

Specialisation Courses Curriculum

Course Name	Introduction to Healthcare Industry	Theory Lectures: 60 Practical: 0
Course Code:	MG23HC001	4-0-0-4
<p>Course Objectives: This course aims to provide an overview of the healthcare industry, its services, functions, and organizational structures. The course will also address the significant trends and issues influencing healthcare delivery.</p>		
Units	Contents	Hours
1	Introduction to the Healthcare Industry: Understanding Health and Disease, understanding the Healthcare Industry, Key Components of Healthcare Systems, Introduction to Health Services, Overview of Healthcare Professions	10
2	Understanding Healthcare Organizations: Types of Healthcare Organizations, Role and Functions of Healthcare Organizations, Governance in Healthcare Organizations, Overview of Healthcare Financing	10
3	Trends and Issues in Healthcare: Emerging Trends in Healthcare, Technology in Healthcare, Health Policy and Advocacy, Addressing Disparities in Healthcare, Impact of Aging Population on Healthcare	10
4	Introduction to Health Services Delivery: Outpatient Services, Inpatient Services, Long-term Care, Mental Health Services, Public Health and Preventive Medicine	10
5	Comparative Healthcare Systems: Healthcare Systems in the United States, Healthcare Systems in the United Kingdom, Healthcare Systems in Canada, Healthcare Systems in China, Healthcare Systems in India	10
6	Trends in Healthcare Industry: Role of Innovation and Technology in Shaping the Future of Healthcare, Challenges and Opportunities in the Future of Healthcare, Influence of Global Trends on the Future of Healthcare, Strategic Planning for Future Healthcare Needs, Policies and Regulations Shaping the Future of Healthcare	10

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Course Outcomes	
CO1	Discuss the basic concepts and terminologies in the healthcare industry
CO2	Evaluate the key components of the healthcare industry, including service delivery and financing Analytics question
CO3	Analyze the roles and functions of different healthcare organizations
CO4	Discuss current trends and issues in healthcare and their impact on healthcare delivery
CO5	Compare the healthcare systems in different countries and the implications for health policy
Books:	
Text Books	India's Healthcare Industry Innovation in Delivery, Financing, and Manufacturing by Lawton Burns, published by Cambridge University Press
Reference Books	Introduction to Health Care Management by Sharon B. Buchbinder and Nancy H. Shanks. Understanding Health Policy: A Clinical Approach by Thomas Bodenheimer and Kevin Grumbach.


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Course Name	Medical Terminology	Theory Lectures: 60 Practical: 0
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Course Code:	MG23HC002	4-0-0-4
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Course Objectives: This course aims to impart fundamental knowledge of medical terminology, including the understanding of word roots, prefixes, and suffixes, to students to enable clear and effective communication within the healthcare environment.

Units	Contents	Hours
1	Introduction to Medical Terminology: Overview of medical terminology, Importance of medical terminology in healthcare, Basic rules for using medical terms, Anatomy of medical words (root, prefix, suffix), Medical terms related to laboratory tests and clinical procedures	10
2	Body Structure and Directional Terminology: Medical terms related to the body's structure and position, Terms for body planes, directions, and cavities, Understanding and using anatomical positional and directional terms, Terminology used in radiology, pathology, and surgery	10
3	Medical Terminology of Body Systems - Part I: Medical terms for the cardiovascular, respiratory, and digestive systems, Understanding diseases, procedures, and treatments related to these systems, Basic pharmacological terminology	10
4	Medical Terminology of Body Systems - Part II: Medical terms for the urinary, nervous, and endocrine systems, Understanding diseases, procedures, and treatments related to these systems, Interpreting prescriptions and medical reports	10
5	Medical Terminology of Body Systems - Part III: Medical terms for the musculoskeletal, reproductive, and integumentary systems, Understanding diseases, procedures, and treatments related to these systems	10
6	Medical Terminology of Body Systems - Part IV: Medical terminology used by ENT surgeon, Medical terminology used by Dentist, Medical terminology used by Gynecologist, Medical terminology used by Oncologist, Medical terminology used by Dermatologist, Medical terminology used by Endocrinologist	10


Course Outcomes

CO1	Discuss the use of medical terminology, including root words, prefixes, and suffixes.
CO2	Explain the importance of precision and accuracy in using medical terms to ensure patient safety.


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CO3	Apply medical terminology in describing the human body's structure, functions, and diseases.
CO4	Decode and interpret medical terms related to different body systems.
CO5	Communicate effectively using accurate medical terminology within a healthcare setting.
Books:	
Text books	Medical Terminology: A Short Course by Davi-Ellen Chabner
Reference Books	Systematic Medical Terminology by Mohammed Alqumber, published by Xlibris AU New Medical Dictionary for Indian Students and Doctors By P. S. SHANKAR


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Course Name	Healthcare Marketing and Sales	Theory Lectures: 60 Practical: 0
Course Code: MG23HC003		4-0-0-4

Course Objectives: This course is designed to provide an understanding of the concepts, strategies, and techniques of marketing and sales in the healthcare industry. It will cover various marketing practices and sales techniques suitable for the healthcare sector.


Units	Contents	Hours
1	Introduction to Healthcare Marketing: Understanding Healthcare Marketing, Role of Marketing in Healthcare, Healthcare Marketing Mix, Marketing Research in Healthcare, Consumer Behavior in Healthcare	10
2	Marketing Strategies in Healthcare: Service Line Marketing, Branding in Healthcare, Digital Marketing in Healthcare, Social Media Marketing in Healthcare, Ethical Issues in Healthcare Marketing	10
3	Sales in the Healthcare Industry: Understanding Healthcare Sales, Relationship Selling in Healthcare, Sales Planning and Forecasting in Healthcare, Managing Sales Force in Healthcare, Key Account Management in Healthcare	10
4	Marketing and Sales Communication in Healthcare: Healthcare Advertising and Promotion, Public Relations in Healthcare, Personal Selling Techniques in Healthcare, Sales Presentations and Demonstrations in Healthcare, Communication Ethics in Healthcare Marketing and Sales	10
5	Healthcare Marketing and Sales Plan: Developing a Healthcare Marketing Plan, Developing a Healthcare Sales Plan, Implementing and Controlling the Marketing and Sales Plan, Evaluating Marketing and Sales Performance, Future Trends in Healthcare Marketing and Sales	10
6	Ethics in Healthcare Marketing and Sales: Understanding the Importance of Ethics in Healthcare Marketing and Sales, Ethical Guidelines for Healthcare Marketing and Sales, Ethical Dilemmas in Healthcare Marketing and Sales, Case Studies on Ethical Issues in Healthcare Marketing and Sales, Promoting Ethical Behavior in Healthcare Marketing and Sales.	10


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Course Outcomes

CO1:	Define the concepts, principles, and theories of marketing and sales as applied in the healthcare industry
CO2:	Illustrate different marketing and sales strategies suitable for the healthcare industry
CO3:	Analyze the factors influencing the marketing and sales decision in the healthcare sector
CO4:	Design a healthcare marketing plan using appropriate marketing strategies and sales techniques.
CO5:	Evaluate the effectiveness of a healthcare marketing strategy and sales efforts.
Books:	
Text books	Essentials of Health Care Marketing by Eric N. Berkowitz.
Reference books	Health Care Marketing: Tools and Techniques by John L. Fortenberry Jr. Modern Health Care Marketing by Gamini Gunawardane


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Course Name	Healthcare Informatics	Theory Lectures: 60 Practical: 0
Course Code: MG23HC004	4-0-0-4	
<p>Course Objectives: This course aims to provide students with a foundational understanding of the application of information technology in healthcare, and how it can be utilized to enhance healthcare delivery, decision-making, and patient outcomes.</p>		
Units	Contents	Hours
1	Introduction to Healthcare Informatics: Definition and scope of healthcare informatics, Importance of healthcare informatics, Components of healthcare information systems, Role of informatics in healthcare delivery	10
2	Types of Healthcare Information Systems: Impact of healthcare information systems, Electronic health records (EHRs), Health information exchange (HIE), Computerized physician order entry (CPOE), Clinical decision support systems (CDSS), Telemedicine and mHealth	10
3	Healthcare Data and Analytics: Types of healthcare data, Introduction to healthcare data analytics, Importance of data quality, Role of analytics in healthcare decision-making	10
4	Healthcare Informatics in Practice: Application of healthcare informatics in different healthcare settings, Case studies of successful healthcare informatics implementations, Use of informatics in clinical practice, administration, and research	10
5	Legal, Ethical, and Security Issues in Healthcare Informatics: Overview of healthcare data privacy and security, Ethical considerations in healthcare informatics, Litigation issues that may arise and ways to curb it, Overview of health informatics laws and regulations (like HIPAA)	10
6	Using Healthcare Informatics Tools and Systems: Hands-on experience with common healthcare informatics tools and systems, Data entry and retrieval in healthcare information systems, Basic data analysis using healthcare informatics tools	10
Course Outcomes		
CO1:	Discuss the principles and applications of healthcare informatics and its role in enhancing healthcare delivery.	


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CO2:	Analyze the various types of healthcare information systems and their use in different healthcare settings.
CO3:	Apply knowledge of healthcare informatics to solve problems related to healthcare delivery and patient care.
CO4:	Evaluate the impact of healthcare information systems on healthcare quality, safety, and efficiency.
CO5:	Apply the ethical, legal, and security issues related to healthcare informatics.
Books:	
Text books	Introduction to Health Informatics by Susan Hull.
Reference books	Health Informatics: An Interprofessional Approach by Ramona Nelson and Nancy Stagers. The Digital Health Revolution by Kevin Perea.


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Course Name	Healthcare Operations and Service Relations	Theory Lectures: 60 Practical: 0
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Course Code:	MG23HC005	4-0-0-4
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Course Objectives: The objective of this course is to familiarize students with the unique aspects of healthcare operations and the essential role of service relations in providing quality healthcare.

Units	Contents	Hours
1	Introduction to Healthcare Operations: Definition and Scope of Healthcare Operations, Role of Operations Management in Healthcare, Key Components of Healthcare Operations, Healthcare Supply Chain Management	10
2	Managing Patient Care Services: Patient Care Services and Their Management, Patient Flow and Capacity Management Scheduling in Healthcare: Appointments, Surgeries, and Staffing, Managing Healthcare Quality, Patient Safety and Risk Management	10
3	Healthcare Facility Management: Planning and Designing Healthcare Facilities, Maintenance and Safety of Healthcare Facilities, Role of Information Technology in Healthcare Facility Management, Managing Hospital Departments, Emergency and Disaster Management in Healthcare	10
4	Healthcare Service Relations: Importance of Service Relations in Healthcare, Patient Relationship Management, Managing Patient Experience and Satisfaction, Communication and Conflict Management in Healthcare, Managing Patient Complaints and Grievances	10
5	Quality Improvement in Healthcare Operations: Introduction to Quality Improvement, Introduction to Lean and Six Sigma in Healthcare Quality Improvement Tools and Techniques, Designing a Quality Improvement Initiative, Implementing and Monitoring Quality Improvement, Case Studies of Successful Quality Improvement in Healthcare.	10
6	Trends in Healthcare Operations and Service Relations: Role of Data Analytics in Healthcare Operations, Patient-Centered Care and Its Impact on Operations, Telehealth and Its Implication for Service Relations, Impact of Policy Changes on	10

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	Healthcare Operations, Future Challenges and Opportunities in Healthcare Operations and Service Relations	
Course Outcomes		
CO1:	Recognize the critical components of healthcare operations and service relations	
CO2:	Discuss the role of operations management in healthcare organizations	
CO3:	Implement strategies for improving efficiency and effectiveness in healthcare operations	
CO4:	Design a quality improvement initiative for a healthcare organization	
CO5:	Evaluate the impact of service relations on patient satisfaction and organizational performance	
Reference Books:		
Text books	Introduction to Health Care Management by Sharon B. Buchbinder and Nancy H. Shanks.	
Reference books	Managing Health Services Organizations and Systems by Beaufort B. Longest and Kurt Darr. Patient-Centered Healthcare Transforming the Relationship Between Physicians and Patients by Eldo Frezza	


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Course Name	Healthcare Audit and Quality Management	Theory Lectures: 60 Practical: 0
Course Code:	MG23HC006	4-0-0-4
<p>Course Objectives: This course aims to provide students with a comprehensive understanding of healthcare audits, quality management, and their critical role in improving the performance and service delivery of healthcare organizations.</p>		
Units	Contents	Hours
1	Introduction to Healthcare Audits: Concept and Types of Healthcare Audits, Role and Importance of Audits in Healthcare, Steps in the Audit Process, Reporting and Follow-up of Audit Findings, Legal and Ethical Aspects of Healthcare Auditing	10
2	Introduction to Quality Management in Healthcare: Understanding Quality and Quality Management, Quality Management in Healthcare: An Overview, Models and Tools for Quality Improvement in Healthcare, Accreditation and Certification in Healthcare Quality, Role of Leadership in Promoting Quality in Healthcare	10
3	Implementing Quality Management in Healthcare: Strategic Quality Planning in Healthcare, Quality Management Techniques: Lean, Six Sigma, and Others, Measurement, Assessment, and Improvement in Quality Management, Patient Safety and Quality Management, Managing Quality in Different Healthcare Settings	10
4	Auditing for Quality in Healthcare: Role of Audits in Quality Management, Planning and Conducting Quality Audits, Analyzing Audit Findings and Developing Action Plans, Risk Management and Auditing, Case Studies in Healthcare Quality Auditing	10
5	Developing a Quality Improvement Plan: Identifying Areas for Improvement, Setting Quality Improvement Goals, Designing and Implementing Quality Improvement Initiatives, Monitoring and Evaluating Quality Improvement Efforts, Documentation and Reporting in Quality Improvement.	10
6	Trends in Healthcare Audit and Quality Management: Impact of Technology on Healthcare Audits, Emerging Trends in Quality Management, Role of Data Analytics in Quality Improvement, Patient-Centered Care and Quality Management, Challenges and Opportunities in Healthcare Audit and Quality Management.	10

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Course Outcomes

CO1	Define and understand the concepts of healthcare audit and quality management
CO2	Apply quality management tools and techniques in a healthcare context
CO3	Perform a basic healthcare audit and interpret the findings
CO4	Analyze and critique a healthcare quality management plan
CO5	Develop strategies for continuous quality improvement in healthcare organizations

Books:

Text books	Quality Management in Healthcare: A Process for Improvement by George L. Spaeth.
Reference books	Healthcare Quality Handbook: A Professional Resource and Study Guide by Janet A. Brown. Health and Safety, Environment and Quality Audits A Risk-Based Approach by Stephen Asbury


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Course Name	Hospital Design and Management	Theory Lectures: 60 Practical: 0
Course Code:	MG23HC007	4-0-0-4
<p>Course Objectives: This course aims to give students a comprehensive understanding of the factors involved in designing and managing a healthcare facility, specifically a hospital, to ensure efficient operation and high standards of patient care.</p>		
Units	Contents	Hours
1	Introduction to Hospital Design: Basics of Hospital Design, Impact of Hospital Design on Patient Care, Principles of Patient Flow and Process Mapping, Designing for Infection Control, Technology and its Impact on Hospital Design	10
2	Aspects of Hospital Management: Overview of Hospital Management, Hospital Departments and their Functions, Hospital Workforce Management, Management of Hospital Resources, Hospital Accreditation and Standards	10
3	Designing Specific Areas of a Hospital: Designing Inpatient and Outpatient Areas, Design Considerations for Operating Rooms and Intensive Care Units, Designing Diagnostic and Therapeutic Areas, Designing Supportive and Administrative Areas, Safety Considerations in Hospital Design	10
4	Role of Management in Hospital Operations: Strategic Planning in Hospital Management, Improving Efficiency in Hospital Operations, Patient-Centered Care and Management, Role of Quality Management in Hospital Operations, Legal and Ethical Aspects of Hospital Management	10
5	Hospital Design and Management: Case Studies: Case Studies in Hospital Design, Case Studies in Hospital Management, Impact of Innovative Design and Management Strategies on Patient Care and Hospital Performance, Lessons from Successful and Unsuccessful Cases.	10
6	Trends in Hospital Design and Management: Impact of Emerging Technologies on Hospital Design and Management, The Role of Sustainability in Hospital Design, Future of Patient-Centered Design, Implications of Changing Healthcare Delivery Models for Hospital Design and Management.	10
Course Outcomes		


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CO1	Explain the fundamental principles of hospital design and the impact on patient care and operations
CO2	Identify the key components of hospital management and their role in healthcare delivery
CO3	Evaluate different hospital designs and their suitability for specific healthcare services
CO4	Apply principles of hospital management to improve patient care and efficiency
CO5	Develop a basic plan for a hospital layout considering patient flow, service areas, and resource allocation
Reference Books/Materials:	
Text book	Design that Cares: Planning Health Facilities for Patients and Visitors by Janet R. Carpman, Myron A. Grant.
Reference books	Introduction to Health Care Management by Sharon B. Buchbinder, Nancy H. Shanks, Manual of Hospital Planning and Designing For Medical Administrators, Architects and Planners by Ajay Garg, Anil Dewan


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Course Name	Introduction to Healthcare Analytics	Theory Lectures: Practical:
Course Code:	MG23HC008	4-0-0-4

Course Objectives: This course aims to introduce students to the fundamentals of healthcare analytics, its scope, various techniques, and tools used in healthcare data analysis, and how analytics can enhance decision-making and outcomes in healthcare.

Units	Contents	Hours
1	Introduction to Healthcare Analytics: Definition and importance of healthcare analytics, Scope and types of healthcare analytics: Descriptive, Diagnostic, Predictive, Prescriptive, Real-life applications and case studies of healthcare analytics, Future trends in healthcare analytics	10
2	Healthcare Data and Data Sources: Types of healthcare data: Clinical, Financial, Operational, etc., Data sources in healthcare: EHRs, Health information exchanges (HIEs), Claims data, Registries, etc., Importance of data quality and data cleaning in healthcare analytics, Introduction to healthcare data warehousing	10
3	Fundamentals of Data Analytics in Healthcare: Overview of statistical concepts in healthcare analytics, Basic data analytics techniques: Data visualization, Exploratory data analysis, Hypothesis testing, Correlation and regression, etc., Using Excel and other tools for basic data analysis, Interpreting results of data analysis	10
4	Role of Analytics in Healthcare Decision-Making: Data-driven decision-making in healthcare, Role of analytics in improving healthcare outcomes, patient satisfaction, and efficiency, Case studies of how analytics is used in healthcare decision-making, Role of analytics in healthcare planning and forecasting	10
5	Tools and Technologies for Healthcare Analytics: Introduction to healthcare analytics tools: Excel, SQL, R, Python, etc., Overview of Business Intelligence (BI) tools in healthcare, Introduction to Big Data tools and technologies in healthcare	10
6	Ethical and Regulatory Aspects of Healthcare Analytics: Overview of ethical considerations in healthcare analytics: Privacy, Confidentiality, Informed consent, etc., Regulatory compliance in healthcare analytics: HIPAA, GDPR, etc., Role of data governance in healthcare analytics, Managing ethical and	10

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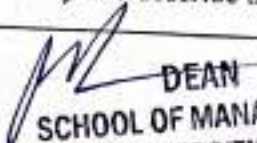
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	regulatory risks in healthcare analytics.
Course Outcomes	
CO1	Discuss the basics of healthcare analytics, its significance, and its scope in healthcare.
CO2	Recognize various types of healthcare data and data sources.
CO3	Explain the ethical and regulatory aspects of healthcare analytics.
CO4	Apply basic data analytics techniques to derive insights from healthcare data.
CO5	Analyze the role of analytics in healthcare decision-making and improving outcomes.
Reference Books/Materials:	
Text book	Healthcare Data Analytics by Chandan K. Reddy, Charu C. Aggarwal
Reference books	Analytics in Healthcare a Practical Introduction by Christo El Morr, Hossam Ali-Hassan Healthcare Analytics Made Simple Techniques in Healthcare Computing Using Machine Learning and Python by Vikas Kumar


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Course Name	Digital Healthcare	Theory Lectures:	
		Practical:	
Course Code:	MG23HC009		4-0-0-4
<p>Course Objectives: This course aims to acquaint students with the digital transformation in healthcare and the various technologies that are revolutionizing health service delivery, with a focus on understanding their implementation and the challenges faced.</p>			
Units	Contents	Hours	
1	Introduction to Digital Healthcare: Definition and significance of digital healthcare, Overview of the digital transformation in healthcare, Impact of digital healthcare on patient care and healthcare operations, The role of data in digital healthcare, Future trends in digital healthcare with special context to India	10	
2	Digital Healthcare Technologies and Tools: Health Information Systems (HIS), Electronic Health Records (EHRs), Telemedicine and Telehealth, mHealth and Health Apps, Wearable technologies, Artificial Intelligence in healthcare, Internet of Things (IoT) in healthcare, Robotics in Healthcare, Big Data and Analytics in healthcare, Using digital healthcare for population health management, Case studies of digital healthcare in different healthcare settings	10	
3	Implementation of Digital Healthcare: Planning and managing digital healthcare initiatives, Integration of digital technologies in healthcare operations, Change management in digital healthcare transformation, Evaluating the effectiveness of digital healthcare initiatives, Impact of digital healthcare on patient experience, Case studies of successful digital healthcare implementations	10	
4	Challenges in Digital Healthcare: Technological challenges in digital healthcare, Financial and organizational challenges, Issues related to interoperability and data integration, Patient and provider resistance to digital healthcare, Case studies of failed or challenged digital healthcare initiatives, Future of digital healthcare.	10	
5	Ethical, Legal, and Regulatory Aspects of Digital Healthcare – I: Privacy and security issues in digital healthcare, Ethical considerations in digital healthcare, Regulatory compliance in digital healthcare: HIPAA, GDPR, etc.,	10	
6	Ethical, Legal, and Regulatory Aspects of Digital Healthcare – II: Legal issues in telemedicine and mHealth, Managing ethical and legal risks in digital healthcare, Practical applications of digital healthcare technologies	10	
Course Outcomes			
CO1	Comprehend the role and significance of digital transformation in healthcare.		
CO2	Discuss the ethical, legal, and regulatory aspects of digital healthcare.		
CO3	Identify and describe the various technologies and tools used in digital healthcare.		


