✓	✓	✓
PSO4	Cooperation/Teamwork					
PSO5	sustain and grow in globally changing competitive environment	✓	✓	✓	✓	✓
PSO6	Communication skills					
	Decision making		✓	✓	✓	✓
	Critical thinking			✓	✓	✓
	Analytical skills/ reasoning		✓		✓	✓
	problem solving skills			✓		
PSO7	Lifelong learning attitude					
	Self-directed learning					

FT -215 – Business Accounting-II

Course Type: Major

Course Credits: 3 Theory

Course Objective: This course aims at introducing the learner to various cost concepts, cost accounting techniques, decision making based on costs, budgetary control using costs, standard costing and variance analysis.

Course Outcomes: After completion of this course the learner will be able to-

CO1: Acquaint concepts of Cost accounting and Management Accounting and acquire the ability to develop and use the accounting as an aid to decision making.

CO2: Develop an insight about cost sheet, marginal costing and absorption costing.

CO3: Master the ability to apply concept of BEP and budgeting.

Course Content:

Unit	Name	Contents	Hours
1	Introduction to cost & management accounting	Concept of Cost, Classification of Cost, Elements of Cost, Need for Cost accounting, Advantages and Limitations of Cost Accounting, Installation of Cost Accounting system, Cost Reduction, Cost Control and Cost Management. Introduction to Management Accounting, Need, Importance and Limitations of Management Accounting, Difference between Management, Cost & Financial Accounting.	4
2	Preparation of cost sheet	Classification of Cost and Elements of Cost, Cost Centre and Cost Unit, Preparation of Cost Sheet and Estimated Cost Sheet.	5
3	Introduction to marginal costing & absorption costing	Concept of Marginal Costing & Absorption Costing, Distinction between Marginal Costing & Absorption Costing, Income determination between Marginal Costing & Absorption Costing, Difference in Profit under Marginal Costing & Absorption Costing, Practical Questions.	6
4	CVP & BEP analysis	Assumptions underlying Break-even Analysis, Contribution, Marginal Cost equation, Margin of Safety, Profit Volume Ratio, Methods of Break-even Analysis, Practical Questions.	6
5	Budgetary control	Meaning of Budget and Budgetary Control, Objectives of Budgetary Control, Essentials of Effective Budgeting, Types of Budgets: Functional Budgets, Master Budget, Fixed and Flexible Budget, Preparation of Budgets and Practical Questions.	6
6	An overview of standard costing & variance analysis	Meaning of Standard Cost and Standard Costing, Standard Costing Vs Budgetary Control, Preliminaries in establishing a System of Standard Costing, Variance analysis.	6
7	Cost analysis for decision making make or buy decisions		6

Text Book:

1. Financial A/c. for Management by Ambrish Gupta (Pearson Education)
2. Accounting for Managers by M.E. Tukaram Rao (New Age).
3. Management Accounting by S. P. Gupta (Sahitya Bhawan, New Delhi).
4. Cost Accounting- Principles & Practice by M.N. Arora (Vikas Publishing House, New Delhi)

References:

1. Practical Costing by P.C. Tulsian
2. Practical Costing by Khanna, Pandey, Ahuja & Batra

CO- PO Mapping:

	PROGRAM SPECIFIC OUTCOMES	CO1	CO2	CO3
PSO1	Leadership readiness/qualities			
	Business skills		✓	
	Innovative thinking	✓		
	Research skills	✓		
	Managerial competencies	✓	✓	✓
PSO2	Socially conscious			
	Moral and ethical awareness/reasoning			
	Values for life and character building			
PSO3	Disciplinary knowledge	✓	✓	✓
PSO4	Cooperation/Teamwork			
PSO5	sustain and grow in globally changing competitive environment			
PSO6	Communication skills			
	Decision making	✓	✓	✓
	Critical thinking			✓
	Analytical skills/ reasoning	✓	✓	✓
	problem solving skills			✓
PSO7	Lifelong learning attitude			
	Self-directed learning			

FT-209A – E-Business Database Management System

FT-2017 - E-Business Database Management System LAB

Course Type: Major

Course Credits: 4 Theory

Course Objective: The objective of the course is to provide management students the basic knowledge of Relational Database Management System, concept, and application of Database in organization and processing complex business information.

Course Outcomes: After completion of this course the learner will be able to-

CO1: Organize and design e-Business.

CO2: Demonstrate significant experience with relational database models, relational database management system using SQL.

CO3: Understand advance tools like Oracle along with concepts like Data Mining and Warehousing.

Course Content:

Unit	Name	Contents	Hours
1	Introduction to e-business	Difference between traditional and e-business, electronic commerce, types of e-commerce, e-business framework, application and network infrastructure, transaction type- B2B, B2Cetc.	6
2	E-business models	Business model ingredients, B2C, B2B model with example, case study related to B2C andB2B.	6
3	Introduction of DBMS	Concepts and features of DBMS, Data, Database, DBMS concept, component of DBMS, physical and logical views, advantages and disadvantages, concept of RDBMS, Database administrator, Database user, characteristics of database approach, database systems, database architecture.	8
4	Data Models	Conceptual Model, Heirical Data Model, Network Data Model, Relational Data Model, Object Oriented Model, schemes and instances, DBMS architecture/3-tier architecture/ANSI-SPARC architecture, data independence and interfaces, database languages, procedure for database access, database structure.	8
5	ER Model and Normalization	E.R. Model, 1NF, 2NF, 3NF, 4NF, basic terminology related to ER-model, Notation used in ER-Diagrams, Strong and weak entity sets, generalization, specialization and aggregation, translating your ER-Model into relational model.	4
6	SQL	Parts Of SQL, Data Types Used In SQL, Arithmetic & Logical Operators, SQL Conditional Clause DDL, DML, DCL Commands, terminology related to relational model, types of keys, Relational integrity rules, Codd's rules, views and their purpose.	4
7	Database Creation	Creating Tables, Insert Record Entries & Key Constraints, Creating Views And Indexing, Update, Delete Edit Command Functions, AVG, Min, Max, Count, Sum Operations, Query, Sub-Query & Nested Query, rollback, commit and save point, Indexes in SQL, group by and having clauses, subqueries.	4

Text Book:

1. Theory Lecture: A. Silberschatz, H.F. Korth, "Database System Concepts", MGH Publication.
2. Practical Lecture: Introduction To SQL By IvanBayross
3. E-Commerce by Kenneth C Loudon, Pearson Publication.
4. E-business and E-commerce management by Dave Chaffey, Pearson Publication.

Reference Book:

1. Fundamentals of Database Systems by Ramez Elmasri and S.B. Navathe
2. Principles of DBMS by Jeffery D. Ullman.
3. An Introduction to Database Systems by C.J.Date
4. Daniel Amor, The E-Business (R) Evolution, New Delhi, Prentice Hall, PTR,2000
5. Electronic Commerce By Bharat Bhaskar McGraw Hills

PO – CO Mapping:

	PROGRAM SPECIFIC OUTCOMES	CO1	CO2	CO3
PSO1	Leadership readiness/qualities			
	Business skills	✓	✓	✓
	Innovative thinking			
	Research skills			
	Managerial competencies	✓	✓	✓
PSO2	Socially conscious			
	Moral and ethical awareness/reasoning			
	Values for life and character building			
PSO3	Disciplinary knowledge	✓	✓	✓
PSO4	Cooperation/Teamwork			
PSO5	sustain and grow in globally changing competitive environment			
PSO6	Communication skills			
	Decision making	✓	✓	✓
	Critical thinking	✓	✓	✓
	Analytical skills/ reasoning	✓	✓	✓
	problem solving skills	✓	✓	✓
PSO7	Life long learning attitude			
	Self-directed learning			

FT-216 – Lab-Research Tools

Course Type: Skill Enhancement Course

Course Credits: 2 Lab

Course Objective: This course aims at equipping students with basic skills and understanding of data analysis and application of Statistical tool for undertaking research projects related to all functional areas of management. It also aims at developing the ability to interpret the findings of research done for problem solving, business development and new knowledge creation.

Course Outcome: Student will.....

CO1: The Students will learn basic data analysis with statistical software.

CO2: Students will learn how to enter data, define variables, and perform variable manipulation and

CO3: Transformation in SPSS

CO4: Student will learn how to apply and interpret business data in SPSS.

Evaluation - The faculty will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks of Lab viva/ practical.

Course Contents:

Unit	Name	Content	Hours
1	Introduction to SPSS	Orientation of SPSS Windows - Scales of measurement, New File Creation, Toolbar, Menu Bar. Creating and Editing Data - Creating SPSS Data File, Variable Label, Variable Type, Value Labels, Missing Values.	4
2	Descriptive Statistics & Data Visualization	Displaying Data with Graphs and Charts; Frequency Analysis and Descriptive Statistics; Explorative Data Analysis with Plots and Cross Tabulation.	6
3	Reliability Analysis	Internal Consistency Reliability 1) Cronbach's Alfa 2) Split Half Reliability	4
4	Univariate Statistical Inferences	Independent Sample t test Paired Sample t test One Sample t test	6
5	Non-Parametric Tests	Chi-Square: Test of Association- Assumption and application The Mann-Whitney U Test and Kruskal-Wallis H test	6
6	Relationship Measurement & Predictive Analysis	Correlation and Regression Analysis	6
7	Factor Analysis	Assumption of Factor Analysis, Designing and Interpreting Results	6

Text Book:

1. SPSS for Researcher by S.L Gupta and Hitesh Gupta, International Book House Pvt Ltd.
2. Data Analysis Using SPSS by Lokesh Jasrai, Sage Publications India Pvt Ltd.
3. IBM SPSS Tutorial -
4. https://www.ibm.com/support/knowledgecenter/en/SSLVMB_23.0.0/statistics_spsstut_project_dditagtopic1.htm

PO - CO Mapping:

	PROGRAM SPECIFIC OUTCOMES	CO1	CO2	CO3
PSO1	Leadership readiness/qualities			
	Business skills			
	Innovative thinking			
	Research skills	✓	✓	✓
	Managerial competencies	✓	✓	✓
PSO2	Socially conscious			
	Moral and ethical awareness/reasoning			
	Values for life and character building			
PSO3	Disciplinary knowledge	✓	✓	✓
PSO4	Cooperation/Teamwork			
PSO5	sustain and grow in globally changing competitive environment			
PSO6	Communication skills			
	Decision making	✓	✓	✓
	Critical thinking			
	Analytical skills/ reasoning	✓	✓	✓
	problem solving skills	✓	✓	✓
PSO7	Life long learning attitude			
	Self-directed learning			

SEMESTER III

FT-301E: STRATEGIC MANAGEMENT

Course Type Elective

Course Credits 4 Theory

Course Objective The course aims is to enable students to integrate knowledge of various functional areas and the aspects of management, required for perceiving opportunities and threats for an organization.

Course Outcome **Student will.....**

CO1: Comprehend integrative model of strategic management process that defines basic activities in strategic management.

CO2: Acquire the knowledge and abilities in formulating strategies and strategic plans. CO3: Be able to analyze the competitive situation and strategic dilemma in dealing with dynamic global business environment in terms of rapidly changing market trends and technological advancement.

CO4: Evaluate challenges faced by managers in implementing and evaluating strategies based on the nature of business, industry, and cultural differences.

COURSE CONTENTS

Unit	Name	Contents	Hrs
1	Meaning, Need and Process of Strategic Management	Meaning, Need and Process of Strategic Management; Business Policy, Corporate Planning and Strategic Management; Single and Multiple SBU organizations; Strategic Decision– Making Processes – Rational–Analytical, Intuitive–Emotional, Political–Behavioral; Universality of Strategic Management; Strategists at Corporate Level and at SBU Level; Interpersonal, Informational and Decision Roles of a Manager.	6
2	Mission, Business Definition and Objectives	Mission, Business Definition and Objectives; Need, Formulation and changes in these three; Hierarchy of objectives, Specificity of Mission and Objectives.	6
3	SWOT Analysis	General, Industry and International Environmental Factors; Analysis of Environment, Diagnosis of Environment – factors influencing it; Environmental Threat and Opportunity Profile (ETOP); Internal Strengths and Weaknesses; Factors affecting these; Techniques of Internal Analysis; Diagnosis of Strengths and Weaknesses; Strategic Advantage Profile (SAP).	6
4	Strategy Alternatives	Grand Strategies and their sub strategies; Stability, Expansion, Retrenchment and Combination; Internal and External Alternatives; Related and Unrelated Alternatives, Horizontal and Vertical Alternatives; Active and Passive Alternatives; International Strategy Variations.	6
5	Strategy Choice Making	Narrowing the choices; Managerial Choice Factors, Choice Processes– Strategic Gap Analysis, ETOP-SAP Matching, BCG Product –Portfolio Matrix, G.E. Nine Cell Planning Grid; Contingency Strategies; Prescriptions for choice of Business Strategy; Choosing International Strategies.	6
6	Strategy Implementation	Implementation Process; Resource Allocation; Organizational Implementation; Plan and Policy Implementation; Leadership Implementation; Implementing Strategy in International Setting.	6
7	Strategy Evaluations and Control	Control and Evaluation Process; Motivation to Evaluate; Criteria for Evaluation; Measuring and Feedback; Evaluation and Corrective Action.	4

Suggested Books:-

1. Lawrence R. Jauch and William F. Glueck, "Business Policy and Strategic Management", McGraw Hill Book Co., New York.
2. "Strategic Management", Dreamtech Press, New Delhi
3. Strategic Management by VSP Rao and Harikrishna
4. Strategic Management by Upendra Kochru. Daniel J. McCarthy, Robert J. Minichiello, and Joseph R. Curran, "Business Policy and Strategy" Richard D. Irwin, AITBS, New Delhi, 1988

PO/CO Mapping

	PROGRAM SPECIFIC OUTCOMES	CO1	CO2	CO3	CO4
PSO1	Leadership readiness/qualities	✓	✓	✓	✓
	Business skills	✓	✓	✓	✓
	Innovative thinking	✓	✓	✓	✓
	Research skills				
	Managerial competencies	✓	✓	✓	✓
PSO2	Socially conscious				
	Moral and ethical awareness/reasoning				
	Values for life and character building				
PSO3	Disciplinary knowledge	✓	✓	✓	✓
PSO4	Cooperation/Teamwork	✓	✓	✓	✓
PSO5	sustain and grow in globally changing competitive environment	✓	✓	✓	✓
PSO6	Communication skills				
	Decision making	✓	✓	✓	✓
	Critical thinking	✓	✓	✓	✓
	Analytical skills/ reasoning	✓	✓	✓	✓
	problem solving skills	✓	✓	✓	✓
PSO7	Life long learning attitude				
	Self-directed learning	✓	✓	✓	✓

FT-304MA – Integrated Marketing Communication

Course Type -Discipline Centric Elective

Course Credits – Theory –4

Course Objective –IMC course aims at building understanding of role of promotional campaign elements and their contribution to marketing. This course enables students to build a sound theoretical and practical understanding of the formulation of promotional strategy and the management of the marketing communication process in organization.

Course Outcomes

Student will be able to....

CO1: Understand the concept of Integrated Marketing Communication and its role in Marketing

CO2: Integrate various components of IMC campaign advertising, Public Relations, sales promotion, direct marketing, Personal selling and unconventional tools

CO3: Apply the learning of campaign strategy to international marketing Communications campaigns

Course Content –

Unit No	Name	Contents	Hours
1	Introduction to Integrated Marketing Communication	The Promotional –Mix, Role of Marketing Communications in Marketing, Evolution and Importance of Integrated Marketing Communication, An overview of IMC components, Understanding the Communication process - Consumer Response Hierarchy,FCB Planning Model, Budgeting and IMC campaign coordination	8
2	Advertising as an IMC Tool	Advertising concept, Advertising campaign, advertising objectives, Media Types and Message Strategy and coordination of Advertising with other IMC tools	8
3	Public Relations and Publicity	The concept, Types of Public Relations and Tools of Public Relations	4
4	Sales Promotion as an Integration tool	Importance and growth of Sales promotions, Objectives and Sales Promotions Types, Risks of SalesPromotions	4
5	Direct Marketing and Personal Selling	Direct Marketing- importance and applications, tools of direct marketing; Personal Selling- Role of Personal Selling, Personal Selling Process, Personal Selling as an individual communication tool as compared to other communication mediums	6
6	Events sponsorships	Meaning, Reasons of growth of sponsorships, Types of sponsorships: Unconventional Promotional Media: Word-of-Mouth Advertising, In-film promotion, Social Media Marketing.	8
7	International Marketing Communication	Role of international marketing communication in international marketing, Cultural and other differences, Global Vs. localized marketingcommunications	2

Text Books:

- Advertising and Promotions: An IMC Perspective- Kruti Shah and Alan D'Souza, Tata McGrawHil, Latest Edition
- Advertising, Sales and Promotion Management – S A Chunawalla, Himalaya Publishing House, Latest Edition

Reference Books:

- Advertising and Promotion: An IMC perspective- Belch, Belch, Tata McGrawHill, Latest Edition
- Advertising: Principles and Practice - Wells, W. D., Moriarty, S., & Burnett, J, Pearson Education India, Latest Edition
- Integrated advertising, promotion and marketing communication - Clow, K. E., & Baack, D, Pearson Education India, Latest Edition.

PO/CO Mapping

	PROGRAM SPECIFIC OUTCOMES	CO1	CO2	CO3
PSO1	Leadership readiness/qualities			
	Business skills		√	√
	Innovative thinking	√	√	√
	Research skills			√
	Managerial competencies	√		√
PSO2	Socially conscious			√
	Moral and ethical awareness/reasoning		√	
	Values for life and character building			
PSO3	Disciplinary knowledge	√	√	
PSO4	Cooperation/Teamwork		√	
PSO5	sustain and grow in globally changing competitive environment			√
PSO6	Communication skills	√	√	√
	Decision making	√	√	√
	Critical thinking	√	√	√
	Analytical skills/ reasoning			
	problem solving skills	√	√	√
PSO7	Lifelong learning attitude		√	
	Self-directed learning			

FT 305 MA – Consumer Behaviour

Course Type :- Discipline centric Elective

Course Credits– Theory - 04

Course Objective – The course is aimed at providing conceptual and theoretical knowledge about consumer behaviour, examining the impact of environmental influences and understanding consumer centric marketing planning and action.

Course Outcomes –

- CO1: To develop deeper understanding about Consumer Behaviour and its relevance
- CO2: To examine the influence of external and internal environmental factors on Consumer Behaviour and apply the insights for marketing planning and action
- CO3: To analyze organizational consumer behaviour and its implications
- CO4: To acquire the skills to analyze consumer decision making process and formulate strategies

Course Content –

Unit No	Name	Contents	Hours
1	Introduction to consumer behaviour	Concept, Scope, Relevance and application. Role of consumer behaviour in marketing mix decisions.	04
2	Environmental influences on consumer behaviour-I	Cultural, Social and situational influences, characteristics of culture, cross-cultural understanding, nature of social class, social class and consumer behaviour; opinion leadership and word of mouth communication	08
3	Environmental influences on consumer behaviour- II	Nature and significance of personal influence, marketing implications of personal influence, significance of family in consumer behaviour and family life cycle	06
4	Consumer as an Individual	Involvement and Motivation, Dimensions of involvement and its marketing implications, Nature and role of motive, classifying motives, Learning, Characteristics and classification of learning, Knowledge, Attitudes, characteristics, functions and sources of attitudes, Attitude theory and model, Perception, values, Psychographics, personality and life style, lifestyle marketing, , Consumer Gifting Behaviour.	10
5	Consumer Decision Process	Pre-purchase Process, Information Processing, Purchase Processes, Consumer Decision Rules, Post – Purchase Processes: Framework, Dissonance, Satisfaction / Dissatisfaction.	04
6	Consumer Behaviour Models	Nicosia Model, Howard Sheth Model, Engel-Blackwell and Miniard Model, Family Decision Making Model, Applications of Models	04
7	Organizational Consumer Behaviour	Difference between consumer and organizational buying behaviour, factors influencing organizational buying behaviour.	04

Books and Reading Text:

1. Consumer Behaviour, Schiffman Leon G, Kanuk Leslie Lazar, Ramesh Kumar, S., Pearson Education.
2. Consumer Behaviour, Blackwell Roger D., Miniard Paul W, Engel James F., Thompson Southwestern.

Suggested Readings:

1. Consumer Behaviour: Building Marketing Strategy, Hawkins Del I, Best Roger J, Coney Kenneth A., Mookerjee Amit, Tata McGraw Hill
2. Consumer Behaviour, Michael R. Solomon and Tapan Kumar Panda, Pearson Education

PO/CO Mapping

	PROGRAM SPECIFIC OUTCOMES	CO1	CO2	CO3	CO4
PSO1	Leadership readiness/qualities				√
	Business skills				√
	Innovative thinking			√	√
	Research skills		√		
	Managerial competencies	√		√	√
PSO2	Socially conscious	√			
	Moral and ethical awareness/reasoning			√	
	Values for life and character building				
PSO3	Disciplinary knowledge	√			
PSO4	Cooperation/Teamwork				
PSO5	sustain and grow in globally changing competitive environment		√		√
PSO6	Communication skills				
	Decision making				√
	Critical thinking		√		√
	Analytical skills/ reasoning		√	√	
	problem solving skills			√	√
PSO7	Life long learning attitude				
	Self-directed learning		√		

FT -307MA Sales and Distribution Management

Course Type: Discipline Specific Elective Course

Credits: 4 Theory

Course Objectives : The objectives of this course are to expose the students to various aspect of sales and distribution management as an integral part of marketing management and provide abilities in sales and distribution system.

Course Outcomes

CO1: Achieving organizational goals and Outcomes by focusing on the aim and planning a strategy regarding achievement of the goal within a timeframe.

CO2: Gain familiarity of sales team monitoring the customer preference, government policy, competitor situation, etc., to make the required changes accordingly and manage sales and distribution network.

CO3: Monitoring the customer preference, the salesperson develops a positive relationship with the customer, which helps to retain the customer for a long period of time

Course Content:

Unit No	Name	Contents	Hours
1	Introduction to sales management	Concept of sales, Role of sales management in Marketing, Steps in designing and managing a sales force, Managing the sales force, sales strategies, Methods of selling.	5
2	Theories of sales management	AIDAS theory, right set of circumstances theory, buying formula theory, behavioral equation theory	6
3	Personal selling function	Concept, objective, role of Personal selling in marketing mix, Process of Personal Selling, types of sales job.	6
4	Sales organizing, Sales Forecasting, Quota and Territory Management	Overview, purpose and concept of sales organization, developing a sales organization, Concept and techniques of sales forecasting, importance of sales quota, territory management, sales budget concept and techniques.	6
5	Operational sales Management	Recruitment Sources, Selection procedure, Sales force training, Compensation and Motivation of sales force, purpose of motivation, various modes of compensating the sales force, Model of the motivation process, factors affecting salespersons motivation.	6
6	Monitoring and Performance Appraisal	Principles of sales evaluation, evaluating Performance standards, field sales reports	6
7	Distribution	Introduction, objectives of channels of distribution, Flows in channels of Distribution, Patterns of Distribution, Management of channels, Managing cooperation, conflict and competition, Channel structure and design – Channel management – Channel decisions, Factors in selection of Distribution channels, Motivation of intermediaries, horizontal and vertical marketing system, Distribution Analysis, Control and Management: concept of physical distribution, order processing, warehousing, EDI and SCM, Scope of control, Tools for control, Kinds of control devices.	5
		Total Hrs	40

Text Book:

Sales Management- Decisions, strategy and Cases- Cundiff and Govni

Suggested Readings:

1. Sales and Distribution Management; Text and cases – Krishna K Havaldar& Vasant MCavale
2. Basics of Distribution Management; Kapoor &Kansal

PO-CO Mapping:

	PROGRAM SPECIFIC OUTCOMES	CO1	CO2	CO3
PSO1	Leadership readiness/qualities			
	Business skills	√		
	Innovative thinking		√	
	Research skills		√	
	Managerial Competencies			
PSO2	Socially conscious	√		
	Moral and ethical awareness/reasoning	√		
	Values for life and character building	√		
PSO3	Disciplinary knowledge	√		
PSO4	Cooperation/Teamwork	√		
PSO5	Sustain and grow in globally changing competitive environment.			√
PSO6	Communication skills			√
	Decision making		√	
	Critical thinking			
	Analytical skills/ reasoning			
	Problem solving skills			
PSO7	Life long learning attitude			
	Self-directed learning			√

FT-314FA SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

Course Type – Discipline Centric Compulsory Credits

– 4 Theory

Course Objectives: - This course intends to provide valuable insights into the underlying financial nuances involved in investment management holistically, i.e., to include mathematical underpinnings as well as emphasizing the trade-based orientation. The contents of this course will help learner to seek employment opportunities entire financial services industry including banks, stock & commodity exchanges, stock & commodity brokers, portfolio managers, investment bankers, market regulators etc.

Course Outcome :-

After Completion of this course, the learner will be able to -

CO1: calculate the value of different financial assests using various methods andgenerate suitable portfolio.

CO2: Integrate economic and financial information and interpret stock market usingfundamental and technical analysis.

CO3: Make a judgement of calculated risk and differentiate it from speculation forgetting returns using ethical means.

Course Contents:

Unit No	Name	Content	Hours
1	Introduction to Investment	Concept of Investment, Investment Objectives and Constraints, Investment Classification. Financial Markets & Instruments, their role & classification. Regulation of Securities Markets, Primary & Secondary Markets, Trading, Clearing and Settlement procedures, Market Indices.	6
2	Risk and Return in Trading	Concept & Measures of Risk and Return, Types of Risk Systematic and Unsystematic Risk, CAPM Model Portfolio Risk & Return, Reduction of Risk through Diversification.	4
3	Valuation of Fixed Income Securities	Measures of Bond Returns, YTM & Holding Period Yields, Bond Valuation, Spot & Forward Interest Rates, Term Structure & Yield Curves, Interest Rate Sensitivities, Duration & Elasticities. Key Rates & Bucket Rates.	6
4	Valuation of Flexible Income Securities	Valuation Of Preference Shares, Valuation of Warrants, Rights Issued Valuation Of Equity: Constant Growth Model, Multi-Stage Growth Model, P/E Ratio and Earnings Multiplier Models.	6
5	Security Analysis	Fundamental Analysis for Determination of Inputs to Equity Valuation, Cash Flow & Profitability Forecasting, EIC Framework, Economic Forecasting Methods, Industry Analysis, Industry Life Cycle, Structural Analysis. Company Analysis, Publicly accessible Corporate Information Tools of Financial Statement Analysis. Technical Analysis - Trend analysis, Price and Volume indicators, Dow theory, Elliott Wave Theory, Types of Charts, Price Patterns, Trend Lines, Trend Channels, Support and Resistance Levels, Relative Strength Analysis, Moving Averages, Breadth of the Market, Volume, Momentum. Efficient Market Hypothesis	6
6	Portfolio Creation	Portfolio And Security Returns, Diversification, Markowitz Model- Portfolio optimization in the mean variance framework: two security case, various combinations of risky & risk-free assets, implications of the results, concept of efficient frontier. Concept of Utility & Indifference Curves, Optimal Portfolio Selection. Sharp Index Model, Capital Asset Pricing Model, Systematic and Unsystematic Risk, Beta of a Portfolio, CML & SML, Arbitrage Pricing Theory	8
7	Portfolio Performance Evaluation	Active & Passive Portfolio Management, Portfolio Revision of Equity Portfolios, Measuring and Evaluating Portfolio Performance, Measures of Return on Active Portfolios, Buying the Index Approach. Fixed Income Portfolio Management.	4

BOOKS:

1. Security Analysis and Portfolio Management, Pearson Ltd, Jordan and Fischer
2. Corporate Finance Principles By Brealey & Mayers, MC Graw Hill
3. Financial Management : Prasanna Chandra

CO-PO Mapping

	PROGRAM SPECIFIC OUTCOMES	CO1	CO2	CO3
PSO1	Leadership readiness/qualities			
	Business skills		✓	
	Innovative thinking			
	Research skills		✓	✓
	Managerial competencies			
PSO2	Socially conscious			
	Moral and ethical awareness/reasoning			✓
	Values for life and character building			
PSO3	Disciplinary knowledge	✓	✓	✓
PSO4	Cooperation/Teamwork			
PSO5	sustain and grow in globally changing competitive environment			
PSO6	Communication skills			
	Decision making			
	Critical thinking	✓	✓	✓
	Analytical skills/ reasoning		✓	
	problem solving skills	✓	✓	
PSO7	Life long learning attitude			
	Self-directed learning			✓

FT-305FA - Financial Institutions and Markets

Course Type - Discipline Centric Elective

Course Credits – 4

Course Objective –The course will be giving an overview of Financial markets , institutions and regulatory environment of the country . This course will help the students to acquire disciplinary knowledge that will enhance their opportunity of employment in upcoming financial sector.

Course Outcomes – After completion of the course the students will be able to :

- CO1- Describe the various components of financial system in India.
- CO2- List the functions of primary market , secondary market and debt market in India .
- CO3- Describe the regulatory environment of financial market.

Course Content –

Unit No	Name	Contents	Hours
1	The Indian Financial System	Introduction to Financial system and its components: Financial Institutions , Financial markets ,Financial Services ,Financial instruments Interaction among financial components, Nature ,role and functions of Financial System ,Financial System designs Financial system and economic development.	4
2	Capital market & introduction to Primary market	Capital Market : Introduction and functions, Classification of Capital market Primary Market Role and importance Issues of Prospectus dematerialization Methods for determining offer price –Fixed Pricing mechanism Book Building Mechanism <ul style="list-style-type: none"> • Benefits of book building • Application supported by blocked Amount(ASBA) • Green Shoe Option 	7
3	Primary Market	Issue mechanism : <ul style="list-style-type: none"> • Public Issue (IPO & FPO) • Rights Issue Indian Depository Receipt (IDR) Private Placement (Preferential Issue Qualified Institutional Placements , privateplacement) Delisting of shares <ul style="list-style-type: none"> • compulsory delisting • voluntary delisting Resource mobilization from international markets (ADR ,GDR , , ECB)	7
4	Secondary Market and Money Market	Secondary Market <ul style="list-style-type: none"> • Stock Exchanges and their functions • Depository (The depository system , NSDL , CDSL) and Custodians • Trading and settlement mechanism on a Stock Exchange • Risk management – Trading rules and regulations (rolling settlement ,margin trading) , circuit breakers , Dematerialization of securities Money market:	7

		<ul style="list-style-type: none"> • Introduction to Money Market, need , importance and market players • Instruments (Call money market ,Treasury bills ,certificate of deposit ,commercial Paper market) 	
5	The Debt Market and new financial instruments	<p>The debt market</p> <ul style="list-style-type: none"> • Characteristics of the debt market • Participants of the debt market <p>New financial Instruments</p> <ul style="list-style-type: none"> • Reasons of innovations financial instruments • Revolving Underwriting credit facility (RUFF) • Secured Premium Notes (SPNs) with detachable warrants • Secured Zero Interest Partly Convertible Debentures with Detachable and separately Tradable warrants • Floating rate bond • Zero Interest Bond • Deep Discount Bonds (DDBs) • Differential Shares 	7
6	SEBI and RBI	<p>SEBI</p> <ul style="list-style-type: none"> • Security Exchange Board of India (SEBI) • Introduction • Powers and functions of SEBI <p>SEBI guidelines : Primary Market and Secondary market and mutual Funds</p> <p>RBI</p> <ul style="list-style-type: none"> • Establishment and objectives of RBI • Organization and Management • Role and functions of RBI 	4
7	Development financial institutions	<ul style="list-style-type: none"> • Introduction to State Financial Corporation and Development Financial Institutions (Development banks)– Concept ,objective • National Bank for Agriculture & Rural Development (NABARD) • Small Industries Development Bank of India (SIDBI) • EXIM Bank of India 	4

Books and Reading

The Indian Financial System , Bharti V. Pathak, Pearson Publishing , Fifth edition .

Financial Institutions and Markets: Structure , Growth and Innovations , L.M. Bhole& Jitendra Mahakud , McgrawHill Education Publication , Fifth edition.

CO-PO Mapping

	PROGRAM SPECIFIC OUTCOMES	CO1	CO2	CO3
PSO1	Leadership readiness/qualities			
	Business skills	✓	✓	✓
	Innovative thinking			
	Research skills	✓	✓	✓
	Managerial competencies			
PSO2	Socially conscious			
	Moral and ethical awareness/reasoning			
	Values for life and character building			
PSO3	Disciplinary knowledge	✓	✓	✓
PSO4	Cooperation/Teamwork			
PSO5	sustain and grow in globally changing competitive environment			
PSO6	Communication skills			
	Decision making			
	Critical thinking	✓	✓	✓
	Analytical skills/ reasoning			
	problem solving skills			
PSO7	Lifelong learning attitude			
	Self-directed learning			

FT-306FA: BANKING & FINANCIAL SERVICES

Course Type Discipline Specific Elective
Course Credits 4 Theory
Course Objective The course aims at introducing and developing understanding of Banking and Financial Services in India.

Course Outcome **Student will.....**

CO1: Understand the Indian Banking & other Financial Services Sector.

CO2: Understand Banking Retail, Corporate Products and Payment and Settlement Systems in India.
CO3: Understand Various Sub-Segments and Businesses within Financial Services Like Insurance, Mutual Funds, Housing Finance, Investment Banking, Credit Rating Services, Factoring, Financial Derivatives, Leasing and Hire Purchase, etc.

Course Content

Unit	Name	Contents	Hrs
1	Banking I	Introduction & Structure of Banking System in India, Functions & Retail & Corporate Products of Commercial Banking, Credit Creation, Forms of Bank Customer Relationship, Types of Customers and their Accounts, Bank Duties and Rights.	7
2	Banking II	Payment & Settlement System- Meaning and concept of Payment and Settlement; Snapshot of Payment and Settlement Act, 2007; Introduction of NPCI and its Innovative Retail Payment Products ; Components of Payment and Settlement system in India-Paper Clearing, Cheque Truncation System, Bulk Electronic Transaction Processing Systems like ECS, NACH, Card Payments, RTGS, NEFT, IMPS, UPI, Prepaid Payment Instrument (PPI) Cards and Wallets, Business correspondent & Aadhar enabled payment system, Core Banking and IFSC.	7
3	Housing Finance Services	Introduction & Role of Housing and Housing Finance in the Economy, Housing Finance Institutions, Types of Housing Loans, Risk Management By HFCs, Residential Mortgage backed Securitization, Reverse-Mortgage Loan (RML)	4
4	Insurance	Concept of Risk and its Classification; Insurance as Risk Management Technique; Classification of Insurance; The Basic Principle of Insurance- Utmost Good Faith, Insurable Interest, Indemnity, Subrogation, Proximate Cause; Insurance Contract; Life & General Insurance Products; Concept of Underwriting.	6
5	Mutual Funds	Concepts & Benefits of Mutual Funds, Mutual Fund Investors and Organizations, Types of Mutual Fund Schemes, Classification of Mutual Funds, Risk and Return in Mutual Funds, NAV and Pricing of Mutual Fund Units.	4
6	Allied Financial Services	Investment Banking Services-Introduction, Functions & Types of Investment Banks; Credit Rating Services- Concept & Importance of Credit Rating, Rating Methodology & Process; Factoring and Forfeiting - Concept and Process; Leasing and Hire Purchase - Concept and Types; Venture Capital.	8
7	Financial Derivatives	Derivatives Defined under the Securities Contracts (Regulation) Act, 1956; Benefits of Derivatives and Types of Financial Derivatives	2

Text and Reference Books:

2. M Y Khan 'Financial Services' Tata McGraw-Hill
3. Bharati V. Pathak, The Indian Financial System, Markets, Institutions and Services, Pearson Education
4. V. A. Avdhani 'Financial Services in India' Himalaya Publications
5. K C Shekhar and Lekshmy Shekher, Banking Theory and Practice, Vikas Publishing House Pvt. Ltd.
6. Justin Paul and Padmalatha Suresh, Management of Banking and Financial Services, Pearson Education
7. Principles of Risk Management and Insurance by Geoge E Rejda, Pearson Education

CO-PSO Mapping

	PROGRAM SPECIFIC OUTCOMES	CO1	CO2	CO3
PSO1	Leadership readiness/qualities	✓	✓	✓
	Business skills	✓	✓	✓
	Innovative thinking			
	Research skills			
	Managerial competencies	✓	✓	✓
PSO2	Socially conscious			
	Moral and ethical awareness/reasoning			
	Values for life and character building			
PSO3	Disciplinary knowledge	✓	✓	✓
PSO4	Cooperation/Teamwork			
PSO5	sustain and grow in globally changing competitive environment	✓	✓	✓
PSO6	Communication skills			
	Decision making	✓	✓	✓
	Critical thinking			
	Analytical skills/ reasoning	✓	✓	✓
	problem solving skills			
PSO7	Life long learning attitude			
	Self-directed learning	✓	✓	✓

FT-313FB - CORPORATE FINANCIAL ANALYSIS

Course Type :- Discipline Centric Elective

Course Credits – 4-Theory

Course Objective – The broad objective of this course is to expose the students to various tools and techniques related to Corporate Financial Analysis. Emphasis is on the concepts and their managerial implications. The course will enable the students to develop analytical skills and apply it effectively in dealing with real time business situations.

Course Outcomes – After completion of the course, student will develop;

CO1: Conceptual background for corporate financial analysis from the point of corporate value creation.

CO2: Theoretical framework for understanding and analyzing major financial problems of modern firm in the market environment.

CO3: An understanding about the utility and applicability of Financial analysis tools and techniques through real life cases / business situations.