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CO4	Analyze the impact of digital healthcare on patient care, healthcare operations, and health outcomes.
CO5	Evaluate the challenges and barriers to the implementation of digital healthcare.
Books:	
Text book	Opportunities and Challenges in Digital Healthcare Innovation by Kamaljeet Sandhu
Reference books	Digital Health: Scaling Healthcare to the World by Homero Rivas, Katarzyna Wac The Digital Healthcare Revolution Towards Patient Centricity with Digitization, Service Innovation and Value Co-creation By Martina Toni, Giovanni Mattia


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Course Name	Health Systems and Hospitals	Theory Lectures: Practical:
Course Code:	MG23HC010	4-0-0-4

Course Objectives: This course provides an in-depth understanding of health systems and hospitals, including their structure, functions, and operations. Students will explore various aspects of health systems, including healthcare delivery models, hospital management, health policy, and quality improvement. The course emphasizes the critical role of health systems and hospitals in providing accessible, high-quality healthcare services.

Units	Contents	Hours
1	Introduction to Health Systems: Definition and scope of health systems, Key components of health systems, Health systems around the world: a comparative analysis, Challenges and trends in health systems	10
2	Healthcare Delivery Models: Fee-for-service model, Managed care models, Accountable care organizations, Integrated care models, Primary care and specialty care coordination	10
3	Hospital Management – I: Role of hospitals in the healthcare framework, Hospital governance and leadership, Workforce planning, Hospital departments and their functions, Hospital operations and patient flow	10
4	Hospital Management – II: Healthcare quality and patient safety in hospitals, Financial sourcing and management in hospitals, Technological advancements in health systems and hospitals	10
5	Health Policy and Regulations: Healthcare policy development and implementation, Regulatory bodies and agencies in healthcare, Health insurance and reimbursement models, Legal and ethical considerations in health systems and hospitals, Impact of policy changes on health systems and hospitals, Sustainability and environmental considerations, Anticipating future challenges and opportunities in health systems and hospital, Developing agile healthcare systems	10
6	Quality Improvement in Health Systems and Hospitals: Principles of quality improvement in healthcare, Quality Measurement and Reporting, Patient Satisfaction and experience improvement, Continuous quality improvement methodologies, Case Studies of successful quality improvement initiatives	10

Course Outcome

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CO1	Discuss the functions and roles of different stakeholders in health systems and hospitals.
CO2	Identify the key components of hospital management and their impact on healthcare delivery.
CO3	Analyze the structure and organization of health systems and hospitals.
CO4	Evaluate the functions and roles of different stakeholders in health systems and hospitals.
CO5	Analyze the policies and regulations that govern health systems and hospitals.
Reference Books/Materials:	
Text book	Introduction to Health Care Management by Sharon B. Buchbinder and Nancy H. Shanks
Reference books	Hospital and Healthcare Facility Design by Richard L. Miller, Earl S. Swenson, and J. Todd Robinson Hospitals and Health Systems What They Are and How They Work By Charles R. McConnell


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Course Name	Healthcare Law and Ethics	Theory Lectures: Practical:
Course Code:	MG23HC011	4-0-0-4

Course Objectives: To provide comprehensive insight into the legal and ethical principles governing the healthcare industry in India. The course emphasizes practical applications and case studies to equip students with the necessary skills to navigate the complex landscape of healthcare law and ethics.

Units	Contents	Hours
1	Introduction to Healthcare Law: Legal Foundations in Healthcare, Constitution and Healthcare in India, Healthcare Legislation: An Overview, Case Laws in Healthcare	10
2	Ethical Principles in Healthcare: Introduction to Medical Ethics, Ethical Dilemmas and Decision-making, Professional Ethics in Medical Practice, Informed Consent	10
3	Patients' Rights and Responsibilities: Patient Rights Charter in India, Medical Negligence and Liability, Confidentiality and Privacy, Grievance Redressal Mechanism	10
4	Legal Aspects in Healthcare Administration: Laws Governing Hospitals and Healthcare Facilities, Employment Laws in Healthcare, Contracts and Agreements, Risk Management and Legal Compliance	10
5	Regulatory Compliance in Pharmaceuticals and Clinical Practices: Drug Control Laws in India, Medical Devices Regulations, Clinical Trials and Research Ethics, Compliance Audits and Legal Challenges	10
6	Role of Professional Organizations and Regulatory Bodies: Medical Council of India (MCI) and Nursing Council, Regulatory Bodies in Pharmaceuticals and Medical Devices, Accreditation and Certification, Trends and Future Directions in Healthcare Law and Ethics	10

Course Outcomes

CO1	Comprehend the fundamental legal frameworks governing healthcare in India.
CO2	Analyze ethical principles and dilemmas in healthcare practice.
CO3	Discuss patients' rights and responsibilities within the Indian healthcare system.
CO4	Apply legal aspects in healthcare administration and management.

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COS	Evaluate the regulatory compliance in pharmaceuticals, medical devices, and clinical practices.
Reference Books/Materials:	
Text book	Medical Law in India by Mohammad Naseem, Saman Naseem
Reference books	CM Francis Medical Ethics by Rimpi Gupta Legal and Ethical Aspects of Healthcare in India by S.K. Joshi


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Course Name	Healthcare Innovation and Entrepreneurship	Theory Lectures: 60 Practical: 0
Course Code: MG23HC012	4-0-0-4	
Course Objectives: This course aims to impart an understanding of the role and significance of innovation and entrepreneurship in the healthcare sector. The course encourages students to identify opportunities for healthcare innovation and helps them develop entrepreneurial skills to turn these opportunities into viable business models.		
Units	Contents	Hours
1	Introduction to Healthcare Innovation & Entrepreneurship: Overview of Healthcare Innovation, Importance of Entrepreneurship in Healthcare, Differences and Synergies between Innovation and Entrepreneurship, Healthcare Entrepreneurship Ecosystem	11
2	Identifying Opportunities for Innovation in Healthcare: Unmet Needs in Healthcare as Opportunities for Innovation, Creativity and Idea Generation Techniques, Assessing the Feasibility study: Operational feasibility, technical feasibility, market feasibility, financial feasibility, economic forecasting, Case Studies of Healthcare Innovations	11
3	Developing and Validating Healthcare Innovations: Prototyping and Testing Healthcare Innovations, Incorporating User Feedback into Healthcare Innovations, Iterative Development of Healthcare Innovations, Regulatory Considerations for Healthcare Innovations,	12
4	Entrepreneurial Skills for Healthcare Innovators: Skills and Competencies of Successful Healthcare Entrepreneurs, Building and Leading Teams in Healthcare Startups, Networking and Building Relationships in the Healthcare Entrepreneurship Ecosystem, Raising Capital for Healthcare Startups, Sources of Finance, Presenting a Business Plan to Investors and Stakeholders	14
5	Impact of Healthcare Entrepreneurship: Economic Impact of Healthcare Entrepreneurship, Healthcare Entrepreneurship and Patient Outcomes, Healthcare Entrepreneurship and Health System Transformation, Challenges and Opportunities in Healthcare Entrepreneurship, Elements of a Healthcare Startup Business Plan, Market Analysis and Strategy Development for Healthcare Startups	12
Course Outcomes		
At the end of the course student would be able to:		
CO1	Discuss the concept of entrepreneurship and its importance in the healthcare industry.	
CO2	Identify opportunities for innovation in the healthcare sector.	
CO3	Comprehend the process of transforming healthcare innovations into viable businesses.	
CO4	Apply entrepreneurial skills to solve healthcare challenges and improve healthcare delivery.	
CO5	Evaluate the impact of healthcare entrepreneurship on patient outcomes and the healthcare sector as a whole.	

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Books:	
Text Books	Private Sector Entrepreneurship in Global Health Innovation, Scale, and Sustainability by Onil Bhattacharyya, Kathryn Mossman, Will Mitchell
Reference Books	Leading Innovation and Entrepreneurship in Healthcare A Global Perspective by Claudine Kearney



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BBA
Track – Data Analytics

Course Name	Introduction to Data Analytics	Theory Lectures: 60
		Practical: 0
Course Code: MG23DA001		4-0-0-4
Course Objectives: Information has been the crux for business success. The advancement in computing and information technology has created the opportunity for businesses to store, organise and analyse vast amounts of their customer data for decision making. This course provides an introduction to database analytics concepts, methods and tools with concrete examples from industry applications.		
Units	Contents	Hours
1.	Concept of analytics, Types of Analytics, Application fields Marketing & Finance Analytics, HR Analytics, Operation Analytics, organization and source of data, importance of data quality, dealing with missing or incomplete data, Role of Data Scientist in Business & Society	12
2.	Types of Data Sources- Structured Vs Semi structured Vs Unstructured data, Data Warehouse Vs Databases, Relational Database vs Non-Relational Database, RDBMS Data structures, Columnar Data structures. Data Mining meaning, Association Rules and clustering, Decision trees, Random forests	12
3.	Introduction to Analytics Methodology, preparing objectives & identifying data requirements, Data Collection, Understanding data, Data preparation – Data Cleansing, Normalisation, Data preparation, Data Blending, Data Modelling, Evaluation & feedback	14
4.	Introduction, Data summarization methods; Tables, Graphs, Charts, Histograms, Frequency distributions, Relative Frequency Measures of Central Tendency and Dispersion; Box Plot; Basic probability concepts, conditional probability, Probability distributions, Continuous and discrete distributions, sequential decision making.	12
5.	Simple linear regression: coefficient of determination, significance tests, residual analysis, confidence and prediction intervals. Multiple linear regression: coefficient of multiple coefficient of determination, interpretation of regression coefficients, categorical variables, heteroscedasticity, multi-collinearity, outliers, autoregression and transformation of variables.	10
Course Outcomes		
At the end of the course student would be able to:		
CO1	Expose students to the latest tools of Business Analytics and apply those tools for effective decision making.	
CO2	Discuss and articulate a business problem and convert it into a viable Analytics question	
CO3	Apply Data visualisation for exploratory analysis and communicate effectively to diverse audience	
CO4	Evaluate various analytical approaches and select the most appropriate for the given problem	
CO5	Address business challenges using analytics-based solutions.	
Books:		
Text Books	Data Analytics: Methods, Models, and Decisions [®] by James R. Evans (Indian Edition Available)	
Reference Books	Data Analytics for Managers by Gert H. N. Laursen and Jesper Thorlund (Indian Edition Available)	

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Course Name	Introduction to Business Statistics	Theory Lectures: 60
		Practical: 0
Course Code: MG23DA002		4-0-0-4

Course Objectives: Business Statistics helps us to make business decisions under uncertainties. Such decisions must be objective and unbiased and based on quantitative data. This necessitates an analysis of data as well as understanding of statistical tools and models. With the business entities keen on making data-driven decisions it is essential for individuals working in this environment to possess skills to use appropriate statistical tools and techniques in order to make decisions backed by data.

Units	Contents	Hours
1.	Meaning, Definition, Features, Importance and limitations of statistics. Meaning and difference between primary and secondary data, data collection methods. Classification and tabulation of data (problems)	12
2.	Meaning, measures of Central Tendency- Arithmetic Mean, median, mode, geometric mean and harmonic mean(only theory) and partition values- quartiles, deciles, percentiles.	12
3.	Meaning, Definitions, Properties of dispersion - Range, Quartile Deviation, Mean Deviation from Mean and Median, Standard Deviation and coefficient of variation. Skewness-meaning, difference between dispersion and skewness, Karl Pearson's and Bowley's measures of skewness.	14
4.	Meaning, Definition and Use of Correlation, Scatter diagram, Types of correlation • Karl Pearson's correlation coefficient, Spearman's Rank correlation, Probable Error. Regression-Meaning and utility of Regression analysis, Comparison between Correlation and Regression, regression lines -X on Y, Y on X, Regression Equations and Regression Co-efficients.	12
5.	Meaning, Components of time series, Calculation of Secular Trend-Moving Average method (2, 3, 4 & 5 years) and method of Least Squares.	10

Course Outcomes

At the end of the course student would be able to:

CO1	Apply the relevant concepts of Statistics to a given context/business scenario
CO2	Articulate a vague business problem by analysing data through Statistical techniques
CO3	Explain the results of statistical tests and make statistically relevant conclusions/decisions
CO4	Apply descriptive statistics to analyse and summarise data. Apply inferential statistics for data-driven decision making.
CO5	Analyse relationships and patterns in business data using statistical methods. Interpret and communicate statistical findings effectively.

Books:

Text Books	Keller. G, "Statistics for Management", Cengage Learning, 1st Ed, 2009. J. K Sharma, "Business Statistics", Pearson, 2nd Ed, 2010.
Reference Books	Arora PN & others, "Complete Statistical Methods", S. Chand, 3rd Ed, 2010


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Course Name	Introduction to MS Excel	Theory Lectures: 60
Course Code: MG23DA003		Practical: 0
		4-0-0-4

Course Objectives: By the end of this course, students should be able to proficiently navigate Excel, utilise its functions and tools, and apply Excel for data-related tasks in a business analytics context. This module aims to equip students with the fundamental skills needed to efficiently and effectively use Excel as a powerful tool for organising, analysing, and presenting data, enabling them to make data-driven decisions and contribute to data-driven business strategies.

Units	Contents	Hours
1.	Basic Excel functions: Structure of an excel function, functions such as SUM (), MIN (), MAX (), AVERAGE (), COUNT (), AUTOSUM, AUTOFILL. Working with an Excel List: Understanding Excel List Structure, Sorting a List Using Single Level Sort, Sorting a List Using Multi-Level Sorts, Using Custom Sorts in an Excel List, Filter an Excel List Using the AutoFilter, Creating Subtotals in a List, Format a List as a Table, Using Conditional Formatting to Find Duplicates, Removing Duplicates. Excel Data Validation: Understanding the Need for Data Validation, Creating a Validation List, Adding a Custom Validation Error, Dynamic Formulas by Using Validation Techniques	12
2.	Understanding Excel PivotTables, Creating an Excel PivotTable, Modifying Excel PivotTable Calculations, Grouping PivotTable Data, Formatting PivotTable Data, Drilling Down into PivotTable Data, Creating Pivot Charts, Filtering PivotTable Data, Filtering with the Slicer Tool.	12
3.	Conditional Functions: Working with Excel Name Ranges, Using Excel's IF () Function, Nesting Functions, Using Excel's COUNTIF () Function, Using Excel's SUMIF () Function, Using Excel's IFERROR () Function, Working with Large Sets of Excel Data: Using the Freeze Panes Tool, Grouping Data (Columns and/or Rows), Consolidating Data from Multiple Worksheets.	14
4.	Excel's Lookup Functions: Using Excel's VLOOKUP() Function, Using Excel's HLOOKUP() Function, Using Excel's INDEX() and MATCH() Functions. Excel's Text Based Functions: Using Excel's functions such as LEFT(), RIGHT() and MID(), LEN(), SEARCH(), CONCATENATE().	12
5.	Introduction to Finance: Time value of money - present value of money - concepts (Theory), Long term and short term investment decisions - capital budgeting, Net present value, Internal rate of return (Theory) Financial Functions: Depreciation (DB, DDB, VDB), Simple Interest (PMT, NPER, INTRATE) - Present Value, Net Present Value, Future Value (PV, NPV, FV), Annuity, Internal Rate of Return (IRR).	10

Course Outcomes

At the end of the course student would be able to:

- CO1 Identify different components of Excel Worksheet
- CO2 Apply the required Excel functions & formulae to manipulate data
- CO3 Create visual representation in the form of various charts, pivots to represent data.
- CO4 Perform statistical analysis using Excel
- CO5 Automate tasks and enhance productivity with Excel

Books:

Text Books	Excel for Business Analytics: A Comprehensive Guide by Shiv Prasad Murugan and Pravin Chandan Data Analysis with Microsoft Excel: A Comprehensive Guide by Ashutosh Tripathi
Reference Books	Excel for Business Analytics: Fundamental Techniques by Sangeeta Sharma and Shalendra Kumar Mastering Excel: Power Query by Sandip Haribhakti

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Course Name	Basics of Python for Data Analytics	Theory Lectures: 60 Practical: 0
Course Code: MG23DA004		4-0-0-4

Course Objectives: This course is mainly focusing on the understanding of principles and techniques of Python language for business applications. The course involves an introduction to the fundamentals of python and solving case studies related to business analytics.

Units	Contents	Hours
1.	Introduction – Python program structure, keywords, Constants, Variables, Operators. Data Structures – Series, List, tuple, dictionary, string & Dataframes, Control Statements - if-else, loops, functions	12
2.	Numpy- Introduction to Numpy, Operations & Indexing, Pandas – Introduction to Pandas, Operations on series and dataframes, handling missing data, Group by, Merging and joining data frames, Matplotlib – Introduction to Data Visualization with matplotlib, Pandas Visualization, Time Series Visualization.	12
3.	Basics of Exploratory data analysis. Understanding the data distribution. Data Analysis Metrics. Demonstration of case studies using the datasets such as Healthcare data, Whether data, Sales and purchase data.	14
4.	Introduction to Time Series Analysis, Decomposing time series, Testing and correcting stationarity in time series. Time series modelling with exponential smoothing methods, Modeling and Forecasting time series with ARIMA. Stock price forecasting using ARIMA	12
5.	Introduction to Scikit learn package, Linear Regression- Introduction to Linear Regression. Implementation of Linear Regression Model to predict the target variable. Logistic Regression- Introduction to Logistic Regression. Implementation of Logistic Regression Model to predict the target variable.	10

Course Outcomes

At the end of the course student would be able to:

- CO1 Demonstrate the understanding of basic programming terminologies of python
- CO2 Interpret the most common analytical and visualisation packages of python.
- CO3 Explain the application of Business fundamentals and data preprocessing techniques
- CO4 Demonstrate and evaluate Time Series analysis of business data
- CO5 Build the business analytics prediction model with the use of real-time data

Books:

Text Books	Python Programming for the Absolute Beginner By Michael Dawson, 2nd Edition, Premier Press, 2003
Reference Books	Image Processing and Pattern Recognition, Volume 5, 1st Edition, By Cornelius Leondes, Academic Press

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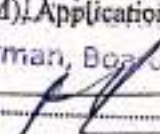
Course Name	Foundation of Data science	Theory Lectures: 60
Course Code: MG23DA005		Practical: 0

4-0-0-4

Course Objectives: The program concludes with a study of industry cases. These projects are selected to reinforce the subject by building a real-life predictive model, encompassing all the key aspects learned throughout the program. The skills focused on in this program will help the students be prepared for career opportunities in the field of Data Science. This course is intended to expose students to the latest tools used in Data Science, Exploratory Data Analysis using Orange, building models using Machine Learning Algorithms for applying those tools, and effectively building predictive models for helping businesses meet their objectives.

Units	Contents	Hours
1.	What is Data Science? Roles of Data Scientist, Other Opportunities in this field. Understand the differences between Artificial Intelligence, Machine Learning, Deep Learning - their applications and trends; Difference between the Statistical and ML Approaches; Big Data and misconception about them;	12
2.	OBTAIN AND SCRUB: Types of data sources; obtaining the data; data preparation to achieve business objectives; identification of data requirements to solve business problems; the importance of data quality; dealing with duplicate, missing, and incomplete data. EXPLORATORY DATA ANALYSIS: Introduction to EDA, Data Visualization with Orange -Data mining tool. Data Wrangling, Data Cleaning and Preparation for the model preparation. Feature engineering (Feature Scaling and Standardization), Univariate Analysis, Multivariate Analysis and Correlation study using Orange, Application of descriptive statistics on real-life dataset; draw inferences; data visualisation using Orange: Histograms, frequency distributions; box plot; basic probability concepts; conditional probability, probability distributions;	12
3.	Supervised learning and different types of Supervised Learning algorithms, [Regression, and Classification Models] (Logistic, Decision Tree, CART); The Curse of Dimensionality (COD); bias-variance trade-off; train-test split; K-fold cross-validation; evaluate various models and comparison of performance; Training and Visualizing a Decision Tree, Computational Complexity, Gini Impurity or Entropy?, Regularization Hyperparameters Case study based on Simple Linear Regression Algorithm, Case study based on Logistic Classification Algorithm, The Hands-on practice exercise will be based on Industry cases	14
4.	Association and dependence; differences between causation and correlation; the importance of the Simpson's paradox; illustration of clustering techniques (cluster by variable or factor analysis and cluster by observation); K-Means Clustering, K-Means Algorithm with example, Pros & Cons of K-Means Clustering hands-on problems using K-Means algorithm.	12
5.	NLP - the branch of machine learning and data science that deals with text and speech; a model for sentiment analysis in Python; NLTK (Natural Language Tool Kit) library; and latent semantic analysis or LSA. POS Tagging & Named Entity Recognition Introduction to Sequential models, Long Short Term Memory (LSTM), Applications of RNN, LSTM, Sentiment analysis using LSTM.	10


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Course Outcomes

At the end of the course student would be able to:

CO1	Explain data visualisation for exploratory analysis and effective communication to a diverse audience
CO2	Apply techniques to clean, transform, and prepare data for analysis.
CO3	Prepare supervised and unsupervised algorithms based on the problem statements and the data (labelled and unlabelled data)
CO4	Evaluate the performance of the models
CO5	Build analytics solutions and assess their effectiveness

Books:

Text Books	Foundation of Data Science by Vijay Kotu and Bala Deshpande
	Data Science for Business: Concepts and Applications by S. N. Murthy
Reference Books	Data Science: An Introduction by Vikram Goyal and Sheetal Kalra
	Foundations of Data Science by Shashank Gupta and Ankush Gupta



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Course Name	Data Mining & Warehousing	Theory Lectures: 60
Course Code: MG23DA006		Practical: 0
4-0-0-4		

Course Objectives: Data mining and warehousing are vital components of modern business analytics. This course aims to provide students with a comprehensive understanding of the concepts, techniques, and applications of data mining and warehousing. Students will gain knowledge of the latest tools and methodologies used in the industry, enabling them to apply data mining techniques to extract valuable insights and utilize data warehousing for efficient data management.

Units	Contents	Hours
1.	Introduction to Data Mining and Warehousing: Overview of data mining and warehousing, their importance in business analytics, and their applications in various industries. Exploration of the role of data mining and warehousing in decision-making processes.	10
2.	Data Sources and Data Integration: Types of data sources (structured, semi-structured, unstructured), data integration techniques, data preprocessing, and data cleaning methods. Introduction to data warehouses and their architecture.	12
3.	Data Mining Techniques: Explanation of different data mining techniques, including association rules, clustering, decision trees, and random forests. Practical applications of these techniques in real-world scenarios.	14
4.	Data Visualization and Presentation: Data visualization principles, tools, and techniques for effective communication of data-driven insights. Exploring various visualization methods and their applications in business analytics.	12
5.	Data Warehousing: In-depth understanding of data warehousing concepts, including schema design, indexing, and query optimization. Exploration of data warehousing tools and technologies, such as relational databases and non-relational databases.	12

Course Outcomes

At the end of the course student would be able to:

CO1	Apply data mining techniques and algorithms to extract meaningful patterns and insights from large datasets.
CO2	Demonstrate a thorough understanding of data integration and preprocessing methods essential for effective data mining and data warehousing.
CO3	Effectively visualize and present data-driven insights using appropriate visualization techniques and tools for enhanced communication to diverse audiences.
CO4	Evaluate and select suitable data mining techniques based on the specific requirements of different business problems and scenarios.
CO5	Exhibit proficiency in designing and managing data warehouses, including schema design, indexing, and query optimization.

Books:

Text Books	"Data Mining: Concepts and Techniques" by Jiawei Han, Micheline Kamber, and Jian Pei
Reference Books	"Data Warehousing Fundamentals: A Comprehensive Guide for IT Professionals" by Paulraj Ponniah


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Course Name	Predictive Analysis	Theory Lectures: 60
Course Code: MG23DA007		Practical: 0
4-0-0-4		

Course Objectives: Predictive analysis is a critical component of business analytics that utilizes statistical models and machine learning algorithms to forecast future outcomes based on historical data. This course aims to provide students with a solid foundation in predictive analysis techniques and their applications in various industries. Through a combination of theoretical concepts and practical exercises, students will develop the skills necessary to apply predictive analysis to make informed business decisions.

Units	Contents	Hours
1.	Introduction to Predictive Analysis: Definition and significance of predictive analysis; Key concepts and terminology; Overview of predictive analysis process and workflow; Ethical considerations in predictive analysis	10
2.	Data Exploration and Preprocessing: Data quality assessment and cleaning techniques; Exploratory data analysis (EDA) for predictive analysis; Handling missing data and outliers; Feature selection and engineering	12
3.	Regression Analysis: Linear regression models; Multiple linear regression; Non-linear regression; Model evaluation and interpretation; Handling assumptions and limitations	14
4.	Logistic regression; Decision trees; Random forests; Support vector machines; Evaluation metrics for classification models	14
5.	Time Series Analysis: Time series components and patterns; Forecasting techniques; ARIMA models; Seasonality and trend analysis	10

Course Outcomes

At the end of the course student would be able to:

CO1	Understand the fundamental concepts and principles of predictive analysis and its role in business decision-making.
CO2	Perform data exploration and preprocessing tasks for predictive analysis, including handling missing data, outliers, and feature selection.
CO3	Apply regression analysis techniques to analyze relationships between variables and make accurate predictions.
CO4	Utilize classification algorithms to build predictive models and make informed decisions based on classification outcomes.
CO5	Employ time series analysis methods to forecast future trends and patterns in time-dependent data.

Books:


Text Books	"Predictive Analytics: The Power to Predict Who Will Click, Buy, Lie, or Die" by Eric Siegel (Indian Edition Available)
Reference Books	"Data Science for Business" by Foster Provost and Tom Fawcett (Indian Edition Available)


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Course Name	Marketing Analytics	Theory Lectures: 60	
Course Code: MG23DA008		Practical: 0	4-0-0-4
<p>Course Objectives: Marketing analytics is a vital discipline that leverages data and analytics techniques to extract insights, measure marketing performance, and drive strategic decision-making in the field of marketing. This course aims to equip students with the knowledge and skills required to analyze marketing data, apply statistical models, and utilize marketing analytics tools to optimize marketing campaigns, target the right audience, and improve business outcomes.</p>			
Units	Contents	Hours	
1.	Introduction to Marketing Analytics: Definition and scope of marketing analytics; Role of analytics in marketing decision-making; Key metrics and performance indicators; Ethical considerations in marketing analytics	10	
2.	Data Collection and Management: Data sources and collection methods for marketing analytics; Data quality assessment and cleaning techniques; Data integration and management; Big data and marketing analytics	12	
3.	Customer Segmentation and Profiling: Market segmentation approaches; Customer segmentation techniques; Behavioral, demographic, and psychographic profiling; Customer lifetime value analysis; Personalization and targeting strategies	14	
4.	Predictive Modeling in Marketing: Regression analysis for marketing predictions; Customer churn analysis; Cross-selling and upselling models; Response modeling; Time series forecasting in marketing	12	
5.	Marketing Campaign Analysis: A/B testing and experimental design; Conversion rate optimization; ROI analysis; Attribution modeling; Social media analytics for marketing	12	
Course Outcomes			
At the end of the course student would be able to:			
CO1	Understand the role and significance of marketing analytics in making data-driven marketing decisions.		
CO2	Collect, clean, and manage marketing data from various sources for analysis and decision-making.		
CO3	Apply customer segmentation techniques to identify target segments, develop personalized marketing strategies, and enhance customer experience.		
CO4	Build predictive models to forecast customer behavior, such as churn, cross-selling, upselling, and response to marketing campaigns.		
CO5	Analyze marketing campaigns using statistical techniques, experimental design, and ROI evaluation to optimize marketing performance and allocate resources effectively.		
Books:			
Text Books	"Marketing Analytics: Data-Driven Techniques with Microsoft Excel" by Wayne L. Winston		
Reference Books	"Marketing Analytics: A Practical Guide to Improving Consumer Insights Using Data Techniques" by Mike Grigsby		


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Course Name	Business Intelligence & Reporting	Theory Lectures: 60
Course Code: MG23DA009		Practical: 0
		4-0-0-4

Course Objectives: The course aims to provide students with a comprehensive understanding of business intelligence (BI) concepts and reporting techniques. Students will learn how to leverage data to generate actionable insights and create informative reports for effective decision-making in a business environment. Through a combination of theoretical knowledge and hands-on practice, students will develop the skills necessary to analyze data, design meaningful visualizations, and communicate insights to stakeholders.

Units	Contents	Hours
1.	Introduction to Business Intelligence: Understanding the role and importance of business intelligence in organizations, Key components of a business intelligence system, Data warehousing and data integration concepts, Business intelligence tools and technologies	12
2.	Data Analysis and Visualization: Techniques for data analysis and exploration, Data visualization principles and best practices, Creating interactive dashboards and reports, Using data visualization tools for business intelligence	12
3.	Data Modeling for Business Intelligence: Data modeling concepts and techniques, Designing data models for business intelligence applications, Extract, Transform, Load (ETL) processes for data integration, Implementing data modeling in business intelligence tools	14
4.	Reporting and Performance Measurement: Types of reports in business intelligence, Designing effective reports for different stakeholders, Key performance indicators (KPIs) and metrics for measuring business performance, Implementing reporting solutions using business intelligence tools	12
5.	Business Intelligence Implementation and Deployment: Planning and implementing a business intelligence solution, Security and governance in business intelligence systems, Data quality and data cleansing techniques, Managing and maintaining business intelligence systems	10

Course Outcomes

At the end of the course student would be able to:

CO1	Understand the fundamentals of business intelligence and its significance in decision-making processes.
CO2	Analyze data and transform it into meaningful insights for informed decision-making.
CO3	Create visually compelling reports and dashboards using data visualization techniques.
CO4	Design and implement data models for business intelligence applications.
CO5	Deploy and manage business intelligence systems effectively.

Books:

Text Books	- "Business Intelligence: A Managerial Perspective on Analytics" by Ramesh Sharda, Dursun Delen, Efraim Turban
Reference Books	- "Data Warehousing Fundamentals: A Comprehensive Guide for IT Professionals" by Paulraj Ponniah - "Business Intelligence Guidebook: From Data Integration to Analytics" by Rick Sherman - "The Data Warehouse Toolkit: The Definitive Guide to Dimensional Modeling" by Ralph Kimball and Margy Ross


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Course Name	Fundamentals of Database Management	Theory Lectures: 60
		Practical: 0
Course Code: MG23DA010		4-0-0-4

Course Objectives: This course will cover introduction to the fundamentals of databases and data management, covering relational database concepts and the role of SQL in data manipulation. Discuss advanced topics such as joining multiple tables, utilizing subqueries for data filtering, and analyzing data with window functions. Explore practical aspects of database management, including administration, security, and performance optimization.

Units	Contents	Hours
1.	Introduction to Databases and Data Management; Understanding Databases: Importance of data management in business, data-driven decision making, Relational Database Concepts: Entities, attributes, relationships, keys, normalization, Overview of SQL: Role of SQL in data manipulation, basic SQL statements (SELECT, INSERT, UPDATE, DELETE).	10
2.	SQL Fundamentals for Business Applications: SQL Syntax and Query Structure: Components of a SQL statement, SELECT statement structure, Retrieving and Filtering Data: Filtering rows using WHERE clause, sorting data with ORDER BY, Functions for Data Manipulation: Numeric, string, date/time functions for data calculations and transformations.	14
3.	Data Retrieval and Analysis with SQL, Joining Multiple Tables: INNER JOIN, OUTER JOIN, CROSS JOIN, self-joins, Subqueries: Using subqueries for advanced data filtering and result manipulation., Analyzing Data with Window Functions: Understanding window functions, partitioning and ordering data.	14
4.	Database Management and Optimization: Database Administration and Security: User management, access control, data security measures, Ensuring Data Integrity: Primary keys, foreign keys, constraints, indexes, Performance Optimization Techniques: Query optimization, indexing strategies, database tuning.	12
5.	Business Applications of Databases, Database Applications in Business: Sales and inventory management, customer relationship management (CRM), Data-driven Insights and Reporting: Aggregating data, generating reports, using GROUP BY and HAVING clauses, Case Studies and Practical Examples: Real-world examples of database management in business settings, hands-on exercises and projects.	10

Course Outcomes

At the end of the course student would be able to:

CO1	Discuss the structure and importance of relational databases in the business context.
CO2	Apply SQL to retrieve, manipulate, and analyze data for business purposes.
CO3	Utilize advanced SQL techniques such as joins, subqueries, and window functions for complex data retrieval and analysis.
CO4	Demonstrate proficiency in database administration, including data integrity, security, and performance optimization.
CO5	Apply database management skills to solve real-world business problems effectively.

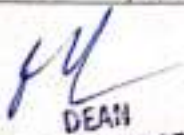
Books:

Text Books	"Database Systems: Design, Implementation, and Management" by Carlos Coronel, Steven Morris, and Peter Rob "SQL in 10 Minutes, Sams Teach Yourself" by Ben Forta
Reference Books	"Database Design for Mere Mortals: A Hands-On Guide to Relational Database Design" by Michael J. Hernandez "SQL Performance Explained" by Markus Winand


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Course Name	Big Data Analytics	Theory Lectures: 60 Practical: 0
Course Code: MG23DA011		4-0-0-4
Course Objectives: The objectives focus on providing students with a solid understanding of big data analytics concepts, equipping them with the necessary skills to utilize big data technologies and tools, and enabling them to apply advanced analytics techniques to large-scale datasets for informed decision-making.		
Units	Contents	Hours
1.	Overview of big data characteristics, challenges, and opportunities in business analytics Understanding the 3Vs of big data: volume, velocity, and variety, Introduction to big data technologies, including Hadoop, Spark, and distributed file systems	12
2.	Fundamentals of distributed computing and parallel processing for handling big data, Hadoop ecosystem components: HDFS, MapReduce, and YARN, Introduction to Apache Spark for fast and scalable data processing, Data storage options for big data: distributed file systems and NoSQL databases	12
3.	Introduction to machine learning algorithms for big data analytics, Supervised learning techniques for classification and regression tasks, Unsupervised learning techniques for clustering and anomaly detection, Deep learning approaches for big data analytics	14
4.	Data cleaning and preprocessing techniques for handling noisy and missing data, Data integration and transformation in distributed computing environments, Data quality assessment and improvement in big data analytics, Feature engineering and dimensionality reduction for big data analysis	12
5.	Introduction to stream processing and real-time analytics, Processing and analyzing streaming data using tools like Apache Kafka and Apache Flink, Real-time data visualization and dashboarding techniques for big data analytics, handling high-velocity data and extracting actionable insights in real-time	10
Course Outcomes		
At the end of the course student would be able to:		
CO1	Demonstrate a solid understanding of the concepts and challenges associated with big data analytics in the context of business analytics.	
CO2	Develop proficiency in utilizing big data technologies, tools, and platforms for processing, storing, and analyzing large and complex datasets.	
CO3	Apply advanced analytics techniques, such as machine learning and data mining, to big data for extracting valuable insights and patterns	
CO4	Acquire skills in data preprocessing, data wrangling, and data integration techniques specific to big data environments.	
CO5	Apply big data analytics techniques to real-world business scenarios, making data-driven decisions and addressing complex business challenges	
Books:		
Text Books	Big Data Analytics: A Practical Guide for Managers by S. Arun Kumar and Anand Paul Big Data Analytics: Tools and Techniques by Abhik Roychoudhury and Mahesh Jagadeeshwaran	
Reference Books	Big Data Analytics: Methods and Applications by Saumyadipta Pyne and Satchidananda Dehuri Big Data Analytics: Turning Big Data into Big Money by Frank J. Ohlhorst	


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Course Name	Data Science for Business	Theory Lectures: 60
Course Code: MG23DA012		Practical: 0
4-0-0-4		

Course Objectives: Data science has become an integral part of decision-making and strategy development in various industries. This course aims to provide students with a comprehensive understanding of how data science techniques and tools can be applied in a business context. By exploring real-world case studies and hands-on exercises, students will develop the necessary skills to extract insights from data, make data-driven decisions, and gain a competitive edge in the business landscape.

Units	Contents	Hours
1.	Introduction to Data Science for Business: Definition and scope of data science for business applications, Key components of the data science process in a business context, Ethical considerations and data privacy in business data science, Business-oriented data-driven decision-making techniques	10
2.	Data Acquisition and Preprocessing for Business Analytics: Types of data sources for business analytics, Techniques for data collection and extraction, Data quality assessment and cleaning methods specific to business data, Data integration and preprocessing techniques for business analytics	12
3.	Exploratory Data Analysis for Business Insights: Descriptive statistics and exploratory data analysis methods for business data, Data visualization techniques for business insights and decision-making, Identification and handling of outliers and missing values in business data, Feature engineering and selection techniques for business analytics	12
4.	Business Forecasting and Predictive Analytics: Time series analysis and forecasting techniques for business applications, Regression analysis and its application in business forecasting, Classification techniques for business decision-making, Model evaluation and selection for business predictive analytics	14
5.	Advanced Techniques in Business Analytics: Customer segmentation and clustering techniques for marketing analytics, Text mining and sentiment analysis for business applications, Recommendation systems for personalized business recommendations, Anomaly detection and fraud analytics in a business context	12

Course Outcomes

At the end of the course student would be able to:

CO1	Understand the fundamental concepts and principles of data science in a business context.
CO2	Acquire, clean, and preprocess business data from various sources for analysis.
CO3	Perform exploratory data analysis and derive meaningful insights for business decision-making.
CO4	Apply advanced predictive analytics techniques for business forecasting and planning.
CO5	Implement advanced analytics techniques specific to business domains such as marketing, customer segmentation, text mining, and anomaly detection.

Books:

Text Books	"Data Science for Business: What You Need to Know about Data Mining and Data-Analytic Thinking" by Foster Provost and Tom Fawcett
Reference Books	"Python for Data Analysis" by Wes McKinney (Indian Edition Available) "Data Science: An Introduction" by Vikram Goyal and Sheetal Kalra "Foundations of Data Science" by Shashank Gupta and Anurag Gupta

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BBA
Track: DM
Year I, Semester - I

Course Name	E - Commerce Essential	Credits: 60
Course Code: IN23DM101		4-0-0-4

- Course Objectives:**
- 1 To understand the concept of E Commerce.
 - 2 To explain the Internet architecture.
 - 3 To discuss the operations of electronic payment system.
 - 4 To know the digital advertising and marketing strategy.
 - 5 To learn the legal compliances.