CO4: Ability to interpret the statements for managerial decision-making and recommend strategic financial decisions

Course Content -

Unit No	Name	Contents	Hours
1	Fundamentals of Corporate Financial Reporting and Analysis:	Introduction to Business Analysis, Types and Components of Business Analysis, Financial Analysis; its Need and Necessity, Financial Statements; the basis of business analysis, Inter-linkage Between Financial Statements, An Introduction to Tools/Techniques of Financial Analysis, Financial Reporting Mechanics.	5
2	Income Statement Analysis:	Concept of Income and its Measurement, Components and format Income Statement; Their accounting and Analysis, Revenue Recognition; Expense Recognition; Non-recurring and Non-operating items; EPS and Analysis of Income Statement. Case Studies.	7
3	Balance Sheet Analysis:	Components and Format of the Balance Sheet. Current Assets and Current Liabilities, Non-Current Assets, Non-current Liabilities, Equity. Analyzing components of Balance Sheet, Analyzing Contingencies and Commitments, Off-balance sheet Financing and its Analysis, An Introduction to Inter-corporate Investments and its Analysis, Case Studies.	7
4	Cash Flow Analysis:	Relevance of Cash, Concept of Cash Flow and Components of Cash Flow Statement, Analysis of Cash Flow from various activities and its Interpretation, Inter-linkages between overall inflow and outflow of cash, Inferences from Cash Flow Analysis, Specialized Cash Flow Ratios, Limitations of Cash Flow Reporting, Case Studies.	7
5	Cost Analysis for Financial Decision Making:	Concept of Cost and its Classification from the perspective of Financial Decision Making, Marginal, Absorption and Differential Costing, Concept of Relevant Cost, Income Statements under Marginal, Absorption and Differential Costing, Alternative Choices Decisions using Cost Analysis.	6
6	Financial Statement Analysis : Applications	Evaluating past financial performance, Projecting Future financial performance, Assessing Credit risk, Screening for Potential Equity Investments	4
7	Misc. Issues in Corporate Financial Analysis:	Credit Analysis, Equity Analysis and Valuation, Recent Trends in Corporate Financial Analysis.	4

Books and Reading

- Financial Statement Analysis by Debashish Sur, Excel Books
- International Financial Statement Analysis by Robinson, Henry, Pirie and Broihahn, Wiley.
- Financial Statement Analysis by Gibson, Cengage Learning
- The Analysis and Use of Financial Statements by White, Sondhi and Fried, Wiley India Ltd

PO/CO Mapping

	PROGRAM SPECIFIC OUTCOMES	CO1	CO2	CO3	CO4
PSO1	Leadership readiness/qualities				
	Business skills	✓	✓	✓	✓
	Innovative thinking			✓	
	Research skills			✓	
	Managerial competencies	✓	✓	✓	✓
PSO2	Socially conscious				
	Moral and ethical awareness/reasoning				
	Values for life and character building				
PSO3	Disciplinary knowledge	✓	✓	✓	✓
PSO4	Cooperation/Teamwork				
PSO5	sustain and grow in globally changing competitive environment	✓	✓	✓	✓
PSO6	Communication skills				
	Decision making			✓	✓
	Critical thinking				
	Analytical skills/ reasoning			✓	✓
	problem solving skills			✓	✓
PSO7	Life long learning attitude				
	Self-directed learning				

FT-316FB Financial Derivatives and Risk Management

Course Type - Discipline Centric Elective

Course Credits – 4 Theory

Course Objective – The course is aimed at providing conceptual and theoretical knowledge of various financial derivatives and its application in risk management.

Course Outcomes:

CO1: To develop an understanding of what is risk.

CO2: To acquire knowledge of the risk management technique .

CO3: To acquire knowledge of financial derivatives working & terminology.CO4: To develop the knowledge of payoffs of various financial derivatives.

Course Content –

Unit No	Name	Contents	Hour
Unit 1:	Introduction to Financial Engineering and Risk Management:	Financial Engineering: Concept and Scope, Factors contributing towards the Growth of Financial Engineering. Risk: Understanding Risk, Classification of Risk. Risk handling and risk management techniques.	4
Unit 2:	Understanding Derivatives	Introduction and Classification of derivatives based on underlying and on the basis of pricing mechanism. Weather and energy derivatives. Importance of derivative trading. Types of traders: Hedgers Speculators and Arbitragers. Development of exchange traded derivatives – Global derivatives markets, Exchange Derivatives trading in India – L.C.Gupta Committee, J.R.Varma committee-Requirements for a successful derivatives markets	7
Unit 3:	Forwards and Futures	Basic Terminologies in Derivatives. Forward Contracts: Understanding Forward contracts, Payoff of forward positions, advantages and limitations of forward contracts. Future contracts: Concept of Future Contract and importance of exchange, Comparison between Forward and Future contracts, Mechanism of future contract, Mark to Market system, Settlement and liquidity in future contracts. Convergence of future and spot price. Application of future contract on commodities and financial assets as underlying.	5
Unit 4:	Pricing Future And Forwards, Arbitrage using future contract, Hedging using future contracts	Basic Concept of pricing derivative instruments. Basic premises of pricing future contracts. Cost of Carry model for pricing future contract. Contango and Backwardation.Pricing- Equity/index futures, commodity futures, foreign currency and interest rate futures. - Risk associated while hedging using future contract- basis risk, Perfect hedging position, cross hedge, hedge ratio, Importance of beta in hedging market risk.	6
Unit 5:	Understanding Options and Payoffs:	Understanding option contracts, basic terminologies while trading in options, Classification of options, pay off for various positions in call and put options. Option Strategies- Vertical and Horizontal strategies- Straddle, Strangle, Bull, Bear, Butterfly, Strip, Strap, Diagonal and Calendar spread.	4
Unit 6:	Option Pricing	Factors affecting option pricing, impact of mispricing, Conceptual framework of pricing option, Black Scholes formula for pricing Options. Option Greeks- Measuring sensitivity of an option's price to its underlying determining parameters- Delta, Gama, Vega, Theta, and Rho.	2
Unit 7:	Swaps	Understanding Swaps, classification of swaps, application of swapin ALM, default in swap, pricing swap agreements.	2

PO/CO Mapping

	PROGRAM SPECIFIC OUTCOMES	CO1	CO2	CO3	CO4
PSO1	Leadership readiness/qualities				√
	Business skills	√	√		√
	Innovative thinking		√		√
	Research skills		√		√
	Managerial competencies	√	√	√	√
PSO2	Socially conscious		√		
	Moral and ethical awareness/reasoning		√		
	Values for life and character building				
PSO3	Disciplinary knowledge	√	√		
PSO4	Cooperation/Teamwork				
PSO5	Sustain and grow in globally changing competitive environment	√	√	√	√
PSO6	Communication skills				
	Decision making	√	√		√
	Critical thinking		√		√
	Analytical skills/ reasoning	√	√	√	√
	Problem solving skills	√	√	√	
PSO7	Life long learning attitude	√	√		
	Self-directed learning	√	√		

FT315FB/315BA Business Analytics And Data Management

Course Type:- Discipline Specific Elective

Course Credits– 3T+1L

Course Objective –The basic objective behind offering this course is to provide the understanding of various concepts and framework of Business Analytical Tools, their similarities, differences and their utility for business decisions. Further, the course also aims at developing the basic understanding of various Reporting tools and their implementation in industries.

Course Outcomes –

CO1: Understanding the Role of Business Analyst and Data Science in business.

CO2: Acquaint with data management, data mining techniques and understand its utility in business decision making.

CO3: Understanding the basic concept of different type of Data Analysis Life Cycle

CO4: Acquire the ability to use the Reporting Tools as an aid to business domains.

Course Content –

Unit No	Name	Contents	Hours
1	Introduction to business analytics	What is business analytics? Historical Overview of data analysis, Data Scientist vs. Data Engineer vs. Business Analyst, Career in Business Analytics, Retail Analytics, Marketing Analytics, Financial Analytics, Healthcare Analytics, Supply Chain Analytics.	4
2	Data Processing	Data: Data Type and measurement of scale. Stages of Data Analytics, Data Collection, Data Management, Big Data Management, Organization/sources of data, Importance of data quality, Dealing with missing or incomplete data, Data Preparation for analysis.	4
3	Data Science Project life Cycle	Business requirement, Data acquisition, Data Preparation, hypothesis and modeling, Evaluation and interpretation, Deployment, operations, optimization	4
4	Data Analysis	Business Requirement, Data Acquisition, Data Preparation, Business Problems and Hypothesis, Statistical Evaluation and Interpretation, Process of Business Model. Dependent and Independent variables. Multidimensional data analysis, Basic concept of Association Analysis and Cluster Analysis.	4
5	Power BI Introduction	Understanding the type of charts and tables. Start with Power BI for business analyst, comparison between tableau and Power BI, Data source types, understanding & installing power BI.	5
6	Power BI Query Editor	Data Transformation-working with Power BI query editor, Understanding all type of row, column, and data editing. Data Import and export.	5
7	Report Design using Power BI	Creating visualization, Types of reports, Cards, and Tables. Interactive and Paginated reports, Analytical and mobile Reports, creating Piecharts, Treemaps, Doughnut charts, waterfall diagram, Pie-charts. Business Dashboards creation and published	4

Books and Reading

1. Essentials of Business Analytics: An Introduction to the methodology and its application, Bhimasankaram Pochiraju, Sridhar Seshadri, Springer
2. Business Intelligence: A Managerial Approach, Pearson Prentice Hall Management
3. The Performance Manager: Proven Strategies for Turning Information into Higher Business Performance, Cognos

Press.

An Introduction to Business Analytics, Ger Koole, Lulu.com, 2019

Introduction to Data Mining, Pang-Ning Tan, Michael Steinbach, Vipin Kumar, Pearson Education India

4.

5.

PSO-CO Mapping

	PROGRAM SPECIFIC OUTCOMES	CO1	CO2	CO3	CO4
PSO1	Leadership readiness/qualities				
	Business skills	✓	✓		
	Innovative thinking			✓	
	Research skills	✓		✓	
	Managerial competencies		✓		
PSO2	Socially conscious			✓	
	Moral and ethical awareness/reasoning				
	Values for life and character building		✓		
PSO3	Disciplinary knowledge	✓			
PSO4	Cooperation/Teamwork			✓	
PSO5	sustain and grow in globally changing competitive environment			✓	
PSO6	Communication skills				
	Decision making	✓	✓		
	Critical thinking		✓		
	Analytical skills/ reasoning problem solving skills	✓		✓	
PSO7	Life long learning attitude			✓	
	Self-directed learning		✓		

FT-321FB/318BA Business Analytics and Data Management Lab

Course Type Elective

Course Credits 1 Lab.

Course Objective The course aims is to enable students to learn data modeling capabilities including data preparation, data discovery, and interactive dashboards using Power BI.

Course Outcome Student will.....

CO1: Learn about Data collection, storage and visualization with Power BI.

CO2: Use Data Analysis Expressions (DAX) and Data Visualization with Power BI Desktop for data analysis.

CO3: Learn to create dashboards and publish it to other users.

Contents:

Power BI is a business analytics service provided by Microsoft. It provides interactive visualizations with self-service business intelligence capabilities, where end users can create reports and dashboards by themselves, without having to depend on any information technology staff or database administrator.

The students shall perform following lab exercises:

1. Installation and importing of data from different sources. Practices of Navigations and Tabs options.
2. Power BI Query Editor- Row editing options, Column Editing options, Text, and Number data Editing.
3. Advanced editing options like Append query, merge query, split columns. Adding new columns.
4. Basic DAX functions, adding new columns, Setup of new data sheet and hide the old data sheets.
5. Working on Power BI Desktop. Transferring data from Query editor to PBI Desktop and Preparing different chart and their Interpretations.
6. Continue Preparing different chart and their Interpretations.
7. Filter options – Slicer, slider.
8. Filter options for Sigle Chart, Single Page and All pages
9. Power BI Services- Creating Dashboard and procedure for Publishing it for other users.
10. Customer Segmentation Dashboard.
11. Sales Scorecard Dashboard.
12. Sales Analysis Dashboard.
13. Product Sales Dashboard.
14. Email Engagement Analytics Dashboard.
15. Marketing Campaign Insights Dashboard.
16. Ad Display Campaign Dashboard.
17. Finance Dashboard.
18. Finance Dashboard
19. Financial Analytics Dashboard
20. Quarterly Financial Performance Dashboard

FT-314HA: Human Resource Development

Course Type - Discipline Specific Course

Course Credits- 4 Theory

Course Objective - The objective of this course is to provide thorough knowledge of activities essentials for Human Resource Development and develop competencies like knowledge, attitudes, skills, behavioral and human relations areas to perform various tasks or functions required by their jobs.

Course Outcomes:

CO1: Develop capabilities of all individuals working in an organization in relation to their present role

CO2: Develop capabilities of all such individuals in relation to their future role.

CO3: Develop coordination among different units of an organization and develop organization health by continuous renewal of individual capabilities, keeping pace with the technological changes.

Unit No	Name	Contents	Hours
1	Concept of HRD	Evolution of Human Resource Development, Objectives of HRD, Goals of HRD, Importance of HRD, Framework for the HRD Process, HRD functions, Role of a HRD Professional	5
2	Orientation	Company Orientation, Department Orientation, Orientation kit, Orientation Length and Timing.	6
3	Training	Defining Training, Objectives of Training, Types of training, Systematic approach to training, training methods, responsibilities of training manager	6
4	Performance Appraisal	Performance Appraisal Methods, Errors in performance appraisal	5
5	Carrier Planning and Development	Coaching- Role of Supervisor and managers in coaching, Coaching to improve poor performance .process of employee coaching	6
6	Counseling and Mentoring	Objectives of Employee Counseling , Employee counseling skills, functions of Employee counseling, Concept of mentoring, characteristics of Mentoring Principles of mentoring, Qualities of good mentor and mentee, importance of good mentoring, Role of mentor, Mentoring Process, benefits of mentoring	6
7	HRD Strategies	Formulation and Implementation of HRD Strategies, Creating a World Class Organization.	6
Total Hours			40

References:

- I. Jerry W Gilley and Stevens A. England, "Principles of HRD", USA., Addison Wesley, 1989.
- II. T.V.Rao, "HRD Audit", New Delhi, Sage Publications, 1999.
- III. "HRD", Randy Desimone, Jon M.Aner, David M.Harris
- IV. "Managing People", V.S.P, Rao, Excel Book, New Delhi.
- V. "Human Resource Planning", Deepak Kumar Bhattacharya.
- VI. "Studies in HRD", H.L Verma, BS Bhatia, MCGarg

PO –CO Mapping:

	PROGRAM SPECIFIC OUTCOMES	CO1	CO2	CO3
PSO1	Leadership readiness/qualities	✓	✓	✓
	Business skills			
	Innovative thinking	✓	✓	✓
	Research skills			
	Managerial competencies	✓	✓	✓
PSO2	Socially conscious			
	Moral and ethical awareness/reasoning			
	Values for life and character building			
PSO3	Disciplinary knowledge	✓	✓	✓
PSO4	Cooperation/Teamwork	✓	✓	✓
PSO5	sustain and grow in globally changing competitive environment			
PSO6	Communication skills			
	Decision making	✓	✓	✓
	Critical thinking			
	Analytical skills/ reasoning			
	problem solving skills	✓	✓	✓
PSO7	Lifelong learning attitude	✓	✓	✓
	Self-directed learning	✓	✓	✓

FT-315HA TRAINING AND DEVELOPMENT

Course Type :- Discipline Specific Elective

Course Credits – 4 Theory

Course Objective – The course aim to provide the necessary theoretical and conceptual foundation of Training and Development practices in organizations. It aims at understanding of development dimension of Individual, Group and Organization.

Course Outcomes – After completion of this course, learners will be able to

CO1: Induce new employees: Induction of employee is the main aim of training and this is the most essential for a company.

CO2: Gain knowledge on a new methods: Training and development help to gain knowledge on a new methods and practices of organization.

CO3: Obtain knowledge of company policy: Employee should have sufficient knowledge about company policy for best performance. Training and development help employee to identify avenues of performance and excellence in terms of potential and performance for company.

CO4: Gain insights on Key Result Areas: Gain in depth knowledge on major KRA for individual and organization.

Course Content -

Unit No	Name	Contents	Hours
1	Introduction and Concept	Overview of training and development, Present status of training, Conceptual status of training effectiveness	6
2	Systems approach to training	Steps and Processes followed to create, develop and implement system approach of training	6
3	Pre-factors (context)	Learning principles, assessment of training needs, preparing training plans and strategies (OJT Institutional Training), selection of trainees etc.	6
4	Training Management (content)	Training facilities, supporting infrastructure, areas of satisfaction and dissatisfaction, Training process - Instructor, pedagogy learning climate.	6
5	Training outcomes	Training outcomes – Evaluations	6
6	Training & Development programs	Self development / individual development.	6
7	Executive development programs	Management development programs	4

Books and Reading:

1. Sah A K, Training and development.
2. Ramaswami A, Handbook of T& D.
3. Rolf P. Lynton, Training for organizational transformation.
4. Gower David, Handbook of Training and Development

CO-PO Mapping

	PROGRAM SPECIFIC OUTCOMES	CO1	CO2	CO3	CO4
PSO1	Leadership readiness/qualities				
	Business skills	✓	✓	✓	
	Innovative thinking				
	Research skills				
	Managerial competencies	✓	✓	✓	✓
PSO2	Socially conscious	✓	✓		
	Moral and ethical awareness/reasoning				
	Values for life and character building				
PSO3	Disciplinary knowledge	✓	✓	✓	✓
PSO4	Cooperation/Teamwork	✓	✓	✓	✓
PSO5	sustain and grow in globally changing competitive environment				
PSO6	Communication skills				
	Decision making	✓	✓	✓	✓
	Critical thinking				
	Analytical skills/ reasoning				
	problem solving skills	✓	✓	✓	✓
PSO7	Lifelong learning attitude	✓	✓	✓	✓
	Self-directed learning				

FT 316HA Managing People

Course Type :- Discipline centric Elective

Course Credits – 4 (Theory)

Course Objectives – To Provide the basic knowledge of Human Resource management and develop insight into the managerial skill required to effectively manage people in an organisation, in order to achieve corporate goal successfully.

Course Outcomes

The Student will

CO1- Develop Understanding of practices of Human Resource Management for better management of firm's human resources.

CO2- Develop HR Analytics for utilizing organizational resources and generating productive work culture through emotionally intelligent professionals using neuro linguistic programming for effective relationships in organization.

CO3-Inculcate managerial knowledge and tactical understanding with broader skillset and encouraging them to seek out audacious, innovative solutions for today's business.

CO4-Formulate business problems and provide innovative solutions thus, molding them into future visionaries, management leaders that are compassionate and efficient.

CO5-Develop socially conscious, ethically guided, and compassionate Professionals for par excellence business organizations.

Course Content–

Unit No	Name	Contents	Hours
1	Overview of Practices of Human Resource Management	Role of HR Professionals, Recruitment and Selection Processes, Testing, Appraisal Methods, Training Methods. HRM best practices in Contemporary Organizations.	5
2	Human Resource Planning (HRP) J, Job Analysis & Team Building	Concept, Process and limitations of HRP, Designing of Job Analysis and Evaluation Methods. Teams building-Process of Team Building, Psychological, Organizational and Environmental factors of Team Building, Barriers and effective factors of Tea	5
3	Understanding HR Analytics	Concept, Importance and Process of HR Analytics, Pro's/Con's and benefits of HR Analytics	6
4	Latest HR Mandate	Development of KRAs (Key Resource Areas), KPAs (Key Performance Areas) and KPIs (Key Performance Indicators)	6
5	Emotionally Intelligent Professionals	Concept, Importance, Components and Physiology of emotional intelligence, Improving of EI, Emotional Intelligence and Leadership	6
6	Competency Mapping	Meaning and Framework of Competency mapping, Process, Tools, Importance, and benefits of Competency mapping for managers. Application of balanced Scorecard for HRM	6
7	Neuro Linguistic Programming and Managerial Communication	Meaning, NLP Communication Model, Components, Pre-suppositions of NLP, NLP for corporates and organizational relationships, Therapies.	6

Books and Reading

1. Harold Koontz, O'Donnell and Heinz Wehrich, “**Essentials of Management**”, New Delhi, Tata McGrawHill.
2. R. D. Agrawal, “**Organization and Management**”, New Delhi, Tata McGraw Hill,1995.
3. Goleman, D. (1998). “**Working with Emotional Intelligence**”, ISBN-0-553-10462-4, Bantam Books.
4. Bavister, S. & Vickers, A. “**Essential NLP: Teach Yourself**”, 9781444129250, John Murray Press.