Units	Contents	Hours
1.	Introduction, meaning and concept; Needs and advantages of e-commerce; Traditional commerce; Types of E-Commerce, Basic requirements of E-Commerce.	12
2.	The internet and the worldwide web, the internet Protocol Suite, internet architecture, Internet service providers (enabling technologies of the worldwide web), inter organizational Commerce and EDI, EDI implementation, Mobile Commerce.	12
3.	E-Cash, e-cheque, credit cards, debit cards, smart cards, E-Banking, Manufacturing information systems.	12
4.	Advertising and Marketing on the internet, Consumer Search and Resource Discovery, Web based b2b E-Commerce. Intranets and extranets.	12
5.	Legal infrastructure for E-Commerce in India (The Information Technology Act, 2000), Cyber Security, International cyber laws.	12

Course Outcome,
 At the end of the course student would be able to:

CO1	Explain the basic requirements of E Commerce.
CO2	Illustrate the EDI implementation and Internet operations.
CO3	Elucidate the mechanism of electronic payment system.
CO4	Apply marketing and advertisement strategy to search consumer base.
CO5	Discuss the legal and ethical practices applicable to E Commerce.

Books:

Text Books	<ol style="list-style-type: none"> 1. Ravi B. Kalakota and Andrew B. Whinston - "Frontiers of Electronic Commerce". Addison Wesley, Pearson Education, Asia. 2. "Practical Cryptography", Bruce Schneier and Neils Ferguson, Wiley-dreamtech India Private Ltd 3. "E-Commerce-Amangarial perspective", P.T. Joseph. Prentive Hall, India 4. "Electronic Commerce", Framework, Technologies and applications, Tata McGraw Hill.
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BBA

Course Name	Year I, Semester - II	Theory Lectures: 60
	Social Media Marketing	Practical: 0
Course Code: IN23DM002		4-0-0-4

Course Objectives:

1. To explain the concept and development of Digital Marketing.
2. To develop insight on Current Trends – Digital and Social Statistics (Infographics).
3. To introduce Digital Marketing Platforms like Facebook, Twitter, YouTube, Pinterest, etc.
4. To give introduction to the basics of Search Engine Optimization (SEO) and Mobile Marketing.
5. To introduce various strategies involved in Marketing products and Services Digitally.

Units	Contents	Hours
1.	Concept, Components of Digital Marketing, Need and Scope of Digital Marketing, Benefits of Digital Marketing, Digital Marketing Platforms and Strategies, Comparison of Marketing and Digital Marketing, Digital Marketing Trends – Ethics – Definition, Ethics Vs. Quality, Digital Ethical practices, and Code of Ethics.	12
2.	Digital Marketing, Website Marketing, Search Engine Marketing, Online Advertising, Email Marketing, Blog Marketing, Social Media Marketing, Audio, Video and Interactive Marketing, Online Public Relations, Mobile Marketing, Migrating from Traditional Channels to Digital Channels – Fair Practices of Digital marketing.	12
3.	Segmentation – Importance of Audience Segmentation, How different segments use Digital Media – Organisational Characteristics, Purchasing Characteristics, Using Digital Media to Reach, Acquisition and Retention of new customers, Digital Media for Customer Loyalty – Ethical Practices for Customer Retention and Loyalty, Do's and Dont's of Digital Marketing.	12
4.	Importance of SEM, understanding Web Search – keywords, HTML tags, Inbound Links, Online Advertising vs. Traditional Advertising, Payment Methods of Online Advertising – CPM (Cost-per-Thousand) and CPC (Cost-per-click), Display Ads - choosing a Display Ad Format, Landing Page and its importance – Ethics in Online Advertising.	12
5.	Understanding Social Media, Social Networking with Facebook, LinkedIn, Blogging as a social medium, Micro blogging with Twitter, Social Sharing with YouTube, Social Media for Customer Reach, Acquisition and Retention – Ethics in Social Networking.	12

Course Outcome,
At the end of the course student would be able to:

CO1	Discuss the concept and development of Digital Marketing.
CO2	Enunciate the insight on Current Trends – Digital and Social Statistics (Infographics).
CO3	Explain an introduction to Digital Marketing Platforms like Facebook, Twitter, YouTube, Pinterest, etc.
CO4	Describe the basics of Search Engine Optimization (SEO) and Mobile Marketing.
CO5	Elucidate various strategies involved in Marketing products and Services Digitally.

Books:

Text Books	<ol style="list-style-type: none"> 1. Seema Gupta, Digital Marketing, Mc-Graw Hill 2. Michael Miller, B2B Digital Marketing, 1e, Pearson. 3. Vandana Ahuja, Digital marketing, Oxford University Press. 4. Michael R Solomon, Tracy Tuten, Social Media Marketing, Pearson, 1e. 5. Judy Strauss & Raymond Frost, E-Marketing, Pearson. 6. Puneet Singh Bhatia, Fundamentals of Digital Marketing, Pearson Publication House.
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Course Name	Digital Branding	Theory Lectures: 60 Practical: 0	4-0-0-4
Course Code: IN23DM003			

Course Objectives:

- To familiarize with concepts of Digital Marketing such as Campaigning, content marketing, Consumer drivers, Media Framework and Media Lifecycle.
- To give thorough insights and overview on the Digital environment.
- To understand research tactics of media branding.
- To know the various changes occurring in the present era of buyer and seller models. To also impart knowledge on the various security issues and challenges pertaining to it.
- Learn how to use social media to meet organization's acquisition and brand objectives;

Units	Contents	Hours
1.	Setting the context - Branding and Marketing: How they are different, Defining Digital Branding, Digital Branding in today's connected age, Digital Branding and its importance in Integrated Marketing, Pillars of Digital Branding, Brand's one-to-one interaction. Aspects and structure of a Digital Campaign, Planning and implementing a Digital Campaign, Digital Campaign Ad formats, Earned, Owned Media, Campaign Mechanics, tracking and measurement, Campaign learning's, Assessment, Optimization and future planning.	12
2.	Content marketing and its role in brand building, Building a successful content strategy, Paid versus free content, Creating persuasive and compelling content, Elements of effective content promotion, Successful content marketing case studies, Analysing efforts of content marketing in digital marketing, Consumer generated content - Definition and History, Consumer drivers - why consumer's generate content Co-creation of content and DIY Advertising, Importance of consumer generated content for brands, Brand case studies - learning, Future of consumer generated content	12
3.	Strategy, Tactics, and Practice, Monitoring, Research. Campaigns Versus Ongoing Strategy, Integration, Calls to Action, Measurement, Targeting and Re-Marketing, Metrics, Goal Setting, Software for Social Media Integration and Analytics - Hootsuite, Social Harvest, Google Analytics social reports. Radian6 and its importance in Salesforce's Marketing Cloud. Moz Analytics.	12
4.	Scenario Planning - overview and process: Technology and media landscapes, Future of media - Strategic tools framework, New evolving Formats, Driving Forces shaping Media Framework, Future Media Revenue Models and Media Lifecycle, Delivery and Distribution Models	12
5.	What Is Social Media Marketing? Big Brands and Social Media, Small Business and Social Media, Social Media and the User. Blogging, History, Platforms, Content Strategies, Building an Audience, Takeaway Tips. Personal Branding through Social Media Marketing - Social News and Social Bookmarking, Introduction, Digg, Reddit, Stumble Upon, Ratings and Reviews, Introduction, Yelp, Other Sites, Forums, Research, Engaging Audience. What is Web2.0? Importance of UGC (User Generated Content) and Answer Sites. Quora Threads and their significance.	12

Course Outcome,

at the end of the course student would be able to:

CO1	Assess and realize the methods of customer targeting and loyalty building approached via Digital techniques.
CO2	Analyse the importance of consumer generated content for brands.
CO3	Apply targeting and re - marketing metrics.
CO4	Strategically utilize E-Commerce for branding and promotion needs.
CO5	Demonstrate marketing techniques for personal branding, for businesses, and for brands in order to build audience.

Books:

- Text Books
- Dan Zarrella; The Social Media Marketing Book; O'Reilly Media; 1st edition, 2009.
 - Addison Wesley; Ravi B.Kalakota and Andrew B.Whinston "E-commerce: The Business of Electronic Commerce", Pearson Education, Asia.
 - David J. Bradley; Getting Digital Marketing Right: A Simplified Approach to Business Growth, Goal Attainment, and Powerful Marketing [Kindle Edition]

Course Name	Digital Payments and Lending	Theory Lectures: 60 Practical: 0
Course Code: IN23DM004		4-0-0-4
Course Objectives:		
1. To study the outline of digital payment system.		
2. To explain digital payment innovations.		
3. To demonstrate regulatory requirements.		
4. To discuss fintech opportunities and challenges.		
Units	Contents	Hours
1.	Evolution of technology in Financial Markets; FinTech for Entrepreneurs, Investors, Consumers; FinTech and the Transformation in Financial Services; The domains of FinTech; Fin Tech investments; FinTech Technologies; Business Models in Fin Tech. FinTech and Startups.	12
2.	Lending and Personal Finance; FinTech and the Online Lending Landscape - Rise of alternate finance, future of SME lending; Funding Ecosystem; Crowd-funding and business financing; payments and retail transactions; Digitization of Financial Services (Retail Banking & Corporate Banking).	12
3.	Digital Payments & Innovations; Cashless society; Developing Countries and DFS: The Story of Mobile Money; RTGS systems; Crypto-currencies and Blockchain - Understanding of Blockchain technology, its potential and application - overview of crypto currency, Legal and Regulatory Implications of Crypto currencies.	12
4.	Payment and settlement act 2007, PPI master directions, NPCI guidelines for UPI Payments, Regulations for P2P lending platforms and payment gateways, Data privacy, and protection, RBI, e-KYC and Aadhar, Insurtech, Ombudsman Scheme for digital transactions, UIDAI, Prepaid wallet issuers, NBFCs, Payment Banks, FEMA - Cross border business.	12
5.	FinTech in India: Opportunities and challenges; Role of FinTech in Financial Inclusion and Financial Integration; FinTech & Government Regulations; Implications of FinTech Developments for Banks and Bank Supervision; Social Implications -of FinTech Transformation. Case studies on Airtel Payments Banks, ATOM, BHIM, BillDesk, Pay U, Zeta, PhonePe.	12
Course Outcome,		
At the end of the course student would be able to:		
CO1	Identify the different business models under Fin Tech industry.	
CO2	Discuss the contribution of mobile banking payment system in creating a cashless economy.	
CO3	Explain the regulatory framework for digital payments.	
CO4	Deliberate on various regulatory bodies and their contribution to the system.	
CO5	Analyse the growth of Fin Tech industry in India and the relevance of various regulatory forms adopted by the government.	
Books:		
Text Books	1. Digital Payments, 2019, NitiAayog	
	2. Payment and Settlement System in India, 2020, RBI	

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Course Name	Digital Risk, Compliance and Cyber Security	Theory Lectures: 60 Practical: 0
Course Code: IN23DM005	4-0-0-4	

- Objectives**
1. To introduce the concept and components of digital data, fraud, and risk management
 2. To explore the modus operandi of digital frauds and the strategies to counter frauds.
 3. To elaborate on the various methods of Risk management.
 4. To discuss various disruptive methods of risk management in digital transactions.
 5. To study the strategies adopted by various segments of financial services in managing the risk of digital frauds.

Units	Contents	Hours
1.	Meaning, Background, Types of frauds in financial services, Online digital space, Minimizing Risk in Online Digital Payments; Digital data and cybercrimes, Concept of risk management, Tools of Risk Management.	12
2.	Components of payment transactions concerning fraud and Risk, Types of Fraud, The Modus Operandi, The key challenges, Strategies to counter frauds, Investment in digital security systems, Future fraud possibilities.	12
3.	Digital Operations and digital data; Risk Management Techniques: IP intelligence, device profiling, customer profiling, cyber threats detection, consortium intelligence.	12
4.	Strategic Risk Advice, Deep Analytics, Operations Management, Tech Wizards, Integrated Technology Platform, Common Database Management.	12
5.	Fraud and risk management in Banking, Insurance, Mutual funds, Microfinance services, and capital market transactions.	12

Course Outcome,

At the end of the course student would be able to:

CO1	State the concept and components of digital data, fraud, and risk management.
CO2	Illustrate the application of risk management tools in managing the modus operandi of digital frauds.
CO3	Explain the various methods of Risk management.
CO4	Deliberate on various disruptive methods of risk management in digital transactions.
CO5	State the strategies adopted by various segments of financial services in managing the risk of digital frauds.

Books:

Text Books	<ol style="list-style-type: none"> 1. Introduction to Online Payments Risk Management by OhadSamet; © 2021, O'Reilly Media, Inc 2. Adapting to the New Age of Risk Analytics; SAS Publications 3. John c Hull, Risk management and Financial institutions, wiley publication
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Course Name	E – Commerce Marketing Strategy	Theory Lectures: 60 Practical: 0
Course Code: IN23DM006		4-0-0-4
Objectives		
<ol style="list-style-type: none"> To understand the digital media categories. To learn integrated marketing strategy. To explain SEO mechanism. To explain AI application in digital marketing. 		
Units	Contents	Hours
1.	Categories of Digital Media-Different types of media (Owned, Paid, Earned) - Digital Media Insight- Reasons for increasing demands for digital marketing, 5 D's of digital media, digital media platforms - Impact of digital media- The digital revolution, disruption in Industry, individual as content creator, web-only news, copyright challenges.	12
2.	Digital Marketing Strategy- scope of digital marketing strategy, need of integrated digital marketing strategy, structuring of digital marketing strategy, situation analysis, setting goals and objectives for digital marketing, strategy formulation for digital marketing, strategy implementation, web analytics.	12
3.	Introduction to web design, Blog creation, Google on its Relationship with SEO: -Meaning of "it depends", featured snippets stealing traffic, Transparency, what "the best possible website" means, SEOs Twisting Google words. Methods- Getting Indexed, Preventing Crawling, Increasing Prominence, White Hat Vs Black Hat Techniques - Pay Per Click- Pay Per Click Concepts, Types of Ads, ROI, Conversion Rate, Measurements. Google	12
4.	AdWords: online advertising and AdWords, AdWords account and campaign, AdWords Targeting and Placement, AdWords Bidding and Budgeting, AdWords Tools, Optimizing Performance, Bidding Strategies, Search Network, Display network, Shopping Ads, Video Ads, Universal App Ads, Tracking Script, Remarketing, Performance Monitoring and Conversion Tracking, Reports - Email Marketing: Types, Comparison to traditional mail, Opt-in email advertising, Legal requirements, advanced email marketing - Mobile Marketing: SMS marketing, text, MMS, Push notifications and push marketing, App-based marketing, In-game mobile marketing, privacy concern, mobile first concept, art of mobile marketing, industry ready mobile marketer - Influencer Marketing: Brands to partner with celebrities and sites to promote products and services - Analyse any website and analyse their online marketing strategy, Develop a website plan for marketing.	12
5.	Marketing data collection and identification, influence of AI in Digital Marketing Landscape- Role of AI in current digital marketing scenario, Chatbot Marketing- (WeChat, WhatsApp, Facebook Messenger, text messages), AI challenges for digital marketers - Future of AI in Content Creation- AI start-ups, Implications for content marketers, Disruption, transformation and opportunity. Predictive analytics and decision making - Analyse Competitors SEO - On Page, Analyse Competitors SEO - Off Page, Devise an SEO Improvement plan for the business.	12
Course Outcome,		
At the end of the course student would be able to:		
CO1	Explain emerging trends in digital marketing.	
CO2	Interpret traditional marketing mix within the context of changing digital strategies.	
CO3	Articulate the value of integrated marketing campaigns across SEO, Paid Search, Social, Mobile, Email, Display Media, and Marketing Analytics.	
CO4	Assess use of digital marketing tools by applying relevant marketing frameworks.	
CO5	Explain emerging measurement tools	
Books:		
Text Books:		
<ol style="list-style-type: none"> Seema Gupta, Digital Marketing, Mc-Graw Hill Michael Miller, B2B Digital Marketing, 1e, Pearson. Vandana Ahuja, Digital marketing, Oxford University Press. 		

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Course Name	Project Management	Theory Lectures: 60 Practical: 0
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Course Code: IN23DM007 4-0-0-4

Course Objectives:

1. To understand the role of project management.
2. To learn the Project Management Need Identification.
3. To understand the technique to manage conflict in project planning.
4. To appreciate and make use of role of IT in project management.
5. To evaluate the Project performance.

Units	Contents	Hours
1.	Attributes of a Project, Project Life Cycle, The Project management Process, Global Project Management, Benefits of Project Management, Needs Identification, Project Selection,	12
2.	Preparing a Request for Proposal, Soliciting Proposals, Project organization, the project as part of the functional organization, pure project organization, and the matrix organization, mixed organizational systems.	12
3.	Design of project management system; project work system; work breakdown structure, project execution plan, work packaging plan, project procedure manual; project scheduling; bar charts, line of balance (LOB) and Network Techniques (PERT / CPM)/ GERT, Resource allocation, Crashing and Resource Sharing, Risk Assessment - handling litigation - Contingency Planning, Aspect and Impact Analysis.	12
4.	Planning, Monitoring and Control; Design of monitoring system; Computerized PMIS (Project Management Information System). Coordination; Procedures, Meetings, Control; Scope/Progress control.	12
5.	Performance control, Schedule control, Cost control, Performance Indicators; Project Audit; Project Audit Life Cycle, Responsibilities of Evaluator/ Auditor, Responsibilities of the Project Manager	12

Course Outcome,

At the end of the course student would be able to:

CO1	Demonstrate the process of preparation and planning of the business negotiation.
CO2	Compare different negotiation styles.
CO3	Analyse trust building relationships for problem solving.
CO4	Describe various patterns of negotiation and conflict resolution in different national and cultural contexts.
CO5	Apply Strategy Formulation technique & Implement in an organizational Context

Books:

- Text Books**
1. Jack R. Meredith & Samuel J. Mantel, Project Management – A Managerial Approach
 2. Prasanna Chandra- Project Planning, Analysis, Selection, Implementation and Review
 3. P. Gopalakrishnan & V.E. Ramamoorthy- Text Book of Project Management

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Course Name	Integrated Market Communication	Theory Lectures: 60 Practical: 0
Course Code: IN23DM008		4-0-0-4

Objective:
 1. To outline the concept of IMC.
 2. To explain the creative tactics and strategies.
 3. To deliberate various types of media audience.
 4. To illustrate direct marketing and web participants.
 5. To discuss the methods of personal selling.

Units	Contents	Hours
1.	Role of IMC in marketing process, IMC planning, Participants in IMC process – Clients, Advertising and Specialised Services agencies. Perspectives on Consumer Behaviour – Learning and Decision making process. Basics of communication – Source, Message and channel factors. Objectives and Budgeting for IMC programmes.	12
2.	Creative process, Planning and Development of Creative strategy, Appeals and Execution styles, creative tactics, creative brief and approval; Copy writing for Print, Broadcast and Web media; Design and Production for Print, Broadcast and Web media.	12
3.	Media Profile – Print, Radio, Television, Film and Video, Internet and Supportive Media – Audience, Types, Advantages and Limitations, Trends; Media Plan – objectives, strategies, buying and scheduling, use of computers; Evaluating the effectiveness of advertising.	12
4.	Direct Marketing and IMC – Objectives, Tools and strategies, Internet and IMC – Web participants, objectives, developing and maintaining a website; Sales Promotion – Growth, Types, objectives, integration and effectiveness.	12
5.	Public Relations – Planning process, tools and effectiveness, Personal selling and IMC – Scope, Role, and Evaluation, Social, Ethical and Economic effects of advertising and promotion; Regulation of advertising and promotion.	12

Course Outcome,

At the end of the course student would be able to:

CO1	Demonstrate knowledge and understanding of marketing communications.
CO2	Apply concepts learned to design creative broadcast and web media.
CO3	Illustrate a range of media and methods available to marketers.
CO4	Develop an effective website and maintain.
CO5	Analyse various strategies implemented in personal selling and sales promotion.

Books:

Text Books

- George E. Belch and Michael A. Belch – Advertising and Promotion – IMC perspective – Tata Mc Graw Hill.
- Clow and Baack, - Integrated Advertising, Promotion, and Marketing Communications, PHI/Pearson.
- Shimp – Advertising and Promotion – IMC approach

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Course Name	Digital Advertisements and Promotions	Theory Lectures: 60 Practical: 0
Course Code: : IN23DM009		4-0-0-4

Objective:

- To learn the role of promotion in marketing mix.
- To explain psychological promotion theories.
- To discuss different promotion techniques.
- To study the promotion campaign of major brands.
- To prepare sales promotion campaigns.

Units	Contents	Hours
1.	Introduction - Nature and importance of sales promotion - Role of Promotion in the Marketing Mix - The Scope and Role of Sales Promotion - Reasons for the Increase in Sales Promotion - Consumer franchise building versus non-franchise building promotions - Theories in Sales Promotion - Push promotion, Pull Promotion, Combination theory.	12
2.	The psychological theories behind sales promotion - Reciprocation, Social Proof, Foot-in-the-Door Technique, Door-in-the-Face Technique, Loss Aversion, Social Norms Marketing, High, Medium, low.	12
3.	Methods of consumer oriented sales promotion - Sampling, Coupons, Premiums, Refund, rebates, cash backs, Contests and Sweepstakes, Bonus packs, Price off, Exchange offers, EMI, Demonstration of product, After Sale Service - Methods of Trade oriented sales promotion - Contest & Incentives for dealers, Trade allowances (Buying allowances, slotting allowances, promotional allowances), Point of purchase displays, Sales training programs, Trade shows and dealer conferences, Stock return, Credit terms, Dealer trophies - Methods of sales force oriented sales promotion - Bonus and incentives to Sales Force, Sales Promotion Contest, Sales Meetings and Conferences: Free travel, Sales literature: Demonstration kits, Honor or recognition.	12
4.	Study and Analyse sales promotion campaign of the major brands <ul style="list-style-type: none"> • Three loyalty programs. (One each of FMCG, Consumer durable and service) • Three Consumers oriented sales promotion program. (One each of FMCG, Consumer durable and service) • Three trade oriented sales promotion program. (One each of FMCG, Consumer durable and service) • Three sales force oriented sales promotion program. (One each of FMCG, Consumer durable and service) Two sales promotion of any luxury brands	12
5.	Predicting Sales Promotion Effects - Steps in Designing of sales promotion campaign - Coordination sales promotion & Advertising - Sales promotion Abuse	12

Course Outcome,

At the end of the course student would be able to:

CO1	Explain the theories of sales promotion.
CO2	Apply psychological theories for effective sales and marketing.
CO3	Analyse consumer, trade and sales force oriented sales promotion techniques.
CO4	Examine different campaigns used by different brands for building effective promotion campaign.
CO5	Evaluate sales promotion abuse and device strategies to handle such abuse.

Books:

- Text Books**
- Sales & Distribution Management - Text & Cases (2nd Edition), Krishna K. Havaldar, Vasant M. Cavale, Tata McGraw-Hill
 - Selling & Sales Management, David Jobber, Geoffrey Lancaster, Pearson Education, Latest Edition
 - Sales & Distribution Management, Dr. S. L. Gupta, Excel, Latest Edition

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Course Name	Content Marketing	Theory Lectures: 60 Practical: 0
Course Code: IN23DM010		4-0-0-4
Objectives: To explain the concept of content writing. To develop content writing strategy. To discuss ethics in content marketing.		
Units	Contents	Hours
1.	Introduction to Content Marketing - Applying the Behavioral Framework within a content marketing context, A content marketing business model.	12
2.	Defining Your Content Niche and Strategy - Content Maturity Model, Six principles of content marketing, Treating content as an asset, Building audience personas, Defining the engagement cycle, Developing on-brand content, Creating brand ambassadors, Enhanced branding through content marketing.	12
3.	Developing and Distributing Content - Analyzing current content assets, Developing different types of content, Finding good content within your organization, Creating content your audience wants, Developing an effective editorial calendar.	12
4.	Marketing Content and Evaluating Impact - Content Marketing Pyramid, Brief overview analytics and tracking - Blog Marketing - Social Media Marketing Channels - Image Marketing - Video Marketing - Article and Press Release Marketing - Email Marketing - Event Marketing - B2B Marketing.	12
5.	Ethics/Diversity in Content Marketing - Importance of considering diversity in developing and marketing content, Ethical issues in the digital age. Best practices in content marketing. Applying principles in real world case studies	12
Course Outcome,		
At the end of the course student would be able to:		
CO1	Explain and define Content Niche and build audience personas.	
CO2	Evaluate the power of words to disseminate information.	
CO3	Analyze various ways to generate engaging and persuasive content.	
CO4	Use content marketing strategies, tactics, and best practices to produce fetching content.	
CO1	Explain and define Content Niche and build audience personas.	
Books:		
Text Books	1. Social Marketing in India 1st Edition (Sameer Deshpande, Philip Kotler, Nancy R. Lee) 2. Marketing with Social Media (Linda Coles) 3. The Social Media Marketing Book (Dan Zarrella) 4. Social Media Marketing 1st Edition (Michael R. Solomon, Tracy Tuten) 5. The Art of Social Media: Power Tips for Power Users (Guy Kawasaki, Peg Fitzpatrick)	

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Course Name	Affiliate Marketing	Theory Lectures: 60 Practical: 0
Course Code: IN23DM011		4-0-0-4
Objectives: To learn the concept of affiliate marketing. To explain affiliate market places. To discuss steps to setting up affiliate website. To know the traffic generation methods. To learn content writing for affiliate marketing.		
Units	Contents	Hours
1.	Introduction to Affiliate Marketing - Difference between referral and affiliate marketing - Merchant - Affiliate - Network - Types of Affiliate Websites - Choosing Affiliate Marketing Niche - Types of Affiliate Incomes - Affiliate Income Funnel.	12
2.	Compensation methods - Current and past issues - Email spam - Search engine spam - Google slap - Adware - Trademark bidding - Cookie stuffing - Lack of self-regulation and Industry standards - JV Zoo - CF Affiliate - Amazon Affiliate - Click bank.	12
3.	Web design and development - Capturing visitor credentials - Integrating social plugins - Integrating third party tools - Developing plugins, add-ons, apps and widgets - 100+ Niches - Creating Your Mission Statement - Researching On the Affiliate Tools in your Niche - How to validate your Affiliate tools. Locating and signing up with Affiliate networks - Implementing outbound tracking links - Driving traffic to the website - Case study - Couponraja.com - Distributing plugins, add-ons, apps & widgets - Case study - Invisible Hand - Selling prominent ad spaces.	12
4.	Trend and Keyword Research - SEO Traffic - YouTube Traffic - Generating Traffic through Blogs, How-to Articles and Product Reviews - Landing Page Building & Email Marketing - Affiliate Marketing Platforms- tune.com	12
5.	Content Writing Basic Principles - Blog Writing - Writing How-to Articles - Writing Product Reviews - Writing Social Media Posts - Writing YouTube Scripts.	12
Course Outcome,		
At the end of the course student would be able to:		
CO1	Explain the difference between referral and affiliate marketing.	
CO2	Evaluate different compensation methods.	
CO3	Demonstrate web design and development strategy for affiliate networks.	
CO4	Generating traffic through blogs.	
CO5	Analyze the basic principles of content writing for affiliate marketing websites.	
Books:		
Text Books	1. Affiliate Marketing: Secrets by Chandler Wright 2. Affiliate Marketing for Dummies by Ted Sudol and Paul Mladjenovic 3. The Complete Guide to Affiliate Marketing on the Web by Bruce C. Brown 4. Fitzpatrick)	

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Course Name	Visualization Tools and Techniques	Theory Lectures: 60 Practical: 0
Course Code: IN23DM012		4-0-0-4
Objectives To learn the tableau ecosystem. To explain data base integration with tableau. To discuss data sources and types. To understand the application of Power BI in analytics. To discuss the trends of analytics.		
Units	Contents	Hours
1.	Workspace: Overview of file menu, data menu, worksheet menu, dashboard menu, analysis menu, server menu, window menu. Understanding use of toolbar icons. Example of working with various types of data - text values, date & time, numerical values, geographical values. Introduction to Data visualization, Features of good data visualization, Functions of data visualization. Table vs. Graphical representation. Descriptive plots, Box plot, Distribution plot. Common display charts, when to use each type of charts.	12
2.	Reading data from various sources (local files / Relational database / analytical database (viz. Teradata / SAP Hana etc.) / web services etc. Types of files - tableau workbook / data source / bookmark / package workbook. Overview of Tableau server. Cross Tabulation: Cross tabulations, text tables, maps, bar, stacked bar, side-by-side bar, scatter plot, bubble plot. Charting time series and adding trend lines. Integration of various graphs, Heat maps, Extensions of Scatter plots, Parallel Coordinates, Radar figures. Creating Dash boards for business, Sales Dashboard, Customer preference dashboard.	12
3.	Joining (& customized joining) of data tables - blending different types of data sources; Data Manipulation - sorting, filtering, grouping data. Application of various statistical functions (min, max, count, standard deviation, variance etc.)	12
4.	Introduction to Power BI, connect to and transform data to Power BI, Power query editor, connect power query editor to excel workbook, change query and connect to folder, DAX in power BI, data modelling with DAX, Power BI visualization canvas, formatting visualizations, adding -tooltips, hierarchies, slicers and adjust chart interactions, KPI visualizations.	12
5.	Future of business intelligence - Emerging Technologies, Machine Learning, Predicting the Future, BI Search & Text Analytics - Advanced Visualization - Rich Report, Future beyond Technology.	12
Course Outcome,		
At the end of the course student would be able to:		
CO1	Recognize Tableau, Tableau Software Ecosystem and Toolbar Icons.	
CO2	Use data visualization tools recognizing the difference of exploration and visualization.	
CO3	Apply data mining in Business analytics.	
CO4	Familiarize with the Power BI and use it in analytics.	
CO5	Use Tableau software dashboards and Cross tabulation for analysis.	
Books:		
Text Books	1. Tableau: Your Data!, Daniel G Murray 2. Handbook of Data Visualization, Chun-houh Chen, Wolfgang KarlHardle, AntonyUnwin 3. Data Visualizations and Info graphics., EllyssaKroski, Rowman and Little field	

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Course Name	Mergers and Acquisitions	Theory Lectures: 60 Practical: 0
Course Code: IN231B010		4-0-0-4
<p>To study the importance and scope of corporate restructuring. To explain the procedure to acquire a business entity. To discuss the process of merger and acquisition. To learn the documentation –process for merger and acquisition. To know the business valuation techniques.</p>		
Units	Contents	Hours
1.	Meaning, Importance, and Scope of Corporate Restructuring, Compromises, Arrangements, Mergers & Amalgamations; Demergers & Slump Sale, Business Sale; Joint Venture, Strategic Alliance, Reverse Merger Disinvestment; Financial Restructuring (Buy-back, Alteration & Reduction).	12
2.	Merger and Acquisition – Meaning, Acquisition of Company; Takeover of Listed Companies (i) Legal Framework (ii) Process & Compliances; Cross Borders Takeovers – Procedure.	12
3.	Key Concepts of M&A, M&A Due Diligence, M&A Valuation, M&A Structure finalization, Post transaction integration.	12
4.	Drafting of Scheme; Drafting of Notice and Explanatory Statement; Drafting of application & Petition.	12
5.	Type of Valuations; Valuation Principles & Techniques for Merger, Amalgamation, Slump Sale, Demerger; Principles & Techniques of Reporting; Relative valuation and Swap ratio.	12
Course Outcome,		
At the end of the course student would be able to:		
CO1	State the concept, meaning and scope of corporate restructuring.	
CO2	Elaborate the process and legal framework of Merger and Acquisition.	
CO3	Enumerate the procedure and techniques for valuing the business entity for corporate restructuring.	
CO4	Explain the documentation process in corporate restructuring.	
CO5	Analyse the appropriate valuation techniques for decision making.	
Books:		
Text Books	<ol style="list-style-type: none"> 1. Financial Management, 2nd Edition by P C Tulsian, S. Chand Publications 2. Master Guide to Merger and Acquisition in India – Tax and Regulatory, 4th Edition, CCH India 3. Mergers & Acquisitions and Corporate Valuation, Dr. Manu Sharma, Wiley Publication. 4. Accounting for Amalgamation -AS-14 (Revised) issued by the Ministry of Corporate Affairs. and Business Combination (Ind AS -103) issued by the Ministry of Corporate Affairs. 	

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BBA Track - I B F
Semester

Course Name	International Business Environment	Lectures: 60 Practical: 0
Course Code: IN23IB001		4-0-0-4

Objective: To study the scope and importance of International Business Environment.
 To know the role and importance of Multi-national corporations in international business.
 To understand the regional economic grouping agreements.
 To explain the concept of FDI investments.
 To discuss latest trends in International Business.

Units	Contents	Hours
1.	Nature, scope and importance of International Business Environment, Internationalization process, Economic Environment, Political and Regulatory Environment, Demographic Environment, Social, Cultural and Technological Environment, Framework for analysing international business environment.	12
2.	Introduction to the concept of Multinational Enterprises, Meaning of International Corporations, Role and importance of Multi-national corporations in international business, Elements of Multinational Enterprise Strategy, Balance of payment concept and importance, BOP depicts and policies to improve, world trade in goods and services trends, Protectionism - tariff and non tariff barriers.	12
3.	Evolution, structure and functions of: <ul style="list-style-type: none"> o North Atlantic Free Trade Agreement (NAFTA) o South Asian Association for Regional Cooperation (SAARC) o European Union (E.U.) o World Trade Organization (WTO) o Other international institutions Agreements: IMF, UNCTAD world bank, GSP, Commodity agreements.	12
4.	Types of foreign investments, business to foreign investment, introduction to technology transfer, pricing, regulations on pricing, FDI.	12
5.	International Marketing through Internet; Ecological concerns and international marketing ethics, Latest trends in International Business. Growing Emerging Markets, Demographic Shifts, Increased Competition, Slower Growth, Clean Technology, The age of relentless innovation - with external and internal focus, Sales growth predicted to be largely in emerging markets	12

Course Outcome,

At the end of the course student would be able to:

CO1	Explain the framework for analysing international business environment.
CO2	Demonstrate MNC strategy to improve world trade.
CO3	Elaborate international trade agreements and its application to global business economies.
CO4	Analyse the factors influencing foreign investment of a country.
CO5	Apply ecological and international marketing ethics.

Books:

Text Books	1. Francis Cherunilam, <i>International Business Environment</i> , 8 th Edition, Himalaya Publishing House Pvt Ltd, 2019
	2. M. L. Jhingan, <i>International Economics</i> , 7th Edition, Vrinda Publication Pvt. Limited, 2016.
	3. W. Charles Sawyer and Richard L. Sprinkle, <i>International Economics</i> , Third Edition, Prentice Hall, 2009
	4. Charles Hill, Arun Kumar Jain, <i>International Business: A Managerial Approach</i> , Market Place, Sixth Edition, Tata McGraw Hill, 2008

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Course Name	International Business Essentials	Theory Lectures: 60 Practical: 0
Course Code: IN23IB002		4-0-0-4

- To understand the international business environment.
- To explain the legal aspects of international business.
- To discuss the international cultures and values.
- To know the project management techniques.
- To discuss the project planning strategy.

Units	Contents	Hours
1.	Theories of International Business, nature and scope of international business, Introduction to business environment, segments and elements, corporate culture, industry analysis, SWOT analysis, PESTL analysis and analyse international business environment for a given business scenario, Different entry strategies and modes.	12
2.	Indian Contract Act 1872 - Definition of Contract - Essentials of Valid Contract - Consideration, breach of contract and remedies for breach of contract. Special Contracts - a) Contract of Indemnity and Guarantee b) Contract of Bailment and Pledge c) Contract of Agency, Competition Act 2002, The Limited Liability Partnership Act, 2008, The Sale of Goods Act, 1930, The Information Technology Act 2000.	12
3.	Introduction to key concepts of International business, Globalization - Introduction and Overview, importance of globalisation for international business, Drivers of Globalization, managing the global market. Differences in Culture- Introduction, Definition, Values and Norms, Culture, Society, and the Nation-state, The determinants of cross culture-social structure, language, religion, education, political philosophy and economic philosophy, implications for managers, culture and competitive advantage.	12
4.	Define projects, Characteristics of projects, Project Scope Statement, Inputs, Tools & Techniques for requirement gathering, analysis and reports, - Schedule Development, monitoring and control: Define Activities, Sequence Activities, Effort Estimation, 3-point estimate, resource planning, milestones, PDM network development, Network Analysis, Project Schedule, Gantt Chart, Earned Value Management, Tools for objective evaluation - feedback, feed forward, reporting the status of a project, Review meetings.	12
5.	Matrix organisations, Project Governance, Project Roles and Responsibilities, RACI Matrix, Plan for Scope Management, Time Management, Cost Management, Human Resource Management, Communication Management, Risk Management, Procurement Management, Change Management, Stake Holder Manage.	12

Course Outcome,

At the end of the course student would be able to:

CO1	Assess the business environment and modes of entry into International Business.
CO2	Estimate the impact of cultural differences on global operations.
CO3	Organise project management skills for operating global business.
CO4	Examine the critical aspects of Project Planning for timely deliverables.
CO5	Analyse the importance of project schedule development for driving optimal solutions.

Books:

Text Books	<ol style="list-style-type: none"> Adam R Cross, Peter J Buckley, (2019) <i>International Business</i>, Oxford International Press, 2019 Paul R Krugman, Maurice Obstfeld, Marc Melitz (2019) <i>International Trade: Theory & Policy</i>. Edition, Pearson John Daniels, Lee Radebaugh, Daniel Sullivan, Prashath Salwan: <i>International Business</i>, 2020, Pearson Dominick Salvatore, <i>International Economics: Trade and Finance</i>, Wiley, 2019 Choudhari and Agarwal, <i>A Text Book of Foreign Trade and Foreign Exchange</i>, Himalaya Publishing House, Mumbai, 201
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Course Name	International Marketing	Theory Lectures: 60 Practical: 0
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4-0-0-4

Course Code: IN23IB003

Objectives: To know why firms go international.

To understand the PESTEL analysis.

To explain the entry strategies.

To learn the international product life cycle.

To discuss global competitiveness.

Units	Contents	Hours
1.	The Core Concepts, Why firms go International, Transition from domestic to global business, the re-active and pro-active processes of internationalization. The Dynamics of the world Market, Identifying and satisfying global needs	12
2.	The Political, Legal and the Socio-cultural Environment, PESTEL Analysis, The EPRG Model, Hoffstede's 4 Dimensions of Culture, High and Low Context Cultures, The concept of SRC, The influence of Culture on consumption decisions, problems associated with Cross Cultural differences	12
3.	Evaluating risks, segmentation and selection of foreign markets. Identifying entry strategies: Exporting, Piggy-backing, Wholly owned subsidiaries, Licensing, Franchising, Joint Ventures, Mergers and acquisitions, Turnkey Operations, Strategic Alliances, Global tendering and Out-sourcing, Contract Manufacturing, Management Contracting	12
4.	Product Strategies (Standardization, adaptation, developing new products) International Product Life Cycle, Pricing Strategies (Market skimming, Penetration pricing, Marginal Costing, Dumping etc.) Promotional and distribution strategies.(Participation in International Trade fairs and Exhibitions, Branding., Positioning, Packaging, Labelling, Bar-coding and supply chain logistics)	12
5.	Global Competitiveness, Opportunities in developing markets and bottom of the pyramid, Total Quality Management, Green marketing, Green labelling, Ethical and Social issues in International marketing.	12

Course Outcome,

At the end of the course student would be able to:

CO1	Explain the re-active and pro-active process of internationalization.
CO2	Analyse the influence of culture on consumption decisions.
CO3	Evaluate risk in selection of foreign markets.
CO4	Apply pricing, promotional and distribution strategies in real time business.
CO5	Demonstrate opportunities in developing markets.