Suggested Readings

1. Harold Koontz, Heinz Wehrich, “**Management: Global Perspective**”, New Delhi, McGraw Hill.
2. Weisinger. H.(1998). “**Emotional Intelligence at Work**”, ISBN 0-7879-0952-1, Jossey-Bass Publisher, San Francisco.
3. Ready Romila, & Burton, Kate, (2010). “**Neuro Linguistic Programming for Dummies**”, 2 nd Edition, ISBN 978-0-470-66543-5, John Wiley and Sons Ltd. Publication.

CO-PO Mapping

	PROGRAM SPECIFIC OUTCOMES	CO1	CO2	CO3	CO4	CO5
PSO1	Leadership readiness/qualities	✓	✓	✓	✓	✓
	Business skills	✓	✓	✓	✓	✓
	Innovative thinking	✓	✓	✓	✓	
	Research skills					
	Managerial competencies	✓	✓	✓	✓	✓
PSO2	Socially conscious					✓
	Moral and ethical awareness/reasoning					✓
	Values for life and character building					✓
PSO3	Disciplinary knowledge	✓	✓	✓	✓	
PSO4	Cooperation/Teamwork	✓	✓	✓	✓	
PSO5	sustain and grow in globally changing competitive environment	✓	✓	✓	✓	
PSO6	Communication skills	✓	✓	✓	✓	
	Decision making	✓	✓	✓	✓	
	Critical thinking	✓	✓	✓	✓	
	Analytical skills/ reasoning	✓	✓	✓	✓	
	problem solving skills	✓	✓	✓	✓	
PSO7	Life long learning attitude	✓	✓	✓	✓	
	Self-directed learning	✓	✓	✓	✓	✓

FT-314MB -Logistics and Supply Chain Management

Course Type: Discipline Specific Compulsory

Course Credits: 4 Theory

Course Objective:

The course aims to develop a knowledge framework of keeping a firm afloat and ultimately to drive it to success by improving efficiency and quality, minimizing costs, optimizing delivery and distribution and providing the best possible experience to your customer

Course Outcomes:

CO-1: Developed advance quantitative models and methods in logistics and supply chain management and its practical aspects and the latest developments in the field.

CO-2: Understand Supply Chain Management and its relevance to today's business decision making.

CO-3: Gain the knowledge of possibilities of efficient optimization and management of operation in Logistics Management and also the ability to apply them in the enterprise reality.

Course Contents:

Unit No	Name	Contents	Hours
1	Introduction to logistics & Supply Chain Management	Definition, Importance & Scope; Operational objectives of logistics; Logistics functions; Difference between Logistics & SCM; Logistics interface with production and marketing & Value added role of Logistics	5
2	Transportation systems	Functions & Principles of Transportation; Participants in Transportation Decision making, Elements in transportation Infra structure, Transportation Planning Parameters (Components of Transportation Decision), Modes of transportation, Modal characteristics & Comparison. Transportation Practices across different modes. Concept of Multimodal Transportation & Containerization	6
3	Warehousing & distributing centers & Inventory Control	Evolution of strategic warehousing their location; Functions of Warehouse, Economic & Service benefits of warehouse, Principles of Warehouse Design, Warehousing alternatives, Warehousing Strategy (Location, Type, No. of warehouses), Inventory management decisions	5
4	Packaging and materials handling	Material handling importance & scope, Material Handling Principles, Types of Material Handling Equipments, Unitization & Palletization, Packaging & Labelling, Importance & scope, Types of Packaging, Functions of Packaging	6
5	Innovations in Logistics	Information Functionality in Logistics & SCM, Use of Information Technology in Transportation, Warehousing & Material Handling, Automated Storage / Retrieval Systems, Information Directed Systems. Dispatch and routing decisions: Challenges posed by routing, Principles of proper routing plan. Routing Decisions & Analysis.	6
6	Legal Aspects in Logistics	Legal Aspects pertaining to Road, Rail, Water & Air Transport	6
7	International logistics management	Documentation & Procedures, Logistics system analysis and design; Logistics audit and control, Supply Chain Integration	6
		Total Hrs	40

Text Book:

- Christopher, M. “**Logistics and Supply Chain Management: Strategies for Reducing Costs and Improving Services**”. London: Pitsman,1992

Suggested Readings:

- Bowersox, Closs, Cooper “**Supply Chain and Logistics Management**”. The McGraw- Hill companies.
- Bhattacharyya S.K. “**Logistics Management**” .S.Chand & Company.

PO –CO Mapping:

	PROGRAM SPECIFIC OUTCOMES	CO1	CO2	CO3
PSO1	Leadership readiness/qualities			
	Business skills	✓		
	Innovative thinking			
	Research skills			
	Managerial competencies		✓	
PSO2	Socially conscious			
	Moral and ethical awareness/reasoning			
	Values for life and character building			
PSO3	Disciplinary knowledge	✓	✓	✓
PSO4	Cooperation/Teamwork	✓	✓	
PSO5	sustain and grow in globally changing competitive environment			
PSO6	Communication skills			
	Decision making	✓	✓	✓
	Critical thinking			
	Analytical skills/ reasoning	✓		
	problem solving skills		✓	
PSO7	Lifelong learning attitude			
	Self-directed learning		✓	✓

FT 313MB – Rural and Retail Marketing

Course Type :- Discipline centric Elective

Course Credits– Theory – 04

Course Objective – This course is aimed at familiarizing the students with the rural markets and retailing, and providing insights about the strategies adopted for rural and retail marketing.

Course Outcomes:

CO1: To develop an understanding and insights into rural markets, rural consumers and retailing
CO2: To analyze the factors, challenges and opportunities in the field of rural and retail markets
CO3: To apply marketing concepts, tools and techniques for rural markets and retail

CO4: To design and implement marketing strategies for rural markets and retail

Course Content –

Unit No	Name	Contents	Hours
1	Rural marketing	Nature and characteristics of Rural Markets, Growth of Rural Markets in India, Differentiating Rural and Urban Markets.	04
2	Rural marketing Environment and Segmentation	Distinctive Marketing Environment in Rural India, Factors affecting Rural Marketing, Rural Market Segmentation	06
3	Rural Consumer Behaviour	Profile of a Rural Consumer, Factors affecting Rural Consumer behavior; Decision making by Rural Consumers	04
4	Marketing Mix Decisions for Rural Markets	Product, Packaging, Branding and Labeling decisions for Rural Markets, Factors affecting Pricing in Rural Markets and Pricing decision, Promotional mix for Rural Markets, Distribution Channels for Rural Markets	08
5	Retailing	Concept, functions of retailing, retail planning process, organized and unorganized retailing, types and formats of retailing	06
6	Retail Marketing	Retail Marketing Planning, Merchandising, Marketing mix for retail – product, pricing, promotion and channel decisions, Customer Service	08
7	Role of technology in Retail	Importance of IT in retail, factors affecting use of technology, applications of technology, internet retailing, online-stores.	04

Books and Reading Text:

1. Pradeep Kashyap, Rural Marketing, Pearson Education
2. Swapna Pradhan, Retailing Management, McGraw Hill

Suggested Readings:

1. C.S.G. Krishnamacharyulu and Lalitha Ramkrishnan, Rural Marketing – Text and Cases, Pearson Education
2. David Gilbert, Retail Marketing Management, Pearson Education

PO/CO Mapping

	PROGRAM SPECIFIC OUTCOMES	CO1	CO2	CO3	CO4
PSO1	Leadership readiness/qualities				√
	Business skills				√
	Innovative thinking			√	
	Research skills		√		
	Managerial competencies	√		√	√
PSO2	Socially conscious	√			
	Moral and ethical awareness/reasoning			√	
	Values for life and character building				
PSO3	Disciplinary knowledge	√			
PSO4	Cooperation/Teamwork				
PSO5	sustain and grow in globally changing competitive environment	√			√
PSO6	Communication skills				
	Decision making				√
	Critical thinking	√	√		
	Analytical skills/ reasoning		√	√	
	problem solving skills			√	√
PSO7	Life long learning attitude				
	Self-directed learning		√		

FT310MB Business Analytics And Data Management

Course Type:- Discipline Specific Elective

Course Credits– 3T+1L

Course Objective –The basic objective behind offering this course is to provide the understanding of various concepts and framework of Business Analytical Tools, their similarities, differences and their utility for business decisions. Further, the course also aims at developing the basic understanding of various Reporting tools and their implementation in industries.

Course Outcomes –

CO1: Understanding the Role of Business Analyst and Data Science in business.

CO2: Acquaint with data management, data mining techniques and understand its utility in business decision making.

CO3: Understanding the basic concept of different type of Data Analysis Life Cycle

CO4: Acquire the ability to use the Reporting Tools as an aid to business domains.

Course Content –

Unit No	Name	Contents	Hours
1	Introduction to business analytics	What is business analytics? Historical Overview of data analysis, Data Scientist vs. Data Engineer vs. Business Analyst, Career in Business Analytics, Retail Analytics, Marketing Analytics, Financial Analytics, Healthcare Analytics, Supply Chain Analytics.	4
2	Data Processing	Data: Data Type and measurement of scale. Stages of Data Analytics, Data Collection, Data Management, Big Data Management, Organization/sources of data, Importance of data quality, Dealing with missing or incomplete data, Data Preparation for analysis.	4
3	Data Science Project life Cycle	Business requirement, Data acquisition, Data Preparation, hypothesis and modeling, Evaluation and interpretation, Deployment, operations, optimization	4
4	Data Analysis	Business Requirement, Data Acquisition, Data Preparation, Business Problems and Hypothesis, Statistical Evaluation and Interpretation, Process of Business Model. Dependent and Independent variables. Multidimensional data analysis, Basic concept of Association Analysis and Cluster Analysis.	4
5	Power BI Introduction	Understanding the type of charts and tables. Start with Power BI for business analyst, comparison between tableau and Power BI, Data source types, understanding & installing power BI.	5
6	Power BI Query Editor	Data Transformation-working with Power BI query editor, Understanding all type of row, column, and data editing. Data Import and export.	5
7	Report Design using Power BI	Creating visualization, Types of reports, Cards, and Tables. Interactive and Paginated reports, Analytical and mobile Reports, creating Piecharts, Treemaps, Doughnut charts, waterfall diagram, Pie-charts. Business Dashboards creation and published	4

Books and Reading

1. Essentials of Business Analytics: An Introduction to the methodology and its application, Bhimasankaram Pochiraju, Sridhar Seshadri, Springer
2. Business Intelligence: A Managerial Approach, Pearson Prentice Hall Management
3. The Performance Manager: Proven Strategies for Turning Information into Higher Business Performance, Cognos Press.
- 4.

PSO-CO Mapping

	PROGRAM SPECIFIC OUTCOMES	CO1	CO2	CO3	CO4
PSO1	Leadership readiness/qualities				
	Business skills	✓	✓		
	Innovative thinking			✓	
	Research skills	✓		✓	
	Managerial competencies		✓		
PSO2	Socially conscious			✓	
	Moral and ethical awareness/reasoning				
	Values for life and character building		✓		
PSO3	Disciplinary knowledge	✓			
PSO4	Cooperation/Teamwork			✓	
PSO5	sustain and grow in globally changing competitive environment			✓	
PSO6	Communication skills				
	Decision making	✓	✓		
	Critical thinking		✓		
	Analytical skills/ reasoning problem solving skills	✓		✓	
PSO7	Life long learning attitude			✓	
	Self-directed learning		✓		

FT-320MB : Business Analytics and Data Management Lab

Course Type Elective

Course Credits 1 Lab.

Course Objective The course aims is to enable students to learn data modeling capabilities including data preparation, data discovery, and interactive dashboards using Power BI.

Course Outcome Student will.....

CO1: Learn about Data collection, storage and visualization with Power BI.

CO2: Use Data Analysis Expressions (DAX) and Data Visualization with Power BI Desktop for data analysis.

CO3: Learn to create dashboards and publish it to other users.

Contents:

Power BI is a business analytics service provided by Microsoft. It provides interactive visualizations with self-service business intelligence capabilities, where end users can create reports and dashboards by themselves, without having to depend on any information technology staff or database administrator.

The students shall perform following lab exercises:

1. Installation and importing of data from different sources. Practices of Navigations and Tabs options.
2. Power BI Query Editor- Row editing options, Column Editing options, Text, and Number data Editing.
3. Advanced editing options like Append query, merge query, split columns. Adding new columns.
4. Basic DAX functions, adding new columns, Setup of new data sheet and hide the old data sheets.
5. Working on Power BI Desktop. Transferring data from Query editor to PBI Desktop and Preparing different chart and their Interpretations.
6. Continue Preparing different chart and their Interpretations.
7. Filter options – Slicer, slider.
8. Filter options for Sigle Chart, Single Page and All pages
9. Power BI Services- Creating Dashboard and procedure for Publishing it for other users.
10. Customer Segmentation Dashboard.
11. Sales Scorecard Dashboard.
12. Sales Analysis Dashboard.
13. Product Sales Dashboard.
14. Email Engagement Analytics Dashboard.
15. Marketing Campaign Insights Dashboard.
16. Ad Display Campaign Dashboard.
17. Finance Dashboard.
18. Finance Dashboard
19. Financial Analytics Dashboard
20. Quarterly Financial Performance Dashboard

ELECTIVE – FT-314C DISSERTATION /INDUSTRIALPROJECT

About Dissertation & it's Benefits

Dissertation is an opportunity offered to selected students where they conduct an in-depth research on any topic of their choice. The Dissertation helps the students in number of ways:-

21. **Nurtures academic insight** - The classroom teaching has certain limitations in terms of depth of subject that can be covered. Dissertation provides the student scope to explore the topic of choice in greater details. Exposure to an area of research undoubtedly also helps students explore career fields.
22. **Enhances Observation skills** - The skill of research is not confined to the so-called academic research world. Research is an everyday practice of observation or data collection in order to make decisions or solve problems in an informed way. It happens in any organization, and the demand for research skills are increasing.
23. **Enhances inquisitiveness** - The ability to ask the right questions about a situation, to decide on the information required understanding the issue, to gather the information and analyze it in a rigorous way, and to develop sound recommendations is a much-needed skill for leaders. Dissertation helps in equipping MBAs with such skill, which helps them in decision making.
24. **Out of class learning** - The capacity of leaders to keep learning and to discover new insights has increasingly become a sought-after skill. This demands formal research initiatives by practitioners and it also requires the ability to listen intelligently to the information signals emitted from everyday activities, from inside as well as outside the organization – and to learn from these. Dissertation helps build up on these skill sets.
25. **Accentuation of Integrated thinking** - Organizations need leaders who can rise above the paradigms of their own functional expertise; leaders who can see the bigger picture. Dissertation helps the students to put his learning in a proper perspective and gain a holistic view of all functional areas.

All these qualities do offer an indirect benefit to the student during campus recruitment

Prerequisites

A student becomes eligible for Dissertation if he scores a CGPA of more than 7.00 till semester II. Dissertation is assigned only to top 20 percentile of the students of the class.

Mentoring

Each of the students is assigned a research supervisor from the faculty members on the basis of topic selected by the student. The student gets an opportunity to interact with him/her regularly on a one to one basis.

Best Project Award

The best dissertation is selected from each functional area, i.e. Finance, Marketing and HR. The selected project is awarded a certificate during the passing out ceremony of the batch.

FT-316BA Analytics- System Analysis & Design

Course Type :- Elective

Course Credits – 4

Course Objective –

The course has been designed to provide

- An adequate understanding of system principles and knowledge of how requirements are collected, evaluated and analyzed which would help students for the development of correct & effective system, while heightening them to the issues analysts face daily.
- A firm understanding of system testing and complying the various quality parameters to ensure the success of the system.
- Skills to undertake major individual project, prepare and deliver structured verbal and written technical reports and will able to understand the professional and ethical responsibilities as a programmer/Team leader in an organization.

Course Outcomes – After completion of this course, learners will be able to

- CO1– Have firm basis for understanding of system concept and the life cycle of a systems development project.
- CO2- Examine an appreciation of the cost, behavioral & technical issues involved in system development.
- CO3- Familiar with a variety of tools and approaches in different stages of system development life cycle
- CO4- Visualize and model the design phase using scientific approaches and to develop an effective and successful system and correctly evaluate its performance.

Course Content –

Unit No	Name	Contents	Hours	Targeted Levels	Content and Pedagogy
1	Overview of system analysis and design	Systems concepts, Definition, Characteristics of a system, Elements of a system, Types of System Physical or Abstract System, Open or Closed Systems, Man-Made Information Systems: Categories of Information, Formal Information Systems, Informal Information Systems.	4	Remember, Understand	B.N.1, Pg No: 6-35 (Lecture)
LO: gain knowledge of system concepts.					
2	Introduction to System Development Life Cycle and Role of System Analyst	Introduction: Recognition of need, feasibility study, Analysis, Design, Implementation, Post implementation and Maintenance, Project Termination, Prototyping. Role of System Analyst: Definition, Skills, Academic and Personal Qualifications, The Multifaceted Role of Analyst.	6	Remember, Understand	B.N.1, Pg No: 37-88 (Lecture and discussion)

LO: Learn the scientific approach of systems analysis and design and its strengths & weaknesses and the skills required to be a system analyst.					
3	System Planning and the Initial Investigation	Bases of Planning in System Analysis, Dimensions of Planning, Initial Investigation, Needs Identification, Strategies for Determining Information Requirements, Problem Definition and Project Initiation, Background Analysis: Fact-Finding, Fact Analysis, Determination of Feasibility.	6	Understand, Analyze	B.N.1, Pg No: 92-124 (Lecture and discussion)
LO: Recognize the importance of planning and be able to collect the actual needs of end users by adopting various information gathering tools & techniques.					
4	Structured Analysis & Feasibility Analysis	Introduction to Structured Analysis, Tools of Structured Analysis: Dataflow Diagrams, Data Dictionaries, Decision Tables, Decision Trees, Structured English.	6	Analyze, Evaluate, Create	B.N.1, Pg No: 164-194 (Lecture, discussion and case studies)
LO: Grasp the steps required to use various tools to produce an analysis of a given scenario.					
5	Feasibility study	Introduction, Feasibility Considerations, Feasibility Study Stages, Feasibility Report, Cost/Benefit Analysis.	6	Analyze, Evaluate	B.N.1, Pg No: 196-256 (Lecture and discussion)
LO: Get insights into the key considerations involved & the steps required to carry out feasibility analysis.					
6	System design process	The Process and Stages of System Design: Introduction, The Process of Design: Logical and Physical Design, Design Methodologies: Structured Design, Form-Driven Methodology – The IPO Charts. Input /Output and Form Design: Introduction, Input Design, Output Design, Form Design. File Organization and Data Base Design: Introduction, File Structure, File Organization, Data Base Design, Views of Data, Data Structure.	6	Apply, Analyze, Evaluate, create,	B.N.1, Pg No: 260-365 (Lecture, Exercises & discussion)
LO: Get trained about process and stages of system design, structured design methodologies, I/O/ form design & database design.					
7	System Implementation, Post Implementation and Maintenance	Introduction, Testing objectives, System Testing, Types of System Tests, Quality Assurance: Quality Factors Specifications, Levels of Quality Assurance, Post Implementation and Maintenance, Project Scheduling, Project management.	6	Evaluate, Create	B.N.1, Pg No: 358-413 (Lecture, discussion and case studies)
LO: - Acquire knowledge about the importance of testing and how the quality of the designed system can be ensured and maintained. Students will also get enlightened the project management skills.					

Assignments:

After getting knowledge about system concepts and basic overview of SDLC, Students will instruct to form teams and each team will work on a systems analysis and design project. This project is an integral part of the course, since it allows students to apply the concepts, methodologies, and tools in the context of a real world application.

Each team will select a real world application during the 3rd week of the course. The application/system may come from the team's collective work experience.