Books:

Text Books	<ol style="list-style-type: none"> Philip R Cateora, Mary C.Gilly, John L Graham; <i>International Marketing</i>, Sixteenth Edition, 2017, Tata McGraw Hill Warren J. Keegan, Mark.C Green; <i>Global Marketing</i>, 9th Edition, 2017, Pearson. Francis Cherunilam, <i>International Marketing</i>, Himalaya Publishing House, Mumbai, 16th Revised Edition, 2019 Vern Terpstra & Sarathy, <i>International Marketing</i>, The Dryden Press. Choudhuri, S & Das, Ranjan, <i>Entry Strategies and Growth in Foreign Markets</i>, Oxford Publishing House. Kotabe, Masaaki & Helsen, Kristiaan, <i>Global Marketing</i>, John Wiley Int
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Course Name	International Trade Operations	Theory Lectures: 60 Practical: 0
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Course Code: IN23IB004

Objectives	
<ul style="list-style-type: none"> To familiarize students with policy, procedures and documentation relating to foreign trade operations. To provide a review of the main documents involved in export order processing. Exposure and learning on the policies, procedures and documentation required to be made and done related to foreign trade and its operations. To know the documents required for export order processing with respect to international trade operations. 	
Units	Contents
1.	Procedures and documentation as trade barriers; WTO Provisions; Aligned Documentation System (ADS); official machinery for trade procedures and documentation; ITC (HS) classification System; Role of ICC, INCOTERMS, nature of export/trading houses.
2.	Export contract; export price quotations, shipping and customer clearance of export and import cargo, central excise clearance, and main export and import documents, Role of forwarding agents, cargo insurance and claim procedure.
3.	Documentary collection of export bills, UCPDC guidelines; realization of export proceeds - provision of RBI's Exchange Control Manual; pre-shipment and post-shipment finance, role of EXIM bank and ECGC in India.
4.	EPCGS, duty exemption scheme, DEPB scheme, SII, facility of deemed exports; Export promoting institution's role of export promotion councils, commodity boards and ITPO.
5.	Major Laws governing India's export import trade - Foreign Trade (Development & Regulation) Act, Pre-shipment Inspection & Quality Control Act, 1963 & Customs Act, 1962; Foreign Exchange Act 2000.

Course Outcome,

At the end of the course student would be able to:

CO1	CO1	Analyse International trade policy and compose EXIM documents.
	CO2	Evaluate impact of foreign exchange market on international business.
	CO3	Formulate logistics and supply chain strategies for global business operations.
	CO4	Examine the critical aspects of decision-making process in International Business Operations.
	CO5	Explain the significance of International logistics and supply chain in International Business Operations.

Books:

Text Books	<p>10. Adam R Cross, Peter J Buckley,(2019).International Business, Oxford International Press,2019</p> <p>11. Paul R Krugman, Maurice Obstfeld, Marc Melitz(2019).International Trade: Theory Policy. Edition, Pearson</p> <p>12. John Daniels, Lee Radebaugh, Daniel Sullivan,PrashathSalwan: International Business 2020,Pearson</p> <p>13. Dominick Salvatore, International Economics: Trade and Finance, Wiley,2019</p>
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BBA
Semester V

Course Name		International Business Strategy	Theory Lectures: 60 Practical: 0
Course Code: IN231B005			4-0-0-4
<p>Objectives To explain the process of IHRM. To understand the techniques of international investment analysis. To explain international sales strategy. To describe the business strategy for global business operations</p>			
Units	Contents		Hours
1.	Introduction to IHRM, HR policies for global operations, Human resource planning and talent management for global setting, international compensation strategies and policies, Training and development in global perspective, HR challenges in host country.		12
2.	Introduction to Investment Analysis, Stock exchange operations, Measures on Returns, Portfolio Management, Risk analysis in Investment Analysis, Fundamental and Technical Analysis for Investing in Stock Risk Management, Risk Assessment and management technique - Decision Tree Diagram, Risk Probability and Impact Matrix, Risk-Reward Analysis, Bow-tie Analysis, SWIFT Analysis- Structured What-If Technique.		12
3.	Basics of international marketing and sales, Domestic marketing Vs international marketing, international marketing environment, segmentation in international marketing, Geographical, Demographic environment and socio-cultural environment of international marketing, Political and legal impacts on international environment, product management and decisions, International brand management, International pricing strategy, challenges in International Advertisement and sales promotion in international markets, International Public Relations, Management of Distribution channels in international marketing.		12
4.	Introduction, strategy and firm, Global expansion, profitability, and profit growth, cost pressures and Local responsiveness, choose a strategy, Strategy to manage global market, Impact of external business environment of host country. International strategy for operations, production and knowledge transfer and technology know how, international strategic alliance, Merger and acquisitions.		12
5.	Green Supply Chain Management, Role and Future of IT in the Supply Chain, Customer Relationship Management, Supplier Relationship Management, E- Business and the Supply Chain; E-Business in Practice.		12
Course Outcome,			
At the end of the course student would be able to:			
CO1	Develop Human resource planning and compensation strategies for global operations.		
CO2	Determine the risk in the business using different tools and techniques.		
CO3	Formulate marketing and sales strategies for international business.		
CO4	Examine the role of mergers and acquisitions in enhancing international business operations.		
CO5	Demonstrate knowledge on the various strategies implemented in for the smooth functioning of International Business Operations.		
Books:			
Text Books	<p>William H.A Johnson,(2020).<i>Managing Global Strategy: Developing an Effective Strategy in International Business</i>, Taylor & Francis</p> <p>Adam R Cross, Peter J Buckley,(2019).<i>International Business</i>, Oxford International Press,2019</p> <p>Paul R Krugman, Maurice Obstfeld, Marc Melitz(2019).<i>International Trade: Theory & Policy</i>. Edition, Pearson</p>		

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Course Name	Foreign Exchange Management	Theory Lectures: 60 Practical: 0
Course Code: IN23IB006	4-0-0-4	

- Objectives:** To learn the functions and scope of international finance.
 To explain the functions of international financial markets.
 To discuss the theories of international finance.
 To know the risk exposure techniques.
 To understand the techniques to eliminate risk

Units	Contents	Hours
1.	Meaning, Importance, and Scope of International finance, Goals of MNCs and Potential Conflicts with that Goals, Overview of Balance of payments, International Trade flows, International Capital Flows, Agencies facilitating international flows: IMF and World Bank.	12
2.	Needs and Functions of International Financial Market, History of foreign exchange, Function and Structure of the FOREX markets, Foreign exchange market participants, Types of transactions and Settlements dates, Exchange rate quotations, Currency Derivatives Markets, Eurocurrency Market, Euro credit Market, Eurobond Market, International Stock Markets.	12
3.	Measuring exchange rate movements, Exchange rate equilibrium, Factors influencing exchange rates, Nominal, Real and Effective exchange rates, Cross Rates, Exchange Rate Systems: Fixed, Floating, Managed Float, Pegged..	12
4.	International Arbitrage: Locational arbitrage, triangular arbitrage, covered interest arbitrage; Determination of forward premium or discount; Interest Rate Parity (IRP): Graphical analysis and interpretation.	12
5.	Purchasing Power Parity (PPP): Absolute version and Relative version, Graphical analysis and Interpretation; Fisher Effect; International Fisher Effect (IFE): Graphical analysis and Interpretation; Comparison of IRP, PPP, and IFE.	12

Course Outcome,

At the end of the course student would be able to:

CO1	Outline the meaning, importance, and scope of International Finance.
CO2	Summarize the functioning of international financial markets.
CO3	Illustrate how an exchange rate is determined.
CO4	Explain the concept of international arbitrage.
CO5	Identify different parity relationships in international finance.
Books:	
Text Books	1. Jeff Madura; International Financial Management, Cengage Learning 2. P.G. Apte; International Finance Management, Mcgraw Hill

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Course Name	Visual Merchandising and Space Planning	Theory Lectures: 60 Practical: 0
Course Code: IN23IB007		4-0-0-4

Objective: To study the importance of merchandise presentation.
 To explain the components of visual merchandising.
 To discuss the store exteriors and interiors.
 To learn the store layout and space planning.
 To know the use of augmented and mixed realities.

Units	Contents	Hours
1.	Meaning of Merchandise Presentation, Principles of Merchandise Presentation, Categories in Merchandise Presentation, Dominance Factor in Merchandise Presentation, Cross Merchandising.	06
2.	Visual Merchandising: Definition, Meaning and Functions - Components of Visual Merchandising - History and Evolution of Visual Merchandising - Advantages of Visual Merchandising - Visual merchandising as a communication tool, presentations in visual merchandising.	06
3.	Role of Atmospheric in Retail Strategy - Store Exteriors- Exterior Sign - Store Interiors - Elements of Display - Display Basics - Types of Display - Principles of Design - Signage - Understanding Materials - Store planning - Styling - Lighting.	06
4.	Store Management - Importance of space management - Responsibilities of Store Manager - Objective of Good store Design - Store Layout and Space planning - Different layout design for space management - steps used to use storage space effectively - Management of Modern retails.	06
5.	Brand Experience—Brand-centric to Customer-centric, Experience Design—Beyond Visual Merchandising, Generation C—The Changing Consumer, The Magic of Augmented and Mixed Realities, Experiential Retail—The New Retail Scenario..	06

Course Outcome,

At the end of the course student would be able to:

CO1	Able to assess the marketplace in terms of the contemporary trends of visual merchandising in a typical retail store environment.
CO2	Develop a strategy for the styling and visual merchandising in a store for a wide variety of products.
CO3	Make use of various Visual Merchandising techniques.
CO4	Understand the importance of Merchandise Presentation.
CO5	Able to maximize the impact of any retail display space.

Books:

Text Books	<ol style="list-style-type: none"> 1. Bhalla S and S Anurag, Visual Merchandising , Tata McGraw Hill. 2. Levy & Weitz, Retailing Management, Tata McGraw Hill 3. Berman & Evans , Retail Management- A strategic Approach, Pearson Education 4. Bajaj, Tuli & Srivastava , Retail Management, Oxford
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Course Name	International Law	Theory Lectures: 60 Practical: 0
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Course Code: IN231B008

4-0-0-4

Objective:

- To acquaint the students with the legal dimensions of international business.
- To enable students to understand how to formulate strategies as compatible with laws and treaties governing international business operations.
- To teach and discuss the important doctrines of international law.

Units	Contents	Hours
1.	Nature and complexities; International conventions and trade law; Code and common laws and their implications to business; International Business contract – Legal provisions; Payment terms; International sales agreements; Rights and duties of agents and distributors. Contract of Enforcement and Dispute Settlement; International Commercial Arbitration and Enforcement of Foreign Awards.	12
2.	Basic principles and charter of GATT/WTO; GATT/WTO; provisions relating to preferential treatment to developing countries, regional grouping, subsidies, technical standards, antidumping duties, and other NTBs, Customs Valuation; Dispute Settlement; Implications of WTO to important sectors – GATS, TRIP and TRIMs.	12
3.	Relating to Licensing, Franchising, Joint Ventures, Patents and Trade Marks, Technology Transfer and Telecommunications; Restrictions on trade in endangered species and other commodities as based on international conventions; Taxation Treaties.	12
4.	Transactions: FERA/FEMA, Taxation of foreign income; Foreign investment; Setting up offices and branches abroad.	12
5.	Competitive Law: National and International Dimensions; Consumer Law: National and International Dimensions; Electronic Commerce: Regulatory Framework	12

Course Outcome,

At the end of the course student would be able to:

CO1	Demonstrate knowledge and understanding of practices of the EXIM procedures.
CO2	Apply concepts learned to recognize the concept of Foreign Trade Policy, Customs Act, and Goods & Service Tax Act etc.
CO3	Illustrate sea transport system, the post and pre shipment inspection and norms.
CO4	Understand the importance of Merchandise Presentation.
CO5	Able to maximize the impact of any retail display space.

Books:

Books	<ol style="list-style-type: none"> 1. Laws of International Trade, Chush, J.C.T., Sweet and Maxwell, London. Latest Edition. 2. International Trade Law: Questions and Answer Series, Chuah; J., Cavendish. London. Latest Edition. 3. Law of Commercial Arbitration, Bansal, A.K, Universal Law House, Delhi. 4. Foreign Exchange Management Law and Practice, Jain, R., Vidhi, New Delhi, 2000.
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Course Name	Intellectual Property Rights	Theory Lectures: 60
		Practical: 0

Course Code: : IN23IB009	4-0-0-4
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Objective: To study the basics of Intellectual property.
 To explain registration process of trade marks.
 To learn the fundamental law of copy right and patent.
 To discuss the functionality of trade secrets.
 To know the current developments of IPR.

Units	Contents	Hours
1.	Introduction, Types of Intellectual Property, International Organizations, Agencies and Treaties, Importance of Intellectual Property Rights.	12
2.	Purpose And Function of Trade Marks, Acquisition of Trade Mark Rights, Protectable Matter, Selecting and Evaluating Trade Mark, Trade Mark Registration Processes.	12
3.	Fundamental Of Copy Right Law, Originality of Material, Rights of Reproduction, Rights to Perform the Work Publicly, Copy Right Ownership Issues, Copy Right Registration, Notice of Copy Right, International Copy Right Law. Law of Patents: Foundation of Patent Law, Patent Searching Process, Ownership Rights and Transfer, Patent application process: Searching a patent, Drafting of Patent, Filing of a patent-Types of patent applications, Patent document: specification and claims. Management of IP Assets and IP portfolio, Commercial Exploitation of IP – Assignment, Licensing and Infringement	12
4.	Trade Secrete Law, Determination of Trade Secrete Status, Liability for Misappropriations of Trade Secrets, Protection for Submission, Trade Secrete Litigation. Unfair Competition: Misappropriation Right of Publicity	12
5.	New Developments in Trade Mark Law; Copy Right Law, Patent Law, Intellectual Property Audits. International Overview on Intellectual Property, International – Trade Mark Law, Copy Right Law, International Patent Law, International Development in Trade Secrets Law..	12

Course Outcome,

At the end of the course student would be able to:

- CO1 Identify different types of Intellectual Properties(IPs), the right of ownership and scope of protection from infringements
- CO2 Recognize the role of organizations of different sectors for the purposes of product and technology development
- CO3 Apply intellectual property laws, including copyright, patents, designs and trademarks, to real problems for social impact analyses
- CO4 Analyse ethical and professional issues which arise in the context of intellectual property laws
- CO5 Distinguish between the current and emerging issues relating to the intellectual property protection, including those relating to indigenous knowledge or culture, distribution of material/content on the Internet, technology and international trade/business

1. Intellectual Property Rights, Deborah. E. Bouchoux, Cengage Learning
 2. Intellectual Property Rights- Unleash my The Knowledge, Beemoniya, Prabuddha

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Course Name	International Financial Management	Theory Lectures: 60 Practical: 0
Course Code: IN23IB11		4-0-0-4

To study the importance and scope of international finance.
To explain role and functions of IMF.
To discuss exchange rate theories.
To learn foreign exchange quotations and rates.
To know the hedging strategies.

Units	Contents	Hours
1.	Nature and scope of International Financial management - International Monetary System - Exchange Rate Mechanism - The Gold Standard - The Bretton woods system - the present system of floating rates - Fixed Exchange Rate systems; Floating Exchange Rate Systems - convertibility of currency. Balance of payments - Structure of BOP: Current Account; Capital Account.	12
2.	Functions- special schemes of lending - conditionality of IMF loans - IMF's role in providing international liquidity SDR's - International financial markets and instruments. International Sources of Finance for the Firm - Bond Financing (Fixed and Floating Rate Notes), Loan Financing (Syndicates Loans), Securitised Financing (Euronote), Equity Financing (GDR and ADR), Features of Loan Agreements: Loan Negotiations	12
3.	Purchasing Power Parity theory; Interest rate Parity Theory; Arbitrage in forward market: Covered Interest Arbitrage; International Fisher Effect - Factors influencing exchange rates. Numerical problems in covered interest arbitrage to be covered.	12
4.	Structure of Foreign Exchange Market- Features of foreign exchange market; market participants - spot market - forward market - foreign exchange rates - exchange rate quotations - Direct quotes and indirect quotes - spot and forward transactions - spot rate and forward rate - forward premium and forward discount - forward rate quotations: outright forward quote and swap quote - factors affecting forward rates - Cross rates - Arbitrage in spot market: two currency arbitrage; Triangular arbitrage - TT rates and Bill rates.	12
5.	currency forwards, currency futures, currency options and swaps - Foreign exchange risk and exposure - operating exposure, transaction exposure and translation exposure - Management of foreign exchange exposure with hedging - Internal hedging: leading and lagging, exposure netting, currency risk sharing, hedging through sourcing and hedging by choosing the currency of invoice - external hedging: hedging with forward and futures; money market hedging.	12

Course Outcome,

At the end of the course student would be able to:

CO1	Analyse returns to the shareholders which based on the earning capacity, market price of the share, expectations of the shareholders.
CO2	Discuss the IMF strategies to maintain International liquidity.
CO3	Demonstrate factors affecting exchange rate determination.
CO4	Compute foreign exchange rate using spot and forward rates for decision making.
CO5	Illustrate the risk exposures and hedging techniques.

Books:

Text Books

1. Thummuluri Siddainh: International financial Management, second edition (2015) Pearson Education India, Delhi
2. Maurice D. Levi, International Finance, 5th Editionth (2009), Routledge publication
3. Eugene F. Brigham and Michael Management: Theory & Practice, 14th Edition
4. Charles E. Menifield, The Basics of Public Budgeting and Financial Management: A

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Course Name	International Consumer Behaviour	Theory Lectures: 60 Practical: 0
Course Code: IN23IB012		4-0-0-4
To introduce the core concepts of global consumer behaviour paradigm. To emphasize consumer behaviour as a business strategy. To explain the strategies to attract customers. To discuss determinants of consumer behaviour. To study the consumer traits in online business.		
Units	Contents	Hours
1.	Relationship between 'Marketing' and 'The Consumer' Meaning and Definition of Consumer Behaviour, Comparison between the Traditional versus Customer Focused Marketing, Managerial and Consumer Perspective on Consumer Behaviour, Applications of Consumer Behaviour	12
2.	Howard-Sheth Model of Buying Behavior, The Nicosia Model, The Engel-Kollat-Blackwell Model, EBM Model, Webster and Wind Model of Organisational Buying Behavior, Sheth Industrial behavioural model.	12
3.	Meaning of 'Decision-making', Different Views of Consumer Decision-making, Types of Decision-making Processes in Buying, Consumer Information Processing, Pre and Post Purchase Behaviour, Brand Loyalty	12
4.	Individual Determinants of Consumer Behaviour- Personal factors, Social Psychological factors.	12
5.	Online Consumer Behaviour- Online decision making, History of Internet, E-commerce, Hybrid, M-commerce Developments	12
Course Outcome,		
At the end of the course student would be able to:		
CO1	Explain the influence of culture on perception and the consequences on consumer behavior.	
CO2	Apply effective critical thinking skills to complex international issues.	
CO3	Analyze theories and concepts to various issues in Consumer Behavior.	
CO4	Develop culturally sensitive awareness of marketing issues.	
CO5	Explain the influence of culture on perception and the consequences on consumer behavior.	
Books:		
Text Books	1. Michael R. Solomon, Consumer Behavior: Buying, Having & Being (Global Edition), - 12th edition. 2. Samli, A. Coskun. (2013). International Consumer Behavior in the 21st Century: Impact on Marketing Strategy Development.	

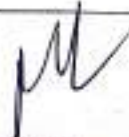

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Track - Marketing

Year I, Semester - I

Course Name	Fundamentals of Marketing	Theory Lectures: 60 Practical: 0
Course Code: MG23MM001		
Course Objectives:		
<ol style="list-style-type: none"> 1. To introduce the students to the basic concepts and components of marketing. 2. To develop an understanding of different functional areas of marketing management. 3. To apply the knowledge of Marketing Management in Business problem solving. 		
Units	Contents	Hours
1.	Basic Concepts of Marketing Management, Selling vs. Marketing, Marketing Environment, Marketing Mix, Market Segmentation, Targeting & Positioning.	12
2.	Concept of Consumer Behaviour, Factors affecting Consumer Behaviour. Decision Making Process in Buying, Types of Decision Making in Buying, CRM Concept and Components, Marketing Information System (MIS), Marketing Research Process.	12
3.	Product Mix, Product Classification, Product Life Cycle, New Product Development, Branding: Selecting a Brand Name, Brand Identity, Personality & Associations. Packaging: Functions & Types, Legal Dimensions of Packaging, Packaging as a Promotional Tool.	14
4.	Pricing Objectives & Methods, Factors affecting Pricing, Promotion: Advertising, Sales Promotion, Personal Selling, Publicity and Public Relations, Channels of Distribution, Channel Planning & Channel Mix, Factors Affecting Channel Choice.	12
5.	Service Marketing, Rural Marketing, Green Marketing, International Marketing, Social Media & Digital Marketing, Marketing to base of Pyramid Customers	10
Course Outcomes		
At the end of the course student would be able to:		
CO1	Identify concepts of Marketing management and its importance in the various areas of the business.	
CO2	Demonstrate interactive use of promotion mix to for brand building.	
CO3	Obtain an understanding of the emerging areas of marketing in business.	
CO4	Apply critical thinking skills to complex business problems.	
CO5	Be able to use analytic skills in addressing business problems using various functions of marketing.	
Books:		
Text Books	<ul style="list-style-type: none"> • Kotler P., Keller K. (2017): Marketing Management, India: Pearson Education. 15th Ed. • Clow K. (2017): Integrated Advertising, Promotion and Marketing Communications, 2017th Global Edition. 	
Reference Books	<ul style="list-style-type: none"> • Jobber D. (2010): Principles and Practice of Marketing, Maidenhead: McGraw-Hill, 6th Ed. 	


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Year I, Semester - II

Course Name	Sales and Distribution Management	Theory Lectures: 60 Practical: 0
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Course Code: MG23MM002 4-0-0-4

Course Objectives: The objectives of this course are:

- To help students understand the Sales & Distribution functions.
- To make students understand the importance of Sales and Distribution function in the changing consumer behaviour.
- To make students appreciate the role of sales managers in the context of Indian economy with particular reference to essential consumer and industrial goods and services.

Units	Contents	Hours
1.	Selling Concept and Process: Nature and Scope of Sales Management, Setting and Formulating Personal Selling Objectives, Sales Theories.	15
2.	Management of Sales Force: Recruiting and Selecting Sales Personnel, Developing and Conducting Sales Training Programme, Steps in Selling Process, Pre-requisite of a Good Sales Personnel.	15
3.	Sales Planning & Evaluation, Process of Sales Planning, Size and Type of Sales Force, Developing and Managing Sales Evaluation Programme.	10
4.	Introduction need and scope of distribution management, marketing channels strategy, channel management and roles of channel Management.	10
5.	Supply chain management, Definition & scope of logistics, Components of logistics, inventory management, information system, Distribution management in international markets.	10

Books:

Text Books	<ul style="list-style-type: none"> • Panda, T., K., and Sachdev, S. (2019) Sales & Distribution Management, Oxford University Press, 3, Import, UK. • Mathur, U., C. (2012). Sales & Distribution Management New Age International Publ. Ltd., 2, India.
Reference Books	<ul style="list-style-type: none"> • Spiro, R., Stanton, W., J. and Rich, G. A. (2002). Management of a Sales Force. McGraw Hill Publications, India. • Johnson, E., M., Kurtz, D., L., and Scheuing, E. (1993). Sales Management: Concept Practices and Cases. McGraw Hills, 2, US. • Anderson, R. (1991). Professional Sales Management. PHI, India.

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Year II, Semester - III

Course Name	Consumer Behaviour	Theory Lectures: 60 Practical: 0
Course Code:	MG23MM003	4-0-0-4
Course Objectives: To introduce students to concepts of consumer behaviour and marketing research and its effectiveness in business decisions related to marketing.		
Units	Contents	Hours
1.	Introduction & Overview to the Study of Consumer Behaviour An Introduction to Consumer Behaviour, Consumer Behaviour Models Individual Determinants of Consumer Behaviour Consumer Perception, Consumer Learning, Personality and Lifestyle Influences, Attitude and Behaviour, Motivation	10
2.	Social Processes; Consumer Demographics, Social Class and Culture, Reference Group Influences Consumer Decision Making, After Sales and Related Issues, Consumer Decision Making, Diffusion of Innovations and Opinion Leadership, consumer Satisfaction Relationship Marketing.	11
3.	Introduction to marketing research: An Introduction to Marketing Research, Information, Decision Support System and Marketing Decision Support System, Research Design and Marketing Research Process.	12
4.	Data Collection Methods: Sources of Information and Secondary Data Collection, Primary Data Collection, Sampling, Scaling and Attitude Measurement, Analyzing Data, Editing, Coding and Tabulation of Data, Basic Analysis of Data, Cross Tabulation and Hypothesis Testing.	12
5.	Research Process and Applications of Marketing Research: The Research Process, traditional Applications of Marketing Research, Popular and Concurrent Applications of Marketing Research.	15

Course Outcomes

At the end of the course student would be able to:

CO1	Identify the importance of consumer behaviour in formulating marketing strategies.
CO2	Demonstrate the use of marketing research in taking marketing decisions.
CO3	Obtain an understanding of the behavioural components of consumer behaviour.
CO4	Apply critical thinking skills to solve issues related to marketing using marketing research tools.
CO5	Be able to use analytic skills in addressing business problems.

Books:

Text Books	<ul style="list-style-type: none"> Shri, P. (2010). Theory of Consumer Behavior. Vikas Publication, India. Hawkins, D. (2010). Consumer Behaviour. Tata Mcgraw Hill, India. Blackwell (2008). Consumer Behavior. Cengage Learning, India. Batra, Satish & Kazmi (2008). Consumer Behaviour. Excel Books, New Delhi, India. Aaker, K., Leone, D., Das, G. (2018). Marketing Research. Wiley, India.
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Reference Books	<ul style="list-style-type: none"> Assel, H. (2008). Consumer Behaviour. Cengage Learning. Solomon, R. (2009). Consumer Behaviour. PHI, India.
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Year II, Semester - IV

Course Name	Marketing Research	Theory Lectures: 60 Practical: 0	4-0-0-4
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Course Code: MG23MM004

Course Objectives:

1. To equip the students with the concept, methods and process of research.
2. To enable students to define research problem and understand different research designs.
3. To provide the students' knowledge of various types of sampling and measurement in research.
4. The students will be able to organize and interpret the collected data.

Units	Contents	Hours
1.	Introduction to Research Methods: Role and objectives of business research, Types of research, Research process: Overview, Problems encountered by researchers in India	12
2.	Research Design: Defining research problem, objectives and Hypothesis development, Need for research design, Features of a good research design, Different research designs and types of research design. (Exploratory, descriptive, experimental and diagnostic research).	12
3.	Sampling, Measurement and Scaling Concepts: Objectives and Principles of Sampling, Types of Sampling, Sampling and Non-Sampling Errors. Measurement in research, Measurement scales, Sources of errors in measurement, Techniques of developing measurement tools, Classification and testing (reliability, verification and validity) scales, Designing questionnaires.	14
4.	Data Collection and Analysis: Collection, Organization and Presentation Analysis: Univariate and bivariate Analysis (Hypothesis testing), Multivariate Analysis (Concepts only)	12
5.	Report Writing: Meaning of interpretation Techniques of Interpretation, Precautions in interpretation, Significance of report writing Steps in report writing, Layout of report, Precautions in writing research reports	10

Course Outcomes

At the end of the course student would be able to:

CO1	Identify concepts of Marketing management and its importance in the various areas of the business.
CO2	Demonstrate interactive use of promotion mix to for brand building.
CO3	Obtain an understanding of the emerging areas of marketing in business.
CO4	Apply critical thinking skills to complex business problems.
CO5	Be able to use analytic skills in addressing business problems using various functions of research.

Books:

Text Books	<ul style="list-style-type: none"> • Naresh Malhotra, Marketing Research: An Applied Orientation, Pearson Publishing. • Cooper & Schindler, Business Research Methods, Tata McGraw Hill. • C R Kothari, Research Methodology: Methods & Techniques, New Age International
Reference Books	<ul style="list-style-type: none"> • Levin & Rubin, Statistics for Management, PHI

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Course Name:	Service Marketing	Theory Lectures: 60 Practical: 0
Course Code: MG23MM005		4-0-0-4

Course Objectives:

- To introduce students to the best current thinking on Service Marketing.
- To sensitize students to service operations, quality and other related issues.
- To introduce students to the challenges faced by service firms.

Units	Contents	Hours
1.	Introduction to Service Marketing – Origin, concept, growth and Importance of services sector – Nature and types of services – Difference between services and goods marketing – services marketing triangle, I's of Service marketing.	15
2.	Environment for services marketing – macro and micro environments – understanding service customers – models of service consumer behavior – customer expectations and perception – service quality issues.	15
3.	Service market segmentation – targeting and positioning, Services marketing Mix – Need for expanded marketing mix – planning for services offer.	10
4.	Pricing – promotion and distribution of services – management of people – process and physical evidence – matching demand for and supply of services.	10
5.	Service marketing applications – Marketing Of Financial, Hospitality, Hospital, Tourism And Educational Services – International Marketing Of Services	10

Course Outcomes

At the end of the course student would be able to:

CO1	Identify concepts of service marketing and its importance.
CO2	Demonstrate and explain how the characteristics of service products differ from tangible goods, and impact on design and execution of marketing strategies for services.
CO3	Obtain an understanding of the global context of marketing of services.
CO4	Apply the 7 P's of the services marketing mix to develop a positioning strategy for any service organization.
CO5	Critically analyze services marketing problems and apply your knowledge to develop and communicate recommended solutions

Books:

Text Books	<ul style="list-style-type: none"> SIA, Marketing of Services . SIA Publishers & Distributors Pvt Ltd (2020 Edition) Kotler P . (2017) : Marketing Management : Pearson 15th Ed Jochen W., Christopher L. (2017): Services Marketing Pearson. 8th Ed
Reference Books	<ul style="list-style-type: none"> McDonald M., Payne A. Marketing Plan for Service Businesses: A complete guide, (2006), Publisher: Elsevier. Harry Beckwith, Selling the Invisible: A field guide to modern marketing, Publisher: Business Plus. Hoffman K.D., Bateson J.E.G. Services Marketing: Concepts, Strategies & Case. Edition), Publisher: Cengage Learning.

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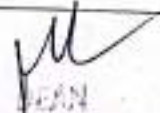
Course Name		Retail Management	Theory Lectures: 60 Practical: 0
Course Code: MG23MM006			4-0-0-4
Course Objectives:			
<ol style="list-style-type: none"> To introduce the students to the basic concepts and components of marketing. To develop an understanding of different functional areas of marketing management. To apply the knowledge of Marketing Management in Business problem solving. 			
Units	Contents		Hours
1.	Retailing – Meaning – Characteristics and Functions – Retail Management – Marketing concepts applied to Retailing – Retailing as career – Trends in retailing.		15
2.	Retail Model and Theories of structural changes in retailing – Classification of retailers and retail markets – Life cycle and phase in growth of retail markets – Methods of customer interaction.		15
3.	Retail location strategy – Importance of location decision – Types of location decision and its determining factors – Site selection analysis – Selection of shopping centre or market – Retail location theories – Location assessment procedures.		10
4.	Retail in India – Evaluation and Size of retail in India – Drivers of retail change in India – Foreign Direct Investment in retail – Challenges to retail developments in India.		10
5.	Global retail market: Strategic planning process for global retailing – Challenges facing global retailers – Challenges and threats in global retailing – Factors affecting the success of a global retailing strategy.		10
Course Outcomes			
At the end of the course student would be able to:			
CO1	Identify concepts of Marketing management and its importance in the various areas of the business.		
CO2	Demonstrate interactive use of promotion mix to for brand building.		
CO3	Obtain an understanding of the emerging areas of marketing in business.		
CO4	Apply critical thinking skills to complex business problems.		
CO5	Be able to use analytic skills in addressing business problems using various functions of marketing management.		
Books:			
Text Books	<ul style="list-style-type: none"> Bajaj C., Tuli, R., Srivastava N. (2017): Retail Management , New Delhi Oxford University Press. Gibson. (2017): Retail Management .United Sates:Pearson. 5th Ed Pradhan S. (2020): Retailing Management . Uttar Pradesh: Tata McGraw Hill 		
Reference Books	<ul style="list-style-type: none"> Jain J.N., Singh P.P. (New Delhi): Modern Retail Management – Principles and Techniques, Regal Publications. Pradhan S. (2004): Retailing Management – Text and Cases. Uttar Pradesh: Tata McGraw Hill, 2nd Ed. 		

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Year III, Semester - VI

Course Name	Integrated Marketing Communication	Theory Lectures: 60 Practical: 0
Course Code: MG23MM007		4-0-0-4
Course Objectives: To introduce students to concepts of integrated business communication and its effectiveness in business decisions.		
Units	Contents	Hours
1.	An Introduction to Integrated Marketing Communication (IMC): Meaning and role of IMC in Marketing process, one voice communication V/s IMC. Introduction to IMC tools – Advertising, sales promotion, publicity, public relations, and event sponsorship; Marketing and promotion process model. Role, Functions, Types, Advertising Vs Marketing mix	15
2.	Communication process: Source, Message and channel factors, Communication response hierarchy- AIDA model, Hierarchy of effect model, Innovation adoption model	15
3.	Planning: Establishing marketing communication Objectives and Budgeting for Promotional Programmes -Setting communication objectives, Sales as marketing communication objective, DAGMAR approach for setting ad objectives.	10
4.	Types of appeals and execution styles. Media planning and selection decisions- steps involved and information needed for media planning. Measuring the effectiveness of all Promotional tools and IMC.	8
5.	Digital Media & Advertising: Digital Media, Evolution of Technology, Convergence of Digital Media, E- Commerce and Digital Media, Advertising on Digital Media, Social Media, Mobile Adverting,	12
Course Outcomes		
At the end of the course student would be able to:		
CO1	Identify concepts of integrated Marketing Communication and its importance.	
CO2	Obtain an understanding of the global context for business.	
CO3	Demonstrate interactive communications skills and use of information technology	
CO4	Apply critical thinking skills to complex business problems.	
CO5	Analytical usage of obtained skills in addressing business problems.	
Books:		
Text Books	<ul style="list-style-type: none"> Robert S. Littlefield, Deanna D. Sellnow, and Timothy L. Sellnow, Integrated Marketing Communications in Risk and Crisis Contexts (2021) Lexington Books. Craig Huey , The New Multichannel, Integrated Marketing (2020), Craig A. Huey. PR Smith, Ze Zook Marketing Communications(2019). KoganPage. 	
Reference Books	<ul style="list-style-type: none"> Jethwaney J., Jain S. Advertising Management, Publisher: Oxford University Press. Shah K. D'Souza A. Advertising & Promotions: An IMC perspective, Publisher: Tata McGraw Hill Terence A. Advertising & Promotion: An IMC approach. Shimp Pub., Cengage Learning 	


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Course Name	Rural Marketing	Theory Lectures: 60 Practical: 0
Course Code: MG23MM008		4-0-0-4
Course Objectives: To introduce students to concepts of rural marketing communication and its effectiveness in rural business decisions.		
Units	Contents	Hours
1.	Rural Marketing: Concept, Scope, Nature and Evolution of Rural Marketing, Rural Marketing Strategies-4P's, Rural Infrastructural Facilities - Warehousing, Cold Storage, Logistics.	15
2.	Indian Rural Market: Profile, Rural Vs Urban Market, Importance of Branding, Scope and Importance of Transportation Networking in rural markets.	15
3.	Consumer Behaviour: Characteristics of Buying Behaviour Awareness, Understanding, Consumer Purchase Decision, Importance of Rural Marketing Communication, Salesmen Influence.	10
4.	Agricultural Marketing- Importance, Prospects and Issues, Role of Cooperatives and Self Help Groups (SHG) in Rural Marketing. Role of Banks in Rural Marketing: Role of Agricultural Cooperative Banks, Commercial Banking for Rural Marketing	8
5.	E- Commerce: Importance of E-Commerce and Impact of E-Marketing on rural consumers, Concept of Digital Village, Role of Social Media in rural marketing, Impact of IT in Agricultural Marketing	12
Course Outcomes		
At the end of the course student would be able to:		
CO1	Identify concepts of rural marketing and its importance.	
CO2	Obtain an understanding of the Rural Marketing Strategies for business.	
CO3	Demonstrate interactive communications skills and use of information technology in rural consumers.	
CO4	Apply critical thinking skills to complex business problems in rural areas.	
CO5	Identify the role of Cooperatives and Self Help Groups (SHG) in Rural Marketing.	
Books:		
Text Books	<ul style="list-style-type: none"> Badi R.V. Badi N.V. Rural Marketing Himalaya Publishing House Acharya S.S. Agarwal N.L. Agriculture Marketing in India Oxford & IBH Publishing Company Pvt. Ltd. Habeeb U.R., Rahman K.S. Rural Marketing in Indai HPH 	
Reference Books	<ul style="list-style-type: none"> Dogra Balram Ghuman Karmider, Rural Marketing concepts and practices, Tata Mc Graw HILL Education Ltd. New Delhi Singh S Rural Marketing Management I/e Vikaj Publishing House New Delhi 	

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Year IV, Semester - VIII

Course Name	Social Media Marketing	Theory Lectures: 60 Practical: 0
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Course Code: MG23MM009	4-0-0-4
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Course Objectives: Students can learn about current social media marketing trends and develop a marketing strategy that works for you. Discover how to properly use platforms such as Instagram, Facebook, LinkedIn, YouTube and Twitter.

Units	Contents	Hours
1.	Social Media Marketing: Throwing a Great "Party" on Social Media, Identifying Goals for Social Media Marketing such as eWOM, Customer Evangelists & More, Building a Content Marketing Machine, Deliverables: Your SMM Master Plan and a Content Marketing Plan.	15
2.	The Structure of Facebook: Pages and Profiles, Understanding Edgerank and Interactivity, Page Set up and Posting Rhythm, Leveraging Facebook Advertising, Deliverable: A Facebook Marketing Plan	15
3.	The Structure of LinkedIn: Profiles, Pages, Groups, and a Social Rolodex, Optimizing Your LinkedIn Profile, Using LinkedIn as a Social Rolodex, LinkedIn Pages, Groups, and Other Opportunities, Deliverable: A LinkedIn Marketing Plan	10
4.	Twitter: Of @ signs and # hashtags, Instagram: Twitter for Pictures, Pinterest: the Concept of the Idea Board, Deliverable: A Twitter, Instagram, and/or Pinterest Marketing Plan.	8
5.	YouTube and the Video Revolution, The Three Uses of Video: Supportive, SEO, and Viral, YouTube Channel Basics and Video Tips, Deliverable: a YouTube Marketing Plan	12

Course Outcomes

At the end of the course student would be able to:

CO1	Identify concepts of Social Media Platforms like Facebook, Instagram, Twitter, Instagram, YouTube, Pinterest, LinkedIn, etc.
CO2	To identify the niche areas where you can become an influencer.
CO3	To identify and incorporate widely used tools for the social media activities.
CO4	Apply critical thinking skills to promote own / ancestral business organically using Social Media.
CO5	To become a celebrity through Social Media channels and to start as a freelancer.

Books:

Text Books	<ul style="list-style-type: none"> Lipshultz, J.H. 2014. Social Media Communication: Concepts, Practices, Data, Law. New York: Routledge Lipshultz, J.H. 2022. Social Media Law and Ethics. New York: Routledge. Jason McDonald, Social Media Marketing Workbook 2017.
Reference Books	<ul style="list-style-type: none"> Seargent, P. and Tagg, C. 2014. The Language of Social Media: Identity and Community on the Internet. New York: Palgrave Macmillan Mangan, D. & Gillies, L.E. (eds.). 2017. The Legal Challenges of Social Media. Cheltenham, UK: Edward Elgar Publishing

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Course Name	International Marketing	Theory Lectures: 60 Practical: 0
Course Code: MG23MM010		4-0-0-4

Course Objectives:

4. To introduce the students to the basic concepts and components of International marketing.
5. To develop an understanding of different functional areas of International marketing.
6. To apply the knowledge of International Marketing in Business problem solving.

Units	Contents	Hours
1.	International marketing concepts, Transition from domestic to global business, Dynamics of the world market, Identifying and satisfying global needs.	15
2.	International marketing environment, Political, Legal and Socio-cultural environment, Evaluating risks.	15
3.	Identifying entry strategies, Exporting, Licensing, Franchising, Joint Ventures, Mergers and acquisitions, Turnkey operations.	10
4.	International marketing strategies: Product Strategies, International product life cycle, Pricing Strategies (Market skimming, Penetration pricing), Promotional and distribution strategies.	10
5.	International Trade fairs and Exhibitions, Branding, Positioning, Packaging, Labeling, Global competitiveness.	10

Course Outcomes

At the end of the course student would be able to:

CO1	Identify concepts of Marketing management and its importance in the various areas of the business.
CO2	Demonstrate interactive use of promotion mix to for brand building.
CO3	Obtain an understanding of the emerging areas of marketing in business.
CO4	Apply critical thinking skills to complex business problems.
CO5	Be able to use analytic skills in addressing business problems using various functions of marketing management.

Books:

Text Books	<ul style="list-style-type: none"> • Kotler P., Keller K. (2017): Marketing Management, India: Pearson Education, 15th Ed. • Clow K. (2017): Integrated Advertising, Promotion and Marketing Communications, 2017th Global Edition.
Reference Books	<ul style="list-style-type: none"> • Jobber D. (2010): Principles and Practice of Marketing, Maidenhead: McGraw-Hill, 6th Ed.