The following are important guidelines for selecting a system. The system must offer good potential for systems analysis work. Indicators for such potential are: problems/deficiencies with the current systems ; unfulfilled information needs; and new information requirements

The key people must be accessible. Each team must identify key users in the target organization. These users will be the source for most of the information that the team needs in order to successfully perform systems analysis. Therefore, it is important to consider a user's commitment and involvement with the project. Accessibility to information and the user are important considerations. The size and scope of the application/system must be manageable so that the project work would be completed by the end of the semester..

Milestones for submission:

Each team will submit a project proposal in Milestones. Teacher will review the proposal with each team and, if necessary, the proposal will be revised and modified. Teacher will continue to be the project manager and review each team's progress on the project. As quality assurance, teacher will review team's documentation for completeness and accuracy. The whole project submission will be divided into following milestones.

Milestone #1 : Project Proposal

Milestone #2 : Business Analysis and System Study of the Current System

Milestone #3 : Systems Modeling: The Proposed System

Milestone #4 : Systems Implementation and Presentation

Text Books:

- System Analysis and Design Elias M. Award, Galgotia Publication.
- System Analysis and Design Methods, Whitten, Bentley and Barlow, Galgotia Publication.

CO-PO Mapping

	PROGRAM SPECIFIC OUTCOMES	CO1	CO2	CO3	CO4
PSO1	Leadership readiness/qualities				
	Business skills	✓			
	Innovative thinking				
	Research skills		✓		✓
	Reflective thinking				✓
PSO2	Socially conscious				
	Moral and ethical awareness/reasoning				
	Values for life and character building				
PSO3	Disciplinary knowledge	✓	✓		✓
PSO4	Resource Management	✓			
	Cooperation/Teamwork				
PSO5	Managerial Competencies		✓		
PSO6	Communication skills				
	Decision making skills	✓	✓	✓	✓
PSO7	Digital Literacy				
	Critical thinking		✓		
	Analytical skills/ reasoning	✓	✓	✓	✓
	Problem solving skills	✓	✓	✓	✓

FT-317BA Basics of Python

Course Type: Core

Course Credits: 3

Course Objectives: To familiarize students with the concepts and various stages of Machine Learning.

Course Outcomes – After completion of the course, student will be able to;

CO1: Learn Python programming fundamentals and apply them to manage and analyze business data.

CO2: Develop skills in data visualization using Matplotlib and Seaborn to create insightful charts and graphs.

CO3: Gain practical experience in handling real-world business problems through case studies and projects.

Unit No	Title	Contents	Hour	Targeted Levels of Blooms T. (Q1)	Content and Pedagogy (Q2)	(Q3) Online Resources	(Q4) Assign./ Assessment/ Discussion
1	Introduction to Python	Overview of Python, setting up the environment, basic syntax, variables, and data types. LO1: Gain a fundamental understanding of Python, set up the programming environment, and learn basic syntax, variables, and data types.	5	1 and 2*	Book 1. (Lecture)	www.w3schools.com	Analyzing Sales Data: Basic statistics on sales figures.
2	Control Structures and Functions	Conditional statements, loops, functions, and error handling. LO1: Develop the ability to implement conditional statements, loops, functions, and error handling in Python to build logical and robust programs.	6	2 and 3*	Book 1 and 2 (Lecture, and Application)	www.w3schools.com	Inventory Management: Using loops and conditions to manage inventory.
3	Data Structures	Lists, tuples, dictionaries, sets, and their operations. LO1: Understand and efficiently manipulate data using Python's built-in data structures: lists, tuples, dictionaries, and sets.	6	2, 3 and 4*	Book 1 and 2 (Lecture, and Application)	www.w3schools.com	Customer Data Management: Organizing and querying customer data.
4	File Handling and Data Import/Export	Reading from and writing to files, importing/exporting data in CSV and Excel formats. LO1: Gain proficiency in reading from and writing to files, and importing/exporting data in CSV and Excel formats for effective data management.	7	2, 3 and 4*	Book 1 and 2 (Lecture, and Application)	www.w3schools.com	Sales Reporting: Generating sales reports from CSV/Excel files.
5	Data Analysis with Pandas	Introduction to Pandas, data frames, data manipulation, and analysis. LO1: Gain proficiency in using Pandas for creating and manipulating data frames to perform data analysis and derive meaningful insights.	6	3 and 4*	Book 1 and 2 (Lecture, and Application)	www.w3schools.com	Financial Analysis: Analyzing financial statements using Pandas.

6	Data Visualization	Plotting with Matplotlib and Seaborn, creating charts and graphs. LO1: Create and customize data visualizations using Matplotlib and Seaborn to effectively communicate insights through charts and graphs.	5	3 and 4*	Book 1 and 2 (Lecture, and Application)	www.w3schools.com	Market Analysis: Visualizing market trends and sales performance.
7	Case Studies and Project Work	Introduction To Machine Learning and usage of ML In different Sectors. Data Preparation and Model Building. Types of ML Algorithms. Comprehensive case studies, group projects, and presentations. LO1: To get acquainted with Machine Learning. Apply Python skills to real-world business problems through comprehensive case studies, group projects, and effective presentations.	5	2 and 3*	Book 1 and 2 (Lecture, and Application)		Developing a Business Dashboard: Integrating all concepts.

* 1- Remember, 2- understand, 3- Apply, 4- Analyze

Books and Reading

BOOKS:

1. Python for Data Analysis by Wes McKinney, Publisher: O'Reilly Media
2. Python Data Science Handbook by Jake VanderPlas Publisher: O'Reilly Media
3. Automate the Boring Stuff with Python by Al Sweigart Publisher: No Starch Press

CO-PO Mapping

	PROGRAM SPECIFIC OUTCOMES	CO1	CO2	CO3
PSO1	Leadership readiness/qualities			
	Business skills			
	Innovative thinking	✓	✓	✓
	Research skills			
	Reflective thinking	✓	✓	✓
PSO2	Socially conscious			
	Moral and ethical awareness/reasoning			
	Values for life and character building			
PSO3	Disciplinary knowledge	✓	✓	✓
PSO4	Resource Management			
	Cooperation/Teamwork	✓	✓	✓
PSO5	Managerial Competencies	✓	✓	✓
PSO6	Communication skills			
	Decision making skills	✓	✓	✓
PSO7	Digital Literacy	✓	✓	✓
	Critical thinking	✓	✓	✓
	Analytical skills/ reasoning	✓	✓	✓
	Problem solving skills	✓	✓	✓

FT-319BA Basics of Python Lab

Course Type	Elective
Course Credits	1 Lab.
Course Objective	The course aims to enable students to apply Python programming skills to manage and analyze business data.
Course Outcome	Student will.....
	CO1: Learn about the basics of Python programming.
	CO2: Perform data analysis and visualization of business data.
	CO3: Apply data insights to business decisions.
	CO4: Solve real-world business problems by applying Python programming skills to manage and analyze business data.

Contents:

Python is a powerful tool for data analysis, visualization and machine learning, enabling students to work with large datasets and extract valuable insights and enhance decision-making skills.

The students shall perform following lab exercises:

1. Import a sample dataset (e.g., sales data)
2. Clean and preprocess the data.
3. Organize the data
4. Perform the following task:
 - Filtering
 - Sorting
 - Grouping
 - Merging
5. Use the dict.get() method to safely retrieve a value from a dictionary.
6. Use the list.append() method to add an element to the end of a list.
7. Use the list.extend() method to add multiple elements to the end of a list.
8. Use the sorted() function to sort a list in ascending or descending order.
9. Calculate mean, median, and standard deviation.
10. Analyze the financial statements.
11. Visualize the data using a histogram or scatter plot.
12. Use Matplotlib or Seaborn to create a bar chart or pie chart.
13. Use Python and visualization libraries to analyze and visualize market trends and sales performance.
14. Creating a new Data Frame with only the customers who have placed more than one order.
15. Visualize a dataset (e.g., stock prices, customer demographics).
16. Query the data to:
 - Find the customer with the most orders.
 - Find the customer with the highest total order value.
17. Use Python, Pandas, and visualization libraries to create a business dashboard that integrates all concepts
- 18.. Use Python and pandas to generate sales reports from CSV/Excel files.

SEMESTER IV

FT-401C – Business Ethics & Sustainable Development (Core)

Course Type: Core Compulsory

Course Credits: 4 Theory

Course Objective: The course aims to provide the necessary theoretical and conceptual foundation of ethics and ethical behavior in organizations. It aims at promoting the understanding of ethical decision making using sustainable business practices.

Course Outcome: Student will.....

CO1: Describe ethical practices at individual as well as organization level.

CO2: Interpret the role of manager and enterprise for societal benefit.

CO3: Illustrate good governance practices for sustainable business.

CO4: Demonstrate ethical decision making and leadership skills.

Course Content:

Unit	Name	Contents	Hours
1	Introduction to Business Ethics	Definition & nature, Characteristics of ethical problems in management, Ethical theories; Values, Norms, Beliefs and Standards Ethics and organisation, Ethics in practice- in functional areas (Like HR, Marketing, Finance), Intellectual Property rights, Code of ethics; Competitiveness, profitability and ethics, Developing an Effective Ethics Program.	6
2	Human Values in Business	Values v/s Skills, Value System, Value Crisis in Management, Values and Purity of Mind, Guna Theory Work Ethics & Ethics in Work, Management of the Self and Workplace Spirituality.	8
3	Indian Knowledge System for modern management	Representative Sources of Indian Ethos in Management Vedas, Shastras, Smritis, Puranas, Upanishads Ramayana, Mahabharata, Bhagwat Geeta Arthashastra, Ramcharitmanas, Panchatantra, Hitopadesh. Other Selected Scriptures such as Gurugranth Sahib, Bible, Kuran.	10
4	Ethical Decision-Making and Ethical Leadership	Models of Decision making, Life Goals or Purusharthas, Models of Leadership in Indian thoughts, Examples from scriptures, Servant Leadership, Karma Theory and Sanskar Theory, Work Ethics & Ethics in Work.	4
5	Corporate Social Responsibility	Concept of CSR, Corporate Philanthropy, CSR and Business Ethics, CSR provisions under the Companies Act 2013; CSR and Indian Ethos for Management-Fivefold debts (Pancha Rina)	4
6	Corporate Governance	Evolution, Principles, Main Drivers, Theories and Models, Global Practices on Corporate Governance in the World and their impact on corporate world.	4
7	Sustainable Business	Concept of Sustainability – People, Planet and Profit Sustainability: A Goal for Business Ethics; Gandhian thought on Sustainable Development Relationship of CSR with Corporate Sustainability; Sustainability Reporting Frameworks.	4

Text Readings:

1. Business Ethics, CSV Murthy, Himalaya Publishing
2. Business Ethics: An Indian Perspective, A.C Fernando Pearson
3. Ethics in Management-Vedantic Approach, S.K. Chakraborty, New Delhi, Oxford India Ltd.,

PO – CO Mapping:

	PROGRAM SPECIFIC OUTCOMES	CO1	CO2	CO3	CO4
PSO1	Leadership readiness/qualities		✓	✓	✓
	Business skills	✓	✓		
	Innovative thinking				
	Research skills				
	Managerial competencies	✓	✓	✓	✓
PSO2	Socially conscious			✓	
	Moral and ethical awareness/reasoning	✓	✓	✓	✓
	Values for life and character building	✓	✓	✓	✓
PSO3	Disciplinary knowledge				
PSO4	Cooperation/Teamwork			✓	
PSO5	sustain and grow in globally changing competitive environment			✓	✓
PSO6	Communication skills				
	Decision making				
	Critical thinking				
	Analytical skills/ reasoning				
	problem solving skills			✓	
PSO7	Lifelong learning attitude				✓
	Self-directed learning		✓	✓	✓

FT-416MA – Product & Brand Management

Course Type: Discipline Specific Elective

Course Credits: 4

Course Objectives: This paper is designed to develop an understanding of product and branding concepts and strategies. The students will examine and analyze the concepts of new product development, and the contemporary issues related to branding decisions.

Course Outcome: Student will.....

CO1: Understand various concepts involved in learning Product and Brand Management for the success of any concern.

CO2: Analyze and execute cohesive development and marketing of new products from idea inception to product elimination, and in designing brand strategies.

CO3: Apply these principles at the consumer level that will improve managerial decision-making with respect to brands, for the achievement of marketing objectives.

Course Contents:

Unit	Name	Contents	Hours
1	Product Management	Introduction and concept of product, Product components, objectives of Product Management, Roles of Product Manager.	2
2	Product mix	Product mix and product line decisions, Growth strategies for the FMCG.	4
3	New Product Development	Routes of new product development, Process of new product development, the latent factors behind marketing success and failure of any new product, product elimination strategies	4
4	Brand Management	Branding concept, Benefits of Branding, Brand perspectives, Characteristics of a Brand, Branding decisions, Global branding: Concept, advantages and disadvantages	8
5	Brand Personality and Brand Extension	Brand Personality: Introduction, concept Types and brand personality scale. Brand Extension: Types of Brand extension, Strategies for successful brand extension	8
6	Brand Positioning and Repositioning	Concept and methods of positioning, Repositioning	6
7	Brand equity and Brand loyalty	Brand Equity: Introduction and concept of brand equity, Cost based, price based, customer-based Methods, Brand Loyalty: Concept, Loyalty pyramid	8

Text Readings:

1. Product Management by R.Majumdar, PHI Learning Pvt.Ltd.
2. Strategic brand management by Kevin Lane Keller, Pearson edn, 2ndedn

Reference Readings:

1. Brand Management by HarshV Verma, Excel books
2. Brand Management by Y. L. R. Moorthy.
3. Doyle, P. (1989), "Building successful brands: The strategic options", Journal of Marketing Management.
4. Kapferer, J.- N. (1997), Strategic Brand management.

Suggested Readings:

1. Strategic Brand Management by Keller, Parameswaran, Issac Jacob.

PO – CO Mapping:

	PROGRAM SPECIFIC OUTCOMES	CO1	CO2	CO3
PSO1	Leadership readiness/qualities			✓
	Business skills	✓	✓	✓
	Innovative thinking		✓	✓
	Research skills		✓	✓
	Managerial Competencies			✓
PSO2	Socially conscious		✓	✓
	Moral and ethical awareness/reasoning		✓	
	Values for life and character building	✓		
PSO3	Disciplinary knowledge	✓		
PSO4	Cooperation/Teamwork			
PSO5	Sustain and grow in globally changing competitive environment			✓
PSO6	Communication skills			✓
	Decision making		✓	
	Critical thinking	✓		
	Analytical skills/ reasoning			
	Problem solving skills			
PSO7	Life long learning attitude			
	Self-directed learning			✓

FT-405MA – Marketing Strategies

Course Type: Core

Course Credits: 4

Course Objectives: The course encompasses in-depth understanding of the competitive marketing strategies, and to apply various principles and theories to different competitive business environments across varied sectors. Being a core discipline, this course enables students to create a solid foundation for designing and implementing marketing strategies in all business domains.

Course Outcome: Student will.....

CO1: To understand and analyze strategy formulation and its implementation for the 4Ps, i.e., Product Strategy, Pricing Policies & Strategies, Place Strategy and Promotion Mix Strategy.

CO2: To understand the Competitor Analysis, SWOT analysis and apply concepts in case analysis.

CO3: To design and implement Competitive Marketing strategies for each segment towards achievement of future organizational growth.

Course Contents:

Unit	Name	Contents	Hours
1.	Introduction	Concept of strategy, key elements of marketing strategy formulation, formulating the marketing strategy, competition and marketing strategy, factors influencing competitive success, Basic marketing strategies, strategic role of marketing manager, factors influencing company's marketing strategy, Difference between marketing strategy and marketing management.	6
2.	SWOT Analysis	Mission, vision, formulation of policies, A framework for developing marketing strategy. BCG Matrix: Strategies to improve performance, sales volume and profitability, Understanding business portfolio through BCG matrix. Marketing Strategies of market leader, market challenger, market follower and market nicher, Porter's three generic strategies.	8
3.	Product strategy	Meaning, strategies for developing new products, Product life cycle, Strategies at various stages of PLC, Branding strategies.	4
4.	Pricing Policies & Strategies	Meaning of price, pricing objectives, role and significance of price, factors affecting pricing, pricing strategies for new products, established products, price flexibility strategy, Product-line pricing strategy, Leasing strategy, price-leadership strategy, pricing strategy to build market share.	6
5.	Distribution (Place) Strategy	Channel structure strategy, distribution scope strategy, multiple-channel strategy, channel modification strategy, channel-control strategy, conflict- management strategy.	6
6.	Promotion Strategy	Identify and understand the promotion mix variables, promotion objectives, strategies for developing promotional perspectives, Advertising strategies, Personal selling strategies.	6
7.	Marketing models and their applications	Marketing models, purpose and development of models, decision support models, theoretical modeling in marketing.	4

Text Readings:

1. Marketing Management by Philip Kotler, Pearson Publication.
2. Marketing Strategy: Text & Cases by O.C.Ferrell & Michael Hartline, Cengage Learning, 6th edn

Reference Readings:

1. Marketing Strategy by Subhash C.Jain, Cengage Learning
2. Marketing Strategy by Vernon R. Stauble, DrydenPress.

Suggested Readings:

1. Marketing Strategy and Management by Michael J. Baker, Palgrave Macmillan Publication

PO – CO Mapping:

	PROGRAM SPECIFIC OUTCOMES	CO1	CO2	CO3
PSO1	Leadership readiness/qualities			✓
	Business skills	✓	✓	✓
	Innovative thinking	✓		✓
	Research skills	✓	✓	✓
	Managerial competencies	✓	✓	✓
PSO2	Socially conscious		✓	✓
	Moral and ethical awareness/reasoning			
	Values for life and character building			
PSO3	Disciplinary knowledge	✓	✓	✓
PSO4	Cooperation/Teamwork		✓	✓
PSO5	Sustain and grow in globally changing competitive environment	✓	✓	✓
PSO6	Communication skills		✓	✓
	Decision making skills	✓	✓	✓
	Critical thinking			
	Analytical skills/ reasoning			
	Problem solving skills			
PSO7	Life long learning attitude			
	Self-directed learning	✓	✓	✓

FT-418MA – Service Marketing

Course Type: Discipline Centric Elective

Course Credits: Theory 4

Course Objective: This paper emphasizes the importance of the service industry which is going through a period of revolutionary change. Service sector has become the most important space for business houses. The course equips the students to acquire core competencies & skill sets to make a successful career in the service sector. It inculcates a service culture among students interested in a career in service sector.

Course Outcome: Student will.....

CO1: Identify the core competencies and skills sets suitable for service sector.

CO2: Understand concept of service marketing mix and design a suitable mix of 7Ps.

CO3: Integrate Service quality concept, dimensions and model in service product

Course Content:

Unit	Name	Contents	Hours
1	Foundations for Service Marketing	Introduction to Services, reasons for growth of service sector, Trends in the service sector, Difference B/w Goods & services, Characteristics of services, Service Marketing Mix, classifications of services.	8
2	Focus on the Customer	The Gaps model of Service Quality, Customer Expectations of Service, Customer Perceptions of Service- Customer satisfaction, Service quality, Service quality dimensions, Moment of truth. SERVQUAL instrument.	8
3	Aligning Service Design and Standards I	3.1 Service Products - meaning, service product levels, PLC, new service, process of new service development, and reasons for success or failure of new services. 3.2 Designing and managing service processes: service blue –print, steps in service process, self-reinforcing service cycle.	6
4	Aligning Service Design and Standards II	Crafting the Service Environment: elements of physical evidence, kinds of physical evidence, roles of service escape, approaches for understanding services escape effects, guidelines for physical elements strategy.	4
5	Delivering and Performing Services	5.1 Managing People for Service Environment: service personnel, service personnel quality, maintaining improving services personnel quality & performance, models of customers as users of services. 5.2 Elements of distribution, methods of distributing services.	6
6	Managing Service Promises	6.1 Services marketing communication: Promotional objectives, developing the promotion mix, key aspects of communication for the service marketers. 6.2 Pricing: Price terminologies, costs of service incurred by customers, pricing tripod, pricing objectives, formulating pricing strategy, price tactics.	6
7	Designing a service strategy	Internal marketing, external marketing, interactive marketing.	2

Text Readings:

- Ravi Shankar, (Latest Edition). Services marketing. Excel Books.
- Lovelock,C., Wirtz, J., Chaterjee, J. (Latest Edition).Services marketing. Pearson Prentice Hall.

Reference Readings:

- Zeithml, V.A. & Bitner, Mary, Jo. (Latest Edition). Services marketing. Tata- McGraw- Hill.
- Hoffman and Bateson (Latest Edition). Concepts, Strategies& Cases, Thompson Books.

PO – CO Mapping:

	PROGRAM SPECIFIC OUTCOMES	CO1	CO2	CO3
PSO1	Leadership readiness/qualities			
	Business skills	✓	✓	✓
	Innovative thinking			✓
	Research skills			✓
	Managerial competencies	✓	✓	
PSO2	Socially conscious			✓
	Moral and ethical awareness/reasoning			
	Values for life and character building			
PSO3	Disciplinary knowledge	✓	✓	✓
PSO4	Cooperation/Teamwork			
PSO5	Sustain and grow in globally changing competitive environment	✓		✓
PSO6	Communication skills		✓	✓
	Decision making	✓	✓	✓
	Critical thinking		✓	✓
	Analytical skills/ reasoning			
	problem solving skills	✓	✓	✓
PSO7	Life long learning attitude			
	Self-directed learning			

FT-416FA – International Finance

Course Type: Discipline centric compulsory

Course Credits: 04 - Theory

Course Objective: The broad objective of this course is to expose the students to the various issues related to international finance. Students taking this course should learn the basic concepts of international finance. Students should be able to understand global financial markets and instruments as also their use in managing financial risks. Students should expect to learn the significance of understanding the BOP structure of a country, financial crisis and its reasons, exchange rate mathematics, management of foreign exchange exposure and international financial instruments.

Course Outcome: Student will.....

CO1: Describe the basic concepts of international monetary system and international financial markets.

CO2: Illustrate the Balance of Payment mechanism of the country and its association with exchange rate.

CO3: Calculate the foreign exchange rate by applying parity theorems and models.

CO4: Classify foreign exchange risk and exposure and adopt appropriate strategies to manage the risk associated with it.

Course Content -

Unit	Name	Contents	Hours
1	Introduction to International Finance:	Domestic vs. international finance, International financial Market integration, currency crisis, and global recession and risk spill over. Understanding BOP structure of a country.	5
2	International Monetary System:	Evolution, Gold Standard, Bretton Woods system, the flexible exchange rate regime, the current exchange rate arrangements.	4
3	Foreign Exchange Markets and Exchange Rate Mathematics	Nature, Functions, Transactions, Participants, Forex Markets in India, Forex dealing, Foreign exchange regimes, Foreign exchange rate determination, factors affecting foreign exchange and Foreign Exchange Rate Mathematics. Numericals.	10
4	Fundamental Parity Relationships and Exchange Rate Forecasting	Purchasing Power Parity, Covered and Uncovered Interest Rate Parity, International Fisher's Effect, Forward Rate Parity, Influence of these parity relationships on Exchange Rates and Exchange Rate Forecasting.	8
5	Management of Foreign Exchange Exposure and Risk	Global Firms Foreign exchange exposure - Transaction, economic and translation exposures, potential currency exposure impact on global firms	7
6	Management of MNC's:	Foreign Direct Investment, Drivers of MNC, Strategic Entry Options to MNC's.	3
7	International Financial Instruments	International Bond & Equity Market, ADRs, GDRs, Foreign bonds & Euro bonds, Fixed Rate Bonds & Floating Rate Notes, Zero Coupon Bonds .	3

Text Readings:

- 1) International Financial Management, P.G.Apte, Tata McGraw Hill
- 2) International Financial Management, Thummuluri Siddaiah
- 3) Multinational Financial Management, Madhu Vij, Excel Publications
- 4) International Financial Management, Alan Shapiro

PO – CO Mapping:

	PROGRAM SPECIFIC OUTCOMES	CO1	CO2	CO3	CO4
PSO1	Leadership readiness/qualities	✓	✓		
	Business skills	✓	✓	✓	✓
	Innovative thinking	✓	✓	✓	✓
	Research skills	✓			
	Managerial competencies	✓	✓	✓	✓
PSO2	Socially conscious				
	Moral and ethical awareness/reasoning				
	Values for life and character building				
PSO3	Disciplinary knowledge	✓	✓	✓	✓
PSO4	Cooperation/Teamwork				
PSO5	sustain and grow in globally changing competitive environment	✓	✓	✓	✓
PSO6	Communication skills				
	Decision making	✓	✓	✓	✓
	Critical thinking	✓	✓		
	Analytical skills/ reasoning	✓	✓	✓	✓
	problem solving skills	✓	✓	✓	✓
PSO7	Life long learning attitude				
	Self-directed learning				

FT-419FA – Taxation for Managers

Course Type: Compulsory

Course Credits: 4 Theory

Course Objective: This course is based on the provisions of The Income Tax Act, 1961, including individual and corporate assesses. This course will enable the students to understand the tax provisions related to individual and companies and compute the tax liability. Level of knowledge expected from the students after completion of this course is working knowledge.

Course Outcome: Student will.....

CO1: Interprets; differentiate between various sources of incomes for an individual.

CO2: Compute the total income of an individual, company and calculate the tax liability.

CO3: File ITR for an individual and plan the tax liability.

Course Contents:

Unit	Name	Contents	Hours
1	Introduction	Definition of Income, Casual Income, Agricultural Income, Person, Assessee, Previous year, Assessment year, Gross Total Income, Total Income; Exempted Income; Heads of Income, Residential Status & Tax Liability.	5
2	Computation of Income from Salary	Meaning & definition Different forms of Salary Allowances, Perquisites Valuation of allowances & perquisites. Valuation of allowances & perquisites. Provisions regarding Provident Fund, Entertainment Allowances, Professional Tax, computation of income from salary.	8
3	Income from House Property	Introduction & Important provisions, Types of House Property. Determination of Gross Annual Value, Municipal Tax & Deductions u/s 24. Treatment of unrealized rent & Vacancy period. Computation of income from house property.	6
4	Corporate Taxation	Corporation tax, Tax Planning, Tax Evasion, Tax Avoidance, Tax Management, Dividend Tax, Indian Company, Foreign Company. Vodafone Case.	2
5	Computation of Total Income and Tax Liability of Companies:	Income from business, capital gain, income from other sources, Gross Total Income, Deductions from Gross Total Income, computation of Total Income. Introduction to MAT and Dividend Distribution Tax.	12
6	Special Tax Provisions	Tax provisions in respect of Free Trade Zone and Special Economic Zone, Tax provisions in respect of Infrastructure Development, Tax provisions in respect of Backward Areas, Amalgamation related tax issues.	3
7	Tax Payment	Tax deduction at source, Tax collection at source, and Advance payment of tax. Introduction to Indirect Taxes.	4

Text Readings:

1. Direct Taxes Planning and Business Tax Procedure by V.K. Singhania
2. Corporate Tax Planning and Management by H.C. Mehrotra
3. Students' Work Book on VAT and Service Tax by V. S. Datey
4. Indirect Taxes by H.C. Mehrotra
5. Indirect Taxes by V.S. Datey

6. Study Material published by ICSI, Financial Dailies and journals like Business Standard, The Economic Times and Financial Express, Economic and Political Weekly.

PO – CO Mapping:

	PROGRAM SPECIFIC OUTCOMES	CO1	CO2	CO3
PSO1	Leadership readiness/qualities	✓	✓	✓
	Business skills			
	Innovative thinking			
	Research skills			
	Managerial competencies	✓	✓	✓
PSO2	Socially conscious			
	Moral and ethical awareness/reasoning	✓	✓	✓
	Values for life and character building			
PSO3	Disciplinary knowledge	✓	✓	✓
PSO4	Cooperation/Teamwork			
PSO5	Sustain and grow in globally changing competitive environment	✓	✓	✓
PSO6	Communication skills			
	Decision making	✓	✓	✓
	Critical thinking			
	Analytical skills/ reasoning	✓	✓	✓
	problem solving skills	✓	✓	✓
PSO7	Life long learning attitude			
	Self-directed learning	✓	✓	✓

FT-413FA – Project Management & Project Finance

Course Type: Discipline Centric Elective

Course Credits: 4

Course Objective: The course will be giving an overview of Project and Project Management and Project Finance concepts and application in current business environment of the country. This course will help the students to acquire disciplinary knowledge that will enhance their opportunity of employment in upcoming financial sector.

Course Outcome: Student will.....

CO1: Develop understanding about project and project finance, its necessary elements, why it is used, how it is used, its advantages and its disadvantages.

CO2: Be able to identify projects that meet the essential criteria for a project financing and know how to create the structure for a basic project financing.

CO3: Identify various sources of financing and learn making financial estimation and projection for projects and understand various risk elements in project finance

Course Content:

Unit	Name	Contents	Hours
1	Project Management I	Meaning and Characteristics of a Project; Classification of Projects; Definition of Project Management; Project Management as Process; Project Planning – Elements and Tools of Project Planning, Gantt Chart, Concepts of Networking, Hierarchy of charts.	6
2	Project Management II	Generating and Screening of Project Ideas; Project Feasibility Study; Prerequisite of Successful Project Implementation.	6
3	Project Finance Introduction:	Meaning and Common Features of Project Financing in India, Difference with Corporate Financing, Necessity of Project Financing, Structure of Project Finance, Advantage and Disadvantage of Project Financing.	6
4	Sources of Project Financing:	Structuring the Project Vehicle; Key Sponsor Issues; Sources for Financing a Project- Equity, Developmental loan, Subordinated Loans, Senior Debt, Syndicated Loans, World Bank Group Financing Sources, Export Credit Agencies, Bonds, Institutional lenders, Lease and Hire Purchase Financing, Vendor Financing of Equipment, Supplier Financing, Host Government; Public Private Partnership in India; Guarantee; Insurance Issue; Case Study	6
5	Financial Estimations and Projections	Overview of Cost of capital and Weighted Average Cost of Capital (WACC) for Projects; Project Cash Flows, Balance Sheet and Profitability Projections; Break-Even Analysis for Projects Numerical Problems/Case Study	4
6	Investment Criteria for Projects	Overview of Time Value of Money, Investment Criteria for Projects; NPV, Internal Rate of Return, Multiple Projects and Constraints, Special Decision Situations, Numerical Problems/Case Study.	4
7	Project Risk Analysis & Project Control	Sources of Risk for Projects, Project Finance Participant Risk, Sensitivity & Scenario Analysis for Projects. Project Control- Reasons for Ineffective Control; Variance Analysis and Performance Analysis Approaches for Control. Numerical	6

		Problems/Case Study.	
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Text Readings:

1. “PROJECTS” Planning Analysis, Selection, Financing, Implementation, and Review by Prasanna Chandra, Tata Mc Graw Hill Publishing Company Ltd., Latest Edition.
2. ‘Introduction to Project Finance’ edited by Andrew Fight, Butterworth-Heinemann an imprint of Elsevier, Linacre House, Jordan Hill, Oxford OX2 8DP 30 Corporate Drive, Burlington, MA 01803
3. “Project Management” by Vasant Desai, Himalaya Publishing House.
4. Project Management by Adrienne Watt Retrieved from <https://opentextbc.ca/projectmanagement/>

PO – CO Mapping:

	PROGRAM SPECIFIC OUTCOMES	CO1	CO2	CO3
PSO1	Leadership readiness/qualities			
	Business skills	✓	✓	✓
	Innovative thinking		✓	✓
	Research skills	✓	✓	✓
	Reflective thinking	✓	✓	✓
PSO2	Socially conscious			
	Moral and ethical awareness/reasoning			
	Values for life and character building			
PSO3	Disciplinary knowledge	✓	✓	✓
PSO4	Resource Management	✓	✓	✓
	Cooperation/Teamwork			
PSO5	Managerial Competencies	✓	✓	✓
PSO6	Communication skills			
	Decision making skills	✓	✓	✓
PSO7	Digital Literacy			
	Critical thinking	✓		
	Analytical skills/ reasoning	✓	✓	✓
	Problem solving skills	✓	✓	✓

FT-417BA Big Data Technologies

Course Type: - Specialization

Course Credits – 4 Theory

Course Objectives: To provide Business students with a comprehensive understanding of Big Data concepts, tools, and applications, enabling them to make informed, data-driven business decisions.

Course Outcomes – After completion of the course, student will:

CO1 Understand the Fundamentals of Big Data – Explain the importance, characteristics, and real-world applications of Big Data in various industries.

CO2 Familiarize with Big Data Tools and Technologies – Gain knowledge of key Big Data platforms like Hadoop, Spark, and cloud-based solutions for storage, processing, and analysis.

CO3 Apply Big Data Analytics for Business Insights – Utilize analytical techniques and visualization tools to drive data-driven decision-making in marketing, finance, HR, and operations.

CO4 Analyze Ethical and Legal Aspects of Big Data – Recognize data security risks, ethical considerations, and regulatory frameworks governing the responsible use of Big Data.

Course Contents –

Unit No	Title	Contents	Hr	Targeted Levels of Blooms T. (Q1)	Content and Pedagogy (Q2)	(Q3) Online Resources	(Q4) Assignment/Assessment/Discussion
1	Introduction to Big Data	<ol style="list-style-type: none"> 1. Definition and Importance of Big Data <ul style="list-style-type: none"> o Traditional Data vs. Big Data o Importance of data in the digital era o Role of Big Data in gaining a competitive advantage 2. Characteristics of Big Data <ul style="list-style-type: none"> o The 5 Vs: Volume, Variety, Velocity, Veracity, Value o Examples and use cases from various industries 3. Applications of Big Data in Business <ul style="list-style-type: none"> o Transformations in marketing, finance, HR, and operations o Case Studies: Examples from retail, healthcare, and banking industries 4. Challenges of Implementing Big Data <ul style="list-style-type: none"> o Scalability, data quality, and organizational resistance <p>LO1 Understand the Fundamentals of Big Data – Explain the differences between traditional data and Big Data, its significance in the digital era, and how businesses leverage it for a competitive advantage.</p> <p>LO2 Analyze Big Data Characteristics and Applications – Describe the 5 Vs of Big Data, explore real-world use cases across industries, and identify key challenges in implementation, such as scalability and data quality.</p>	6	1,2,3	Book1,4 (Lecture, numerical)		Assignment: practice questions for implementing Big Data.

2	Big Data Tools and Technologies	<ol style="list-style-type: none"> 1. Overview of Big Data Ecosystem <ul style="list-style-type: none"> ◦ Components of Big Data systems: Storage, Processing, Analysis ◦ Open-source vs. proprietary tools 2. Common Tools and Platforms <ul style="list-style-type: none"> ◦ Hadoop: Introduction and its ecosystem (HDFS, MapReduce) ◦ Spark: Features and use cases ◦ Tableau: Basics of data visualization 3. Cloud Platforms for Big Data <ul style="list-style-type: none"> ◦ Overview of AWS, Google Cloud, and Microsoft Azure ◦ Benefits of cloud-based Big Data solutions 4. Data Warehousing and Data Lakes <p>LO1: Explain the components of the Big Data ecosystem, compare open-source and proprietary tools, and understand the role of cloud platforms, data warehousing, and visualization tools in Big Data processing and analysis.</p>	6	1,2,3	Book 2,3 (Lecture, numerical)		Assignment: practice questions on Hadoop
3	Big Data Analytics in Business	<ol style="list-style-type: none"> 1. Types of Analytics <ul style="list-style-type: none"> ◦ Descriptive Analytics: Understanding historical data ◦ Predictive Analytics: Forecasting trends and outcomes ◦ Prescriptive Analytics: Recommending actionable insights 2. Data Visualization <ul style="list-style-type: none"> ◦ Importance and principles of effective visualization ◦ Tools for visualization: Tableau, Power BI, and Excel <p>LO1: Demonstrate an understanding of different types of analytics, utilize data visualization tools effectively</p>	4	1, 2,3	Book 1,2,3 (Lecture, numerical)		Assignment: practice and assignment questions on Analytics
4	Business Applications of Big Data Analytics	<ol style="list-style-type: none"> 1. Business Applications of Big Data Analytics <ul style="list-style-type: none"> ◦ Marketing Analytics: Customer segmentation, sentiment analysis ◦ Financial Analytics: Fraud detection, risk management ◦ Supply Chain Analytics: Demand forecasting, route optimization ◦ HR Analytics: Employee engagement, talent management <p>LO1: Apply Big Data analytics in various business domains to drive informed decision-making.</p>	6	4	Book 1,2,3 (Lecture, numerical)		Assignment: practice and assignment questions on Analytics
5	Data-Driven Decision Making	<ol style="list-style-type: none"> 2. Interpreting Data Insights <ul style="list-style-type: none"> ◦ Identifying patterns and trends ◦ Recognizing biases in data interpretation 3. Decision-Making Frameworks <ul style="list-style-type: none"> ◦ Integrating Big Data insights with strategic planning ◦ Using KPIs (Key Performance Indicators) and dashboards <p>LO1: Analyze data insights to identify patterns and trends, minimize biases</p>	6	1,2,3,4.	Book 1,3 (Lecture, numerical)		Assignment: practice and assignment questions on Data-Driven Decision

							ion Making
6	Data-Driven Business Strategies	<ol style="list-style-type: none"> 1. Creating Data-Driven Business Strategies <ul style="list-style-type: none"> ◦ Aligning data insights with business objectives ◦ Case Studies: Real-world examples of successful strategies 2. Tools for Collaborative Decision-Making <ul style="list-style-type: none"> ◦ Sharing insights using visualization dashboards ◦ Platforms for team collaboration <p>LO1: apply decision-making frameworks to develop effective, data-driven business strategies.</p>	6	1,2,3,4.	Book 1,3 (Lecture, numerical)		Assignment: practice and assignment questions on Data-Driven Decision Making
7	Ethical and Legal Aspects of Big Data	<ol style="list-style-type: none"> 3. Data Privacy and Security <ul style="list-style-type: none"> ◦ Risks associated with Big Data: Breaches, misuse ◦ Techniques for data security: Encryption, access control 4. Ethical Considerations <ul style="list-style-type: none"> ◦ Bias in data collection and analysis ◦ Ethical dilemmas in decision-making 5. Regulatory Frameworks <ul style="list-style-type: none"> ◦ GDPR (General Data Protection Regulation) ◦ Industry-specific regulations 6. Corporate Social Responsibility (CSR) and Big Data <ul style="list-style-type: none"> ◦ Leveraging data for social good ◦ Ensuring ethical alignment in business practices <p>LO1: Understand data privacy risks, ethical considerations, and regulatory frameworks to ensure secure, responsible, and socially beneficial use of Big Data in business practices.</p>	6	1,2	Book 1,2 (Lecture)		Assignment: compare and contrast Data Privacy and Security

* 1- Remember, 2- understand, 3- Apply, 4- Analyze, 5-Evaluate
Books and Reading

1. **McGraw Hill India:** They have published "Data Analytics" by Anil Maheshwari, which covers various aspects of data analytics, including tools and techniques. [McGraw-Hill Education+1Amazon+1](#)
2. **PHI Learning:** They offer "BIG DATA ANALYTICS" by Parag Kulkarni, Sarang Joshi, and Meta S. Brown, focusing on unstructured data mining and practical facets of Big Data.

CO-PO Mapping

	PROGRAM SPECIFIC OUTCOMES	CO1	CO2	CO3
PSO1	Leadership readiness/qualities			
	Business skills			
	Innovative thinking	✓	✓	✓
	Research skills			
	Reflective thinking	✓	✓	✓
PSO2	Socially conscious			
	Moral and ethical awareness/reasoning			
	Values for life and character building			
PSO3	Disciplinary knowledge	✓	✓	✓
PSO4	Resource Management			
	Cooperation/Teamwork			
PSO5	Managerial Competencies			
PSO6	Communication skills			
	Decision making skills	✓	✓	✓
PSO7	Digital Literacy	✓	✓	✓
	Critical thinking	✓	✓	✓
	Analytical skills/ reasoning	✓	✓	✓
	Problem solving skills	✓	✓	✓

FT-416HA - Performance Planning & Appraisal

Course Type: Discipline Specific Course

Course Credits: 4 Theory

Course Objective: The course objective is to teach students establish realistic goals and objectives consistent with that mission in a defined time frame within the organization's capacity for implementation.

Course Outcome: Student will.....

CO1: Implement and manage performance management system in support of the strategic goals of the organization.

CO2: Comprehend what is meant in an organization performance and how its planning is important in an organization with respect to attaining and maintaining a contented work force for the larger objective of having a competitive edge in the industry.

CO3: Develop disciplinary knowledge, leadership qualities and decision-making skills.

Course Content:

Unit	Name	Contents	Hours
1	Introduction of Performance Planning and Appraisal	Overview of Performance Planning and Appraisal, Objectives of PA: Past and New, Assumptions, Format of PA.	4
2	Purpose of Performance Appraisal	Purpose of PA, Uses of PA, Errors in Rating of PA.	4
3	Designing of Performance Appraisal	Designing of Performance Appraisal system, Steps of Performance Appraisal Process, Essentials of Good Performance Appraisal System.	6
4	Performance Counselling	Performance Counselling, Objectives of Counselling, Process, Conditions of Effective Counselling.	4
5	Methods of Performance Appraisal	Rating methods, Comparative methods, Narrative methods, Behavioral/Objective Methods, Modern methods.	4
6	Organizational Performance Appraisal	Performance appraisal in a government organization, Performance appraisal in a Private organization.	6
7	Performance Management	Overview of Performance Management, Process, performance Management Best Practices.	6

Text Readings:

1. Organization Behavior by Robbins
2. Personnel / Human Resource Management by De Cenzo and Robbins
3. Handbook on Organizational Performance – Johnson and Redman
4. Designing and Managing HR Systems- Pareek and Rao

PO – CO Mapping:

	PROGRAM SPECIFIC OUTCOMES	CO1	CO2	CO3
PSO1	Leadership readiness/qualities	✓		
	Business skills		✓	
	Innovative thinking			
	Research skills			
	Managerial competencies	✓		
PSO2	Socially conscious	✓		
	Moral and ethical awareness/reasoning		✓	✓
	Values for life and character building		✓	
PSO3	Disciplinary knowledge			
PSO4	Cooperation/Teamwork			✓
PSO5	sustain and grow in globally changing competitive environment			
PSO6	Communication skills			
	Decision making			
	Critical thinking			✓
	Analytical skills/ reasoning			
	problem solving skills		✓	✓
PSO7	Life long learning attitude		✓	
	Self-directed learning			✓

FT417 HA – Industrial Relations & Labour Law

Course Type: Discipline Specific Elective

Course Credits: 4 Theory

Course Objective: The course aims to enable students to integrate knowledge of various industrial laws enacted in accordance with the welfare concept of the constitution of India. It is based on the necessity of achieving collective amity between labour and employer; it enhances the dignity of workmen and integrity of industry.

Course Outcome: Students will.....

CO1: Acquaint with various rights and benefits available to the workmen under the legislations.

CO2: Learn the importance of the maintenance of Industrial Peace and efforts to reduce the incidence of strikes and lockout and industrial strike are to be emphasized.

CO3: Comprehend the multidimensional complexities of industrial relations to enable him to develop the right perspective of this delicate responsibility to deal with union constructively.

Course Contents:

Unit	Name	Contents	Hours
1	Industrial relation in India	Overview and Appraisal, Workers Participation in Management (WPM): Meaning, Objectives, Essential Conditions, forms, Reasons for Limited Success and Suggestions for Improvement, WPM in India, Collective Bargaining: Meaning, Functions, Process and Prerequisites.	6
2	Industrial Employment	Industrial employment (standing order) Act, 1946-Object, legal position of standing order with procedure for certified standing order. Industrial dispute Act, 1947- this act is drawn to solve industrial dispute and problem of industry, settlement between employer and employee by conciliation and arbitration.	6
3	Trade Union Movement	Meaning, function, problem, trade union movement in India and Trade union act 1926.	6
4	Factory Act,1948	Aim and objective of the Act, framers of the act provide health safety and welfare of the workers and young person in the factory.	6
5	E.S.I.C. Act, 1948 Employee's State Insurance Act, 1948	Meaning, scope, object of the act, employment injury caused whether accident or occupational disease, various benefits entitled to get to insured person, constitution of employee's state insurance corporation, employee's state insurance fund.	6
6	Payment of gratuity Act, 1972	Salient features of the act, eligibility to receive gratuity and forfeiture of gratuity, nomination, and determination amount of gratuity.	6
7	Contract Labor (regulation and abolition Act, 1970	Provision, advisory board, registration of contract labour, licensing of contractor, penalty, and procedure in contravention of provision regarding employment of contract labour.	4

Text Readings:

1. R. C. Chawla and K.C. Garg, "Industrial Law", Ludhiana, Kalyani Publishers, 1993.
2. P.L. Malik, "Industrial Law", Lucknow, Eastern Book Co., 1995.
3. J.K. Bareja, "Industrial Law", New Delhi, Galgotia Publishing Co., 2001.
4. M.Y. Pylee and George Simon, "Industrial Relations and Personnel Management", New Delhi, Vikas Publishing House, 1996.
5. P Subba Rao, "Essentials of Human Resource Management Industrial Relations: Text, Cases and Games", Mumbai, Himalaya, 2000.
6. S.C. Shrivastava, "Industrial Relations and Labour Laws", New Delhi, Vikas Publishing House, 1994.
7. Jerome Joseph, "Industrial Relations: Toward A Transformational Process Model", New Delhi, Global Business Press, 1995.
8. Industrial Relations and Labour Laws by Piyali Ghosh and Shefali Nandan
9. Labour and industrial relations by P. K. Padhi

PO – CO Mapping:

	PROGRAM SPECIFIC OUTCOMES	CO1	CO2	CO3
PSO1	Leadership readiness/qualities	✓		
	Business skills		✓	
	Innovative thinking			
	Research skills			
	Managerial competencies	✓		
PSO2	Socially conscious	✓		
	Moral and ethical awareness/reasoning		✓	✓
	Values for life and character building		✓	
PSO3	Disciplinary knowledge			
PSO4	Cooperation/Teamwork			✓
PSO5	sustain and grow in globally changing competitive environment			
PSO6	Communication skills			
	Decision making			
	Critical thinking			✓
	Analytical skills/ reasoning			
	problem solving skills		✓	✓
PSO7	Life long learning attitude		✓	
	Self-directed learning			✓

FT-418HA – Organisation Development

Course Type: Discipline centric Elective

Course Credits: 4 (Theory)

Course Objectives:

- Generate understanding for improving organisational performance measured by profitability, organisational processes, innovativeness, etc. and make organisations better adaptive to its environment which always keeps on changing.
- Implement internal behavior patterns such as interpersonal relations, intergroup relations, level of trust and support among the role players.
- Nurture effective communication skills and problem solving and decision-making skills to deal with contemporary as well as emerging corporate and social issues.
- Inculcate attitude and ability to work in team of diverse people to meet organizational goals.

Course Outcome: Students will.....

- CO1: Understand importance of Organization Development, and to offer insights into design, development, and delivery of OD programs.
- CO2: Acquire knowledge and skills in solving organizational problems to bring improvement in performance in organization.
- CO3: Capability to see organizational issues from several perspectives with many possible solutions.
- CO4: Equip with the ability of critical thinking, analytical skills and problem solving skills for decision making.

Course Contents:

Unit	Name	Contents	Hours
1	Introduction:	Definition, Organizational Change and OD, Model, and strategies.	6
2	Theory and Management of OD:	Foundations of OD, OD Process, Action Research and OD.	6
3	OD Interventions:	Overview of Interventions, Team interventions, inter- Group interventions. Third-party Peace-making Interventions and Structural interventions.	8
4	OD Practitioner:	Roles, Values and Ethic Guidelines.	4
5	Issues and Considerations in OD:	Consultant-Client Relationships, Change agents and Emerging issues in OD.	6
6	Power Politics:	Power Politics and OD.	6
7	Emerging trends of OD:	Special Applications of OD.	4

Text Readings:

1. Wendell L. French and Cecil N. Bell Jr., "Organization Development" New Delhi, Prentice Hall.

Reference Readings:

1. Don Harvey and Donald R. Brown, "An Experiential Approach to Organizational Development", New Jersey, Prentice Hall Inc.
2. Wendell L. French Cecil H Bell, Jr., Robert A. Zawaski. (Eds.), "Organizational Development and Transformation: Managing Effective Change", Illinois: Irwin Inc., 1994.
3. Cummings and Worley," Organizational Development and Change", South Western College Publishing, Thomson Learning

PO – CO Mapping:

	PROGRAM SPECIFIC OUTCOMES	CO1	CO2	CO3	CO4
PSO1	Leadership readiness/qualities	✓	✓	✓	✓
	Business skills	✓	✓	✓	✓
	Innovative thinking				
	Research skills				
	Managerial competencies	✓	✓	✓	✓
PSO2	Socially conscious				
	Moral and ethical awareness/reasoning				
	Values for life and character building				
PSO3	Disciplinary knowledge	✓	✓	✓	✓
PSO4	Cooperation/Teamwork	✓	✓	✓	✓
PSO5	Sustain and grow in globally changing competitive environment				
PSO6	Communication skills	✓	✓	✓	✓
	Decision making	✓	✓	✓	✓
	Critical thinking	✓	✓	✓	✓
	Analytical skills/ reasoning	✓	✓	✓	✓
	problem solving skills				
PSO7	Life long learning attitude	✓			
	Self-directed learning			✓	

FT-415BA Predictive Modeling and Pattern Discovery

FT-418BA LAB: Predictive Modeling and Pattern Discovery

Course Type: Core

Course Credits: 4

Course Objective: To get introduced to the need of predictive modeling, understand the concepts of supervised and unsupervised learning for predictive modeling and to practice predictive techniques using Python.

Course Outcome

After Completion of course students will

CO1: Understand foundational concepts in predictive modeling and data mining.

CO2: Gain proficiency in Python for data analysis and predictive modeling tasks.

CO3: Learn and apply various data mining algorithms and techniques

CO4: Develop skills in data preprocessing, visualization, and model evaluation.

COURSE CONTENTS

Unit	Name	Contents	Hrs.	Targeted Levels of Blooms T. (Q1)	Content and Pedagogy (Q2)	(Q4) Assign./ Assessment/ Discussion
1	Predictive Analytics	Predictive Analytics-Definition, Predictive analytics Problems, Regression analysis for Demand Curve and for making Predictions, Making Predictions using a Data Set, Probability Models, Implementation of a Model.	6	1 and 2*	Book 2 (Lecture)	Discussion on need and applications of predictive modeling
2	Python for Predictive Modelling	Introduction to Python programming, Python and Jupyter Notebook (JN) setup, Python libraries: NumPy, Pandas, Matplotlib. Data manipulation and visualization using Pandas and Matplotlib. Pandas data structures. Most Common Data Operations. Pivot tables and cross tabulation Data Preprocessing: Data cleaning and transformation, Handling missing values and outliers, Feature scaling and normalization.	6	1, 2, and 3*	Book 1 & 2 (Lecture, illustration, and implementation)	Discussion on Python programming, libraries and data cleaning
3	Unsupervised Learning -I	Association Rule Learning: Apriori algorithm, Market Basket Analysis, Evaluation metrics for association rules Clustering: K-Means clustering, Hierarchical clustering, Evaluation of clustering results.	6	1, 2, 3 and 4*	Book 1 & 2 (Lecture, illustration, and implementation)	Discussion on different algorithms and apply them to real world data for data analysis
4	Unsupervised Learning - II	Dimensionality Reduction: Principal Component Analysis (PCA), Linear Discriminant Analysis (LDA) t-Distributed Stochastic Neighbor Embedding (t-SNE).	6	1, 2, 3 and 4*	Book 1 & 2 (Lecture, illustration, and implementation)	Discussion on different algorithms and apply them to real world data for data analysis
5	Supervised Learning - I	Regression: Linear regression, Polynomial regression, Model evaluation metrics: MAE, MSE, RMSE.	6	1, 2, 3 and 4*	Book 1 & 2 (Lecture, illustration, and	Discussion on regression and descriptive statistics

					impleme ntation)	
6	Supervised Learning - II	Classification: Logistic regression, K-Nearest Neighbors (KNN), Decision Trees and Random Forests, Model evaluation metrics: Accuracy, precision, recall, F1-score, ROC-AUC.	6	1, 2, 3 and 4*	Book 1 & 2 (Lecture, illustration, and implementation)	Discussion on different model evaluation metrics and parameters
7	Advanced Techniques	Ensemble Methods: Bagging and Boosting, Gradient Boosting Machines (GBM), Extreme Gradient Boosting (XGBoost). Support Vector Machines (SVM): Linear and non-linear SVM, Kernel trick, Model evaluation and tuning.	4	1, 2, 3 and 4*	Book 1 & 2 (Lecture, illustration, and implementation)	Discussion on different algorithms and apply them to real world data for data analysis

* 1- Remember, 2- Understand, 3- Apply, 4- Analyze, 5- Evaluate, 6- Create

Text Books:-

1. Jiawei Han and Micheline Kamber (2006). Data Mining: Concepts and Techniques.
2. Predictive Analytics and Data Mining Concepts and Practice with RapidMiner, 'Vijay Kotu, Bala Deshpande, PhD', Elsevier Publication.
3. Heydt M., Learning Pandas, Packt, 2017, ISBN 978-1-78712-313-7 (LP)
4. VanderPlas, Python Data Science Handbook, O'Reilly, 2017 (PDS)

Reference Textbooks:

1. Sebastian Raschka and Vahid Mirjalili, Python Machine Learning: Machine Learning and Deep Learning with Python, scikitlearn, and Tensor Flow "
2. Aurélien Géron, Hands-On Machine Learning with Scikit-Learn, Keras, and TensorFlow.
3. McKinney, Python for Data Analysis, 2nd Ed., O'Reilly, 2018 (DSA)
4. Muller, Introduction to Machine Learning with Python, O'Reilly, 2017 (MLP)

Web links and Video Lectures (e-Resources):

1. <https://youtu.be/7eh4d6sabA0?si=JWHNJRVS6NhQOPYe>
2. <https://youtu.be/kqtD5dpn9C8?si=LBep4HWaMFRrAPsD>
3. <https://youtu.be/4SJ7bEILPJK?si=5LurvzUOuCewlW9>
4. <https://www.coursera.org/learn/wharton-customer-analytics>
5. <https://www.analyticsvidhya.com/blog/2014/10/support-vector-machine-simplified/>

PO/CO Mapping

	PROGRAM SPECIFIC OUTCOMES	CO1	CO2	CO3	CO4
PSO1	Leadership readiness/qualities				
	Business skills			✓	✓
	Innovative thinking	✓	✓	✓	✓
	Research skills	✓	✓	✓	✓
	Managerial competencies			✓	✓
PSO2	Socially conscious				
	Moral and ethical awareness/reasoning				
	Values for life and character building				
PSO3	Disciplinary knowledge	✓	✓	✓	✓
PSO4	Cooperation/Teamwork				
PSO5	Sustain and grow in globally changing competitive environment	✓	✓	✓	✓

PSO6	Communication skills				
	Decision making	✓	✓	✓	✓
	Critical thinking				
	Analytical skills/ reasoning	✓	✓	✓	✓
	problem solving skills	✓	✓	✓	✓
PSO7	Life long learning attitude				
	Self-directed learning	✓	✓	✓	✓

**FT-407MB/FT-416BA – Digital Analytics &
FT-420MB/FT-419BA – Digital Analytics Lab**

Course Type: Discipline Centric Elective

Course Credits: 3(T) AND 1 (L)

Course Objective: To provide basic understanding of the use and deployment of Digital marketing tools and analytics platforms. Gaining a grounded understanding of digital analytics and business implication.

Course Outcome: Students will.....

CO1: Students will develop knowledge, understanding and skills in analysis of social media.

CO2: Acquaint with better understanding of Web Analytics tool.

CO3: Develop analytical skills for effective decision alternatives in social media problems.

CO4: Acquainted with better understanding of implementation of web analytics strategies and develop analytical skills for effective decision alternatives in social media operations.

Course Content:

Unit	Name	Contents	Hours
1	Introduction to Digital Marketing /Web Analytics	Definition of Digital marketing and its types, Definition, Importance, Process, Web analytics evolution, Need of web analytics, Advantages & Limitations. Website structure, Blogs, and online communities.	7
2	Digital platforms fundamentals	Introduction to social media, social media landscape, Social Media Analytics & its need; Introduction to SMA in different social media platforms. Facebook, Instagram, YouTube, AdWords, LinkedIn & Twitter.	4
3	Data Collection	Capturing Data: Web logs, java script tags (GA code) Outcome data: Lead generation; Competitive Data: Panel Based measurement, ISP based measurement, Search Engine Data; Type and size of data, identifying unique page definition, cookies, types of data (1st, 2nd and 3rd party).	7
4	Web Metrics & Analytics & Tools	Common metrics: Hits, Page views, visits, unique page views, Bounce, Bounce rate & its improvement, Average time on-site, real-time report, traffic source report, custom campaigns, content report. Categories of traffic: Organic traffic, Paid traffic; Social Media Metrics: Reach, Impressions, Engagement, Video views etc. Key Performance Indicator: Need, characteristics, perspective and uses. Benchmarking.	7
5	Web Analytics Platforms usage	Parameters, demographics. Analysing page audience: Reach and engagement analysis. Post-Performance on FB; Social Campaigns: Goals and evaluating outcomes, Measuring, and analyzing social campaigns. Using: Facebook, YouTube, AdWords, LinkedIn Graphs and other Matrices: Basic measures for individuals and networks. Random graphs & network evolution, Comparative study of YouTube research insights vs Facebook page insights.	7
6	Google Analytics	Brief introduction, How Google Analytics works, setup, Google Analytics Interface, Basic Reports, Basic Campaign and Conversion Tracking. Google optimize, Implementation technology, Limitations, Performance concerns, Privacy issues. Conversion and behavior analysis, Acquisition and audience analysis.	4

7	Adobe Analytics	Introduction, Workspace, Components: segmentation, calculated metrics, classifications, and Using the Classification Rule Builder. Comparison between Google Analytics & Adobe analytics.	4
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Text Readings:

1. E-Marketing by Judy Strauss and Raymond Frost, Seventh Edition, Pearson India Education Services.
2. Digital Marketing Analytics: Making Sense of Consumer Data in a Digital World by Chuck Hemann Ken Burbary, Que Publishing 2013.
3. Data Analytics by Anil Maheshwari, McGraw Hill education.
4. Social Media Marketing, By Tracy L Tuten, and Michael R Soloman, Sage publication India ltd.
5. A Beginner's guide to Google analytics by Ben Barden
6. Web Analytics by Tutorials Point (I) Pvt. Ltd.

PO – CO Mapping:

	PROGRAM SPECIFIC OUTCOMES	CO1	CO2	CO3	CO4
PSO1	Leadership readiness/qualities				
	Business skills	✓			
	Innovative thinking				
	Research skills				
	Reflective thinking				✓
PSO2	Socially conscious				
	Moral and ethical awareness/reasoning				
	Values for life and character building				
PSO3	Disciplinary knowledge	✓	✓	✓	
PSO4	Resource Management	✓			
	Cooperation/Teamwork				
PSO5	Managerial Competencies				✓
PSO6	Communication skills				
	Decision making skills		✓		✓
PSO7	Digital Literacy				
	Critical thinking	✓			✓
	Analytical skills/ reasoning	✓			✓
	Problem solving skills				

FT-416MB – Industrial Marketing

Course Type: Discipline centric Elective

Course Credits: Theory - 04

Course Objective: This course aims at developing an awareness and understanding about the nature of industrial markets, customers and decision making, and familiarizing with the marketing strategies adopted for industrial / business markets.

Course Outcome: Students will.....

CO1: To Understand nature and characteristics of industrial markets, customers, and buying behavior.

CO2: To Analyze environmental influences on industrial marketing

CO3: To understand application of marketing mix elements for industrial markets

CO4: To design and implement industrial marketing strategies

Course Content:

Unit	Name	Contents	Hours
1	Nature and concepts of Industrial marketing	Industrial verses Consumers Marketing, Salient Features of Industrial Market, Economic of Industrial Demand. Resellers Marketing.	6
2	Understanding Industrial Market	Organizational customers, governmental agencies, institutions, salient features of industrial products; classifying industrial products	6
3	Industrial Marketing Environment	Strategies for managing the Industrial Marketing Environment. Strategic Planning Process in Industrial Marketing.	4
4	Organizational Buying and Buyer Behaviour	Characteristics of Organizational Procurement, Concept and Model of Organizational Buying Behaviour, Buying Center Involvement and Interaction Patterns, Joint Decision Making, Conflict and Resolution in Joint Decision Making, the Buying Committee, Supplier Choice and Valuation.	10
5	Industrial Market Segmentation	Basis for Segmenting Industrial Market, Target Marketing and positioning.	4
6	Business Pricing	Factors affecting pricing for industrial markets, Price Determinants, Pricing Decisions.	4
7	Formulating Channel and Promotion Strategies	Marketing Channel Participants, Physical Distribution and Customer Service, Formulating and Marketing Communication Strategies, Person Selling, Advertising, Sales Promotion and Publicity.	6

Text Readings:

1. Robert R. Reeder, Edward G. Briety and Betty H. Reeder, Industrial Marketing, Analysis, Planning and Control, PHI
2. Krishna K. Havldar, Industrial Marketing, Tata McGraw Hill

Reference Readings:

1. Michael H. Moris, Industrial Marketing and Organizational Marketing, New York, MacMillian
2. Krishna K. Havldar, Business Marketing, McGraw Hill Education
3. Francis Cherunilam, Industrial Marketing, Himalaya Publishing

PO – CO Mapping:

	PROGRAM SPECIFIC OUTCOMES	CO1	CO2	CO3	CO4
PSO1	Leadership readiness/qualities				✓
	Business skills	✓			✓
	Innovative thinking			✓	
	Research skills		✓		
	Managerial competencies	✓		✓	✓
PSO2	Socially conscious				
	Moral and ethical awareness/reasoning		✓		
	Values for life and character building				
PSO3	Disciplinary knowledge	✓			
PSO4	Cooperation/Teamwork				
PSO5	Sustain and grow in globally changing competitive environment	✓			✓
PSO6	Communication skills				
	Decision making				✓
	Critical thinking		✓		
	Analytical skills/ reasoning		✓	✓	
	problem solving skills			✓	✓
PSO7	Life long learning attitude				
	Self-directed learning		✓		

FT-410MB – Global Marketing

Course Type: Core

Course Credits: Theory - 04

Course Objective: The course aims at providing a comprehensive understanding and knowledge about global markets and influencing environmental factors to equip the students with requisite managerial competencies for designing and implementing Global Marketing Strategies.

Course Outcome: Students will.....

CO1: Develop a deeper understanding of the evolution of Global Marketing and emerging practices.

CO2: Analyse the global customers, markets and influence of marketing forces.

CO3: Apply marketing mix elements for global markets.

CO4: Demonstrate skills in designing global marketing strategies.

Course Content:

Unit	Name	Contents	Hours
1	Introduction to Global Marketing	Definition, Scope and Importance; Emergence of globalization and global Marketing; Global market orientation - EPRG framework; Challenges in Global Marketing. Difference between Domestic, International, Multinational, Global Markets.	8
2	Global Environment	Environmental Influences on Global Marketing; Cultural environment; Economic environment; Political and Legal Environment; Role of International Agencies.	6
3	Planning for Global Markets	Segmentation and positioning for Global Markets; Market regions and groups; Market entry methods.	6
4	Product Strategies	Standardization, Adaptation; International Product Life Cycle; Designing new products; Country of Origin Effect.	6
5	Pricing Strategies	Role of price in Global Marketing; Factors affecting Global Prices; Pricing methods and strategies; Challenges in Global pricing., Transfer Pricing, Exchange Rates and Its Impact on Pricing.	4
6	Distribution Strategies	Distribution channels for Global markets; Factors affecting distribution in Global markets; Distribution Strategies.	4
7	Promotion Strategies	Factors affecting promotion in Global markets; Using marketing communications tools for Global promotion; Global Branding strategies; Global Media Decisions, Global Advertising Regulations.	6

Text Readings:

1. Global Marketing, W. J. Keegan, Pearson Education
2. Global Marketing, Svend Hollensen, Pearson Education

Reference Readings:

1. Global Marketing, Masaaki Kotabe and Kristiaan Helsen, Wiley
2. International marketing, Czinkota.and Ronkainen, Thomson-South Western

PO – CO Mapping:

	PROGRAM SPECIFIC OUTCOMES	CO1	CO2	CO3	CO4
PSO1	Leadership readiness/qualities				✓
	Business skills				✓
	Innovative thinking			✓	
	Research skills		✓		
	Managerial competencies	✓		✓	✓
PSO2	Socially conscious				
	Moral and ethical awareness/reasoning	✓			
	Values for life and character building				
PSO3	Disciplinary knowledge	✓			
PSO4	Cooperation/Teamwork				
PSO5	Sustain and grow in globally changing competitive environment	✓			✓
PSO6	Communication skills				
	Decision making				✓
	Critical thinking		✓		
	Analytical skills/ reasoning		✓	✓	
	problem solving skills			✓	✓
PSO7	Life long learning attitude				
	Self-directed learning		✓		

FT-416FB – Bank Management

Course Type: Discipline Centric Elective

Course Credits: 4

Course Objective: The course will be giving an overview and understanding of Bank Management concepts and application in current business environment of the country. This course will help the students to acquire disciplinary knowledge that will enhance their opportunity of employment in upcoming financial sector.

Course Outcome: Student will.....

CO1: Identify, examine and apply basic finance concept to management of Indian banking institutions.

CO2: Able to evaluate performance of Indian banks.

CO3: Understand capital, lending, deposits and risk of Indian banks.

Course Content:

Unit	Name	Contents	Hours
1	Introduction	Bank's Role as Financial Intermediaries; Basic Principles of Banking.	2
2	Evaluation of Bank Performance	Financial Statements of Banks Operating in India; Analyzing Financial Statements of Banks Operating in India. Non-Interest Incomes and Non-interest Expenses in Indian Banks. Key Performance Indicators for Banks, CAMELS Ratings, Alternative Models of Bank Performance.	8
3	Sources of Bank Fund I-Deposits and Non-Deposits	Basic Concepts, Types of Deposits, Deposit Insurance, Current Deposit Scenario in Indian Banks. Deposit Pricing, non-deposit sources. Reserve Requirement and Computation of NDTL for Banking System in India, Non-Deposits Sources for Banking System in India.	6
4	Source of Bank Fund-II Capital	Basic Concepts; Economic and Regulatory Capital; Risk Based Bank Capital Standards- Basel I, II and III.	6
5	Banking Risk & Regulations Governing Banking	-Concepts of Various Banking Risks, Risk Management Framework, Risk Management System in Indian Banks. - Some Important Legal Provisions Relevant for Banks in India; Forms of Bank Customer Relationship. Types of Customers and their Accounts. Bank's Duties and Rights, Termination of Bank Customer Relationship.	6
6	Use of Bank Fund-I Lending	Purpose, Security and Modes of Credit Delivery, Types of Fund-Based and Non-fund Based Lending, Broad Steps to Credit Analysis, Risk Classification Criteria, Fixed vs Floating Rate, Principles of Credit, Legal Aspect of Lending. Prudential Norms, Loan sales.	6
7	Use of bank fund II- Investment	Basic Concepts, VaR, Banks Investment Portfolio in India.	4

Text Readings:

1. "Management of Banking" - S. Scot McDonald and Timothy W. Koch, Thomson.
2. "Management of Banking and Financial Services" Justine Paul and Padmalatha Suresh, Pearson Education.
3. "Bank Financial Management", Indian institute of Banking & Finance, Macmillan.

4. "Commercial Bank Management" Kanhaiya Singh, McGraw Hills Education
5. "Bank Management and Financial Services" Peter Rose and Sylvia C Hudgins, McGraw Hills Education
6. "Financial Institutions and Markets" L.M Bhole, Tata Mc Graw Hill Publishing Company, New Delhi.
7. "Bank Financial Management" S N Swastikar, Taxmann Publication Pvt. Ltd.

PO – CO Mapping:

	PROGRAM SPECIFIC OUTCOMES	CO1	CO2	CO3
PSO1	Leadership readiness/qualities			
	Business skills	✓	✓	✓
	Innovative thinking	✓	✓	✓
	Research skills		✓	
	Managerial competencies	✓	✓	✓
PSO2	Socially conscious			
	Moral and ethical awareness/reasoning			
	Values for life and character building			
PSO3	Disciplinary knowledge	✓	✓	✓
PSO4	Cooperation/Teamwork			
PSO5	Sustain and grow in globally changing competitive environment	✓	✓	✓
PSO6	Communication skills			
	Decision making	✓	✓	✓
	Critical thinking	✓	✓	✓
	Analytical skills/ reasoning	✓	✓	✓
	problem solving skills	✓	✓	✓
PSO7	Life long learning attitude			
	Self-directed learning		✓	

FT-405FB – Corporate Valuation & Restructuring

Course Type: Discipline centric Elective

Course Credits: 4 Theory 0 Practical

Course Objective: The basic objective behind offering this course is to give the understanding of the various, concepts and strategies relating to corporate restructuring, understanding of backdrop, suitability and pros and cons of various strategic options, and financial dimensions and financial implication concerning corporate restructuring, including valuation effect.

Course Outcome: Student will.....

CO1: Developing an understanding of context and concepts relating to corporate restructuring, its types and various strategic options and their need and suitability.

CO2: Acquire reasonable understanding of Key Corporate Restructuring Strategies including Mergers, Acquisitions and Takeovers, Financial and other considerations associated with these strategies, and understand basic framework of their analysis.

CO3: Understand Financial Restructuring and Re-organization; develop reasonable ability of identifying various financial alternatives and their suitability, and their impact.

CO4: Develop basic understanding of business valuation before and after restructuring.

Course Content:

Unit	Name	Contents	Hours
1	Introduction and Concepts	Meaning and dimensions of Corporate Restructuring, Need and Necessity, Historical Background, various strategic options in Corporate Restructuring, emerging trends in Corporate Restructuring.	4
2	Mergers, Acquisitions and Takeovers	Concept, Process and types, Pre-requisites and Motives behind Mergers and Acquisitions, Value Drivers, A framework for analysis of M & A, Calculation of Exchange Ratio and Cost and Benefit, Tax Planning through M & A, Financing and other considerations in M & A, Reasons for Failures of M & A.	10
3	Others Modes of Corporate Restructuring	Demergers and Reverse Mergers, Sell offs & Divestitures; Spin offs, and Split Offs, Equity carve outs, Strategic Alliances, joint-ventures, ESOPs, MLPs etc.	4
4	Financial Restructuring and Reorganization	Debt vs. Equity Restructuring, Financial Alternatives, Merits & Demerits, MBOs & LBOs, Methods of payments & their effects, Reduction & reorganization of Share capital; buy-back of shares and other defense mechanism, Post restructuring Reorganization; Factors and Impact.	6
5	Restructuring and Business Valuation	Valuation contexts and Fundamentals, Valuation Methods and Techniques, Criteria for selecting the appropriate valuation method, Application of Valuation Principles, Techniques to manage risk in Valuation, Valuation of different CR Strategies and Valuation Analysis.	8
6	Emerging Trends in CR	Cross-border Restructuring; Concept and Types, Need and Benefits, Difficulties and Challenges, Integrating Cross-border Restructuring Initiatives, Fast Track Mergers, Amalgamation of Government Companies.	4
7	Case Studies	Case Studies covering various traditional and contemporary modes of Corporate Restructuring.	12

Text Readings:

1. Aurora R.S., Shetty K. and Kale S.R., Mergers and Acquisitions, Oxford University Press, Second Impression (2012)
2. Ravi M. Kishore, “Strategic Financial Management”, Taxmann Publication, Latest Edition.
3. Chandra Prasanna, “Financial Management; Theory and Practice”, McGraw Hill Education, Latest Edition.
4. Study Material of Professional Program on “Corporate Restructuring, Valuation and Insolvency” issued by The Institute of Company Secretaries of India (Module 1, Paper 3)
5. ICSI: Handbook on Mergers Amalgamations and takeovers.
6. K. R. Sampath: Mergers/Amalgamations, Takeovers, Joint Ventures, LLPs and Corporate Restructure, Snow White Publications
7. S. Ramanujam : Mergers et al, LexisNexis Butterworths Wadhwa Nagpur
8. Ray : Mergers and Acquisitions Strategy, Valuation and Integration, PHI
9. Merger, Restructuring & Corporate control- Weston, Chung & Hoara, Person Publication
10. Pandey and Bhatt, “Cases in Financial Management” Tata McGraw Hill, second edition,

Important Websites:

- (a) www.sebi.gov.in
- (b) www.rbi.org.in
- (c) www.finmin.nic.in
- (d) www.dipp.nic.in
- (e) www.mca.gov.in

PO – CO Mapping:

	PROGRAM SPECIFIC OUTCOMES	CO1	CO2	CO3	CO4
PSO1	Leadership readiness/qualities	✓	✓		
	Business skills	✓	✓	✓	✓
	Innovative thinking	✓	✓	✓	✓
	Research skills				
	Managerial competencies				
PSO2	Socially conscious				
	Moral and ethical awareness/reasoning				
	Values for life and character building				
PSO3	Disciplinary knowledge	✓	✓	✓	✓
PSO4	Cooperation/Teamwork				
PSO5	Sustain and grow in globally changing competitive environment				
PSO6	Communication skills				
	Decision making	✓	✓	✓	✓
	Critical thinking	✓	✓	✓	✓
	Analytical skills/ reasoning	✓	✓	✓	✓
	Problem solving skills	✓	✓	✓	✓
PSO7	Life long learning attitude				
	Self-directed learning				

FT-406FB – Financial Planning & Wealth Management

Course Type: Elective

Credits: 4 Theory

Course Objective: This course aims at equipping students with skills of personal financial planning which is as necessary as challenging. Students should be able to understand how imperative it is to start investing early and how it affects wealth creation. Students should expect to learn the significance of estate planning and tools used for same. They should learn the ethical and professional considerations applicable for a financial planner.

Course Outcome: Student will.....

CO1: Gain knowledge of key concepts and procedures used in sound financial planning.

CO2: Formulate and adapt financial plans and even thrive in response to changes in financial environment.

CO3: Develop a practical framework of the key concepts that will aid in increasing personal wealth ethically.

Course Content:

Unit	Name	Contents	Hours
1	Fundamentals of Personal Financial Planning	Introduction to Financial Planning, Components of financial plan, Implementing, monitoring and revising the financial plan, Financial Planning Process, Financial Goal planning and goal prioritisation, Concept of Personal Financial Planning. Financial organiser.	6
2	Avenues for Personal Investment	Avenues of Personal Finance and their merits and limitations. Asset classes available to us- REITs, Fixed deposit, alternative assets – hedge funds, structured products. Asset allocation and goal bucketing, finding the best allocation strategy.	4
3	Creating Personal Financial Plan	Personal Financial Statements; Concept, Preparation, Cash inflows and outflows- Cash Management, Income and expenditure statement, Budgeting and forecasting, Monitoring budgets and provisions for savings, Factors that affect cash outflows and inflows, Personal Balance Sheet and Net Worth calculations.	6
4	Considerations in Personal Financial Planning	Tax Planning in Personal Financial Planning – Reduce indirect tax, Plan and choose the right 80C for you, Education Loan and vehicle loan tax saving hacks, Gratuity and Leave encashment hacks, Donation tax planning, Using your parents for tax reduction. Ethical and professional considerations in financial Planning.	6
5	Retirement and Financial Planning	Understanding FIRE, lean FIRE, fat FIRE, calculations, Need & Issues in retirement planning, Retirement planning process, Concerns post-retirement, Considerations before buying a retirement plan, Avenues for retirement Planning- NPS, Jeevan Akshay VI, Senior citizen savings scheme, Pension policies.	6
6	Housing, Real Estate & Personal Financial Planning	Concept of Housing- lifestyle choice or investment, Thumb rules for purchasing of a house, Costs and Benefits associated with owning a house, Rent or Buy Decision, HRA and house loan EMI considerations. Concept of Real Estate, Features of Real Estate Investment.	6
7	Estate planning	Estate planning process and its objectives, information required for estate planning, estate planning tools –nomination, Joint account, creation of trust, Contents of a will, digital or e-will and its benefits, service providers of e-will, letter of last instructions.	6

Text Readings:

1. Personal Financial Planning by Harold A. Wolf “Simon & Schuster Custom Publishing”

Reference Readings:

1. Financial Planning and Wealth Creation “Taxmann Allied Services Pvt.Ltd.
2. Personal Finance “PearsonEducation”

PO – CO Mapping:

	PROGRAM SPECIFIC OUTCOMES	CO1	CO2	CO3	CO4
PSO1	Leadership readiness/qualities	✓	✓		
	Business skills	✓	✓	✓	✓
	Innovative thinking	✓	✓	✓	✓
	Research skills	✓			
	Managerial competencies	✓	✓	✓	✓
PSO2	Socially conscious				
	Moral and ethical awareness/reasoning				
	Values for life and character building				
PSO3	Disciplinary knowledge	✓	✓	✓	✓
PSO4	Cooperation/Teamwork				
PSO5	Sustain and grow in globally changing competitive environment	✓	✓	✓	✓
PSO6	Communication skills				
	Decision making	✓	✓	✓	✓
	Critical thinking	✓	✓		
	Analytical skills/ reasoning	✓	✓	✓	✓
	Problem solving skills	✓	✓	✓	✓
PSO7	Life long learning attitude				
	Self-directed learning				