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Course Name	International Marketing	Theory Lectures: 60 Practical: 0
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Course Code: MG23MM010	4-0-0-4
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Course Objectives:

4. To introduce the students to the basic concepts and components of International marketing.
5. To develop an understanding of different functional areas of International marketing.
6. To apply the knowledge of International Marketing in Business problem solving.

Units	Contents	Hours
1.	International marketing concepts, Transition from domestic to global business, Dynamics of the world market, Identifying and satisfying global needs.	15
2.	International marketing environment, Political, Legal and Socio-cultural environment, Evaluating risks.	15
3.	Identifying entry strategies, Exporting, Licensing, Franchising, Joint Ventures, Mergers and acquisitions, Turnkey operations.	10
4.	International marketing strategies: Product Strategies, International product life cycle, Pricing Strategies (Market skimming, Penetration pricing), Promotional and distribution strategies.	10
5.	International Trade fairs and Exhibitions, Branding, Positioning, Packaging, Labeling, Global competitiveness.	10

Course Outcomes

At the end of the course student would be able to:

CO1	Identify concepts of Marketing management and its importance in the various areas of the business.
CO2	Demonstrate interactive use of promotion mix to for brand building.
CO3	Obtain an understanding of the emerging areas of marketing in business.
CO4	Apply critical thinking skills to complex business problems.
CO5	Be able to use analytic skills in addressing business problems using various functions of marketing management.

Books:

Text Books	<ul style="list-style-type: none"> • Kotler P., Keller K. (2017): Marketing Management, India: Pearson Education. 15th Ed. • Clow K. (2017): Integrated Advertising, Promotion and Marketing Communications, 2017th Global Edition.
Reference Books	<ul style="list-style-type: none"> • Jobber D. (2010): Principles and Practice of Marketing. Maidenhead: McGraw-Hill, 6th Ed.

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Course Name	Advertisement Management	Theory Lectures: 60 Practical: 0
Course Code: MG23MM011		4-0-0-4
Course Objectives: To introduce students to concepts of integrated business communication and its effectiveness in business decisions.		
Units	Contents	Hours
1.	Introduction, Meaning, objectives and functions of advertising. Factors involved in advertising planning and decision making. Integrated marketing communication.	15
2.	Advertising budget decision. Budgeting decision rules: Percentage of sales, Affordable approach, Competitors approach, Consumer process in buying, AIDA model	15
3.	Budgeting process: Setting advertising objectives, Sales objective, Operational objectives, Behavioral objectives, DAGMAR approach, Process of Communication, Wilbur Schramm's Model, Advertising Process.	10
4.	Sales promotion introduction, Definition of sales promotion, Objectives and reason for rapid growth, Promotional strategy, Types and techniques of sales promotion.	8
5.	Advertising Layout, Campaign Planning, Media Planning, Budgeting Difference between advertising & Sales promotion, Legal Ethical and Social Aspects of Advertising	12

Course Outcomes

At the end of the course student would be able to:

- CO1 Identify concepts of integrated Marketing Communication and its importance.
- CO2 Obtain an understanding of the global context for business.
- CO3 Demonstrate interactive communications skills and use of information technology.
- CO4 Apply critical thinking skills to complex business problems.
- CO5 Analytical usage of obtained skills in addressing business problems.

Books:**Text Books**

- Gilbert S. Linnhart, Diana D. Sellnow, and Timothy L. Sellnow, Integrated Marketing Communications in Risk and Crisis Contexts (2021) Lexington Books.
- Craig Huey - The New Multichannel Integrated Marketing (2020) Craig A. Huey.
- J.P. Smith, Z. Zeng - Marketing Communications (2020) KoganPage.

Reference Books

- Ichwaney, J. Jan S. Advertising Management, Publisher: Oxford University Press.
- Shah K. D'Souza A. Advertising & Promotions: An IMC perspective, Publisher: Tata McGraw Hill.
- Ference A. Advertising & Promotion: An IMC approach, Springer Pub. Learning

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Sec:	Product & Brand Management	Theory Lectures: 60
me		Practical: 0
Course Code: MG23MM012		4-0-0-4

Course Objectives:

- To introduce students to the best current thinking on product and brand management
- To sensitize students to product, brand management, quality and other related issues
- To introduce students to the challenges faced by product and brand firms.

Units	Contents	Hours
1.	Meaning of product and product management, Product Personality, Types of Products, Product line, Product mix, New product development, PLC,	15
2.	Factors influencing design of the product, Developing product strategies, Setting objectives & alternatives, Product differentiation and positioning strategies.	15
3.	Forecasting target market potential and sales, Methods of estimating market and sales potential, Sales forecasting.	10
4.	Meaning of brand, Brand development, Product Vs Brands, Retailer and distributors, Brand challenges and opportunities, Brand equity concept, Identity and image.	10
5.	Brand leveraging and brand performance, Brand positioning & Brand building, Brand portfolios and market segmentation, Steps of brand building, Identifying and establishing brand positioning.	10

Course Outcomes

At the end of the course student would be able to:

- 1. Identify concepts of product and brand marketing and its importance.
- 2. Demonstrate and explain how the characteristics of products differ from tangible goods, and impact on design and execution of marketing strategies for product and brand.
- 3. Obtain an understanding of the global context of marketing of product and brand.
- 4. Apply the 4 P's of the marketing mix to develop a product & brand Management.
- 5. Critically analyze services marketing problems and apply your knowledge to develop and communicate recommended solutions

Books	<ul style="list-style-type: none"> • Gupta S, Brand Management, Himalaya Publishing House • M. Bhattacharjee, Brand Management, Pearson 15th Ed • Debashis, Brand, Himalaya Publishing House
Reference	<ul style="list-style-type: none"> • Subrato Sengupta, Brand Positioning Strategies for Competitive Advantage McGraw Hill. • Harsh V. Verma, Brand Management, Excel Publication.

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Track - Finance Year I, Semester - I

Course Name :	FUNDAMENTALS OF BUSINESS ACCOUNTING	Total Lecture: 60 Practical:0
Course Code:	MG23FM001	4-0-0-4
Course Objectives		
<ol style="list-style-type: none"> 1. This course will enable the students to combine practice and theoretical knowledge of financial accounting. 2. The students of this course will be active learners and develop awareness of emerging trends in financial accounting. 3. The course will provide decision making skills to the students in the financial analysis context. 		
UNIT	CONTENT	HOURS
1	Introduction – Meaning and Definition – Objectives of Accounting – Functions of Accounting – Users of Accounting Information – Limitations of Accounting – Accounting Cycle - Accounting Principles – Accounting Concepts and Accounting Conventions. Accounting Standards – objectivessignificance of accounting standards. List of Indian Accounting Standards.	14
2	Preparation of Financial Statements: Meaning of Double entry system – Process of Accounting – Kinds of Accounts – Rules - Transaction Analysis – Journal – Ledger – Balancing of Accounts – Trial Balance – Problems on Journal, Ledger Posting and Preparation of Trial Balance	12
3	Subsidiary Books: Meaning – Significance – Types of Subsidiary Books –Preparation of Purchases Book, Sales Book, Purchase Returns Book, Sales Return Book, Bills Receivable Book, Bills Payable Book. Types of Cash Book- Simple Cash Book , Double Column Cash Book , Three Column Cash Book and Petty Cash Book(Problems only on Three Column Cash Book and Pety Cash Book).	10
4	Final Accounts of Proprietary Concern: Preparation of Statement of Profit and Loss and Balance Sheet of a proprietary concern with special adjustments like depreciation, outstanding and prepaid expenses, outstanding and received in advance of incomes, provision for doubtful debts, drawings and interest on capital	12
5	Cost Accounting: Basic Concepts, Objectives, Need, Importance and Scope of Cost Accounting, Classification and Analysis of Cost, Cost Centers, Cost Unit, Elements of Cost, Relevant and Irrelevant Costs, Differential Costs, Sunk Cost, Opportunity Cost, Preparation of Simple Cost Sheet.	12
Course Outcome(s)		
At the end of the course the students should be able to:		
CO1	Define accounting process and fundamental accounting principles that underpin the development of financial statements.	
CO2	Demonstrate and combine financial analysis with other information to assess the financial performance and position of a company.	
CO3	Utilize the knowledge to diagnose and interpret and analyze financial statements.	
CO4	Illustrate the functions of management accounting in context to business organizations.	
CO5	Interpret concepts to analyze common business management problems from a financial perspective.	
Text Books	<ul style="list-style-type: none"> • N.P.Srinivasan and M Shaktivel Murugan(2020). Accounting for Management. S.Chand Publications, Revised Edition, India. • T.S Grewal and S.C.Gupta(2020). Introduction to Accountancy. S.Chand Publications, Revised Edition, India. • M.C.Shukla, T.S. Grewal and S.C. Gupta(2020). Advanced Accounts. S.Chand Publications, Revised Edition, India. 	
Reference Books	<ul style="list-style-type: none"> • Bhattacharyya Debarshi(2011). Management Accounting. Pearson Education, India. • Clive Marsh(2012). Financial Management for Non-Financial Managers. I, Kogan Page Publishers, India. • Vijayakumar(2010). Accounting for Management. Tata McGraw-Hill Education, India. 	

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Year I, Semester - II

Course Name :	FINANCIAL MANAGEMENT	Total Lecture: 60 Practical: 0
Course Code:	MG23FM002	4-0-0-4
Course Objectives		
<p>1. To help the students gain understanding and an in-depth view of the process in financial management of the firm.</p> <p>2. To Develop knowledge on the allocation, management and funding of financial resources.</p> <p>3. To help the students to develop cognizance of the importance of financial Management techniques.</p>		
UNIT	CONTENT	HOURS
1	Financial Management Introduction: Concept of Finance, Decisions in financial management: Financing Decision Investment Decision and Dividend Decision, Functions of Finance Manager, Financial Planning – Meaning and Steps; Profit Maximization vs. Wealth Maximization.	12
2	Sources of Finance, Cost of Capital: Long Term sources of finance- Equity, Preference, Debentures, Private Equity, Venture Capital and Angel Investor Short term loans- Commercial Papers, Certificate of Deposits, Bills of Exchange, factoring etc. Introduction, Significance, Determining components of cost of capital: Cost of Debt, Cost of Equity Capital, Cost of Preference Share Capital and Weighted Average Cost of Capital.	14
3	Capital Structure: Capital Structure, Optimal Capital Structure, Theories of Capital structure; EBIT and EPS Analysis; Dividend – Policies, Forms of Dividends.	10
4	Working Capital Management: Concept and Need of Working Capital, Operating and Cash Conversion Cycle, Determinants of Working Capital. Estimation of Working Capital-Total Cost Method and Cash Cost Method. Trade off between Profitability and Liquidity.	12
5	Capital Budgeting: Definition, Time Value of Money; Evaluation of Projects using DCF and Non DCF methods (viz. Pay Back Period, Discounted Pay back Method, Net Present Value, Internal Rate of Return, Profitability Index, Average Rate of Return)	12
Course Outcome(s)		
At the end of the course the students should be able to:		
CO1	Understand the basic aspects of financial management so that the organizational goals can be achieved effectively and efficiently.	
CO2	Determine the significance of long term sources of finance and cost of capital.	
CO3	Analyze the different sources of funds to optimize capital structure.	
CO4	Estimate Working Capital requirements for the business.	
CO5	Evaluate investment proposal by using different techniques of capital budgeting.	
Text Books	<ul style="list-style-type: none"> Financial Management, V.K.Bhalla, S.Chand Publication, Revised Edition 2020. Financial Management, P. C Tulsian and Bharat Tulsian, S.Chand Publications, Revised Edition, 2020 Pandey I M., Financial Management, 10E, Vikas Publication House Pvt. Ltd. 	
Reference Books	<ul style="list-style-type: none"> Chandra Prasanna, Financial Management Theory and Practice, 5E, Tata McGraw-Hill Publishing Company Ltd. Khan M Y and P K Jain, Financial Management: Text and Problems and Cases, Tata McGraw-Hill Publishing Company Ltd. 	


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Year II, Semester - III		
Course Name	Management Accounting	Theory Lectures: 60 Practical: 0
Course Code: MG23FM003		4-0-0-4
Course Objectives:		
1. This course teaches students how to extract and modify costs in order to make informed managerial decisions. 2. Planning is covered by topics including activity-based costing, budgeting, flexible budgeting cost-volume-profit analysis, cost estimating, and the costs of outsourcing. 3. Control is covered by topics including standard costing, variance analysis, responsibility accounting, and performance evaluation. 4. Emphasis is placed on cost terminology (the wide variety of costs), cost behavior, cost systems, and the limitations concerning the use of average costs		
Units	Contents	Hours
1.	Introduction- Meaning and Definition – Objectives – Nature and Scope–Functions- Role of Management Accountant, Relationship between Financial Accounting and Management Accounting, Relationship between Cost Accounting and Management Accounting, advantages and limitations of Management.	15
2.	Analysis and Interpretation of Financial Statements: Nature, Attributes, Objectives, Importance, Limitations, Recent Trends in Presenting Financial Statements, Financial Statements Analysis: Types, Methods, Objectives, Limitations. Ratio Analysis: Accounting, Uses, Classification, Advantages, Limitations, Cash Flow Statement, Fund Flow Statement, Difference between Cash Flow and Fund Flow Statement, Management Reporting.	15
3.	Marginal costing - Definition, Assumptions and Uses, Marginal Costing Vs. Absorption Costing, CVP/BEP Analysis, Key factors and Safety Margin, Managerial Decision Making Areas – Product Mix, Make or Buy, Pricing Decisions	10
4.	Budgetary Control- Concepts and Objectives, Merits and Demerits of Budgetary Control, Types of Budget: Fixed and Flexible Budget, Cash Budget and master Budget, Zero based Budgeting	10
5.	Responsibility Accounting Concept and Approaches to Responsibility Accounting. Different Responsibility Centre Significance; Divisional Performance Measurement – Financial Measures.	10
Course Outcomes		
At the end of the course student would be able to:		
CO1	Identify concepts of management Accounting and its importance in the various areas of the business.	
CO2	Demonstrate the working of Cost accounting, Management Accounting and Financial Accounting.	
CO3	Obtain an understanding of the concept in practical life	
CO4	Apply critical thinking skills to complex business problems.	
CO5	Be able to use analytic skills in addressing business problems using various functions of Cost accounting, Management Accounting and Financial Accounting.	
Books:		
Text Books	Charles T. Horngren, Gray I., Sundem, and William O. Stratton, Introduction to Management Accounting, 14th edition, Prentice-Pearson Education, Delhi.	
	Khan, M.Y., and P.K. Jain, Management Accounting, 6 edition, Tata McGraw-Hill, New Delhi, 2009	
Reference Books	S. N. Maheshwari & S.N. Mittal, Cost Accounting, Theory and Problems, Shri Mahabir Book Depot, New Delhi	
	M.C. Shukla, T.S. Grewal and M.P. Gupta, Cost Accounting, Text and Problems, S. Chand & Co. Ltd., New Delhi	

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Year II, Semester - IV		
Course Name :	WORKING CAPITAL MANAGEMENT	Total Lecture: 60 Practical: 0 4-0-0-4
Course Code:	MG23FM004	
Course Objectives <ol style="list-style-type: none"> 1. To help the students gain understanding and an in-depth view of Working Capital Management. 2. To facilitate the understanding of the relevance of the working capital 3. Students to develop cognizance of the importance of Inventory Management techniques. 4. To enable them to analyze and understand the role of a financial manager in the current competitive business scenario. 		
UNIT	CONTENT	HOURS
1	Introduction: Working Capital Meaning - Importance of working capital management - components of working capital - Factors Influencing working capital requirements - Estimating working capital management- working capital life cycle - Role of finance manager in working capital.	12
2	Financing Current Assets: Financing Current Assets Different approaches to Financing Current Assets- Conservative, Aggressive and Matching approach - Sources of Finance Committees on Working Capital Finance.	14
3	Cash Management: Cash Management Importance - Factors influencing Cash Balance - Determining Optimum Cash Balance - Cash Budgeting - Controlling and Monitoring Collection and disbursements.	10
4	Receivables Management : Receivables Management Credit Policy Variables - Credit Standards - Credit period - Cash discount and Collection efforts - Credit evaluation - Control of receivables.	12
5	Inventory Management : Inventory Management Need for Inventories and Importance of its Management - Techniques for managing Inventory - Economic Order Quantity (EOQ) - Stock levels - Analysis of Investment in inventory - Selective Inventory Control - ABC, VED and FSNA Analysis.	12
Course Outcome(s) At the end of the course the students should be able to:		
CO1	Understand the basic aspects of Working Capital Management so that the organizational goals can be achieved effectively and efficiently.	
CO2	Determine the significance of Current Assets.	
CO3	Analyze the different sources of funds to optimize Cash Management .	
CO4	Estimate Receivables Management importance.	
CO5	Evaluate Inventory Management by using different techniques.	
Text Books	<ul style="list-style-type: none"> • Hrishikes Battacharya Working Capital Management strategies and Techniques prentice hall of India 2016. • Dr. R.P. Rustagi, Working Capital Management, Taxmann Publications Private Limited, Edition 2021 	
Reference Books	<ul style="list-style-type: none"> • Chandra Prasanna, Financial Management Theory and Practice, 5E, Tata McGraw-Hill Publishing Company Ltd. • Khan M Y and P K Jain, Financial Management: Text and Cases, Tata McGraw-Hill Publishing Company Ltd. 	

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	Year III, Semester - V	
Course Name :	FOREIGN EXCHANGE MANAGEMENT	Total Lecture: 60 Practical:
Course Code:	MG23FM005	4-0-0-4

Course Objectives:

1. To acquaint the learners with various concepts of finance.
2. To understand the terms which are often confronted while reading newspapers, magazines, etc.
3. To understand the various models and techniques of security and portfolio analysis.
- 4. To understand and evaluate major portfolio management and risk concepts.

UNIT	CONTENT	HOURS
1	Foreign Exchange Management: Nature and scope Objectives, Functions ,significance and scope of forex management, relationship between forex management and financial management, forex management and global environment, Major participants, Participants in foreign exchange market.	14
2	Foreign exchange rates and its determinations: exchange rate- direct and indirect quotations, spot, forward premiums and discounts, Bid-ask spread, Interest Arbitrage-Covered Interest Arbitrage and cross exchange rates. Forex trading and financing of international trade.	12
3	Forward Exchange Contract – Features of Forward Margin – Factors Determining Forward Margin – Calculations – Interbank Deals – Cover deals – Trading – Arbitrage operations – Futures Trading - Options Trading - Features & Benefits.	10
4	Foreign exchange risk and exposure Overview – Introduction – Types of exchange risk & exposure – Transaction Risk – Economic Risk – Translation Risk – Contingent Risk – Other Risks - Internal techniques of exposure – Futures, Hedging & Options - External techniques of exposure – Forward Market.	12
5	Exchange rate arrangements in India – Fixed rate - Fluctuating – Exchange control – Direct Methods - Indirect methods – Merits and demerits of Direct Method – Merits and demerits of In Direct Method - Monetary Policy in India - Fiscal policies in India – FOREX regulations	12

Course Outcome(s)

At the end of the course the students should be able to:

CO1	Analyze alternative currency translation methods for settlement of goods
CO2	Examine the organization of the Foreign Exchange Market, the Spot Market, and the Forward Market, and how the information driven in these markets can be used by small business operators in controlling and managing foreign exchange
CO3	To identify operational difficulties in financing, and settling in foreign currency, and currency forecasting
CO4	Identify foreign exchange risk management and the techniques available to small business operators for risk exposure containment
CO5	Enhance their skills in Forex Management and can be Intelligent in Monetary policies of India.
Text Books	<ul style="list-style-type: none"> • Foreign Exchange and Risk Management – C. Jeevanandham, Sultan Chand Sons, 2017 • Foreign Exchange Management - H.P. Bhardwaj, Wheeler Publishing Edition 2009
Reference Books	<ul style="list-style-type: none"> • International Financial Management - V. K. Bhalla, Schand Publishing, 2017 Edition • Foreign Exchange Management - H.P. Bhardwaj Wheeler Publishing Edition

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Course Name :	INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT	Total Lecture: 60 Practical:
Course Code:	MG23FM006	4-0-0-4
Course Objectives:		
<ol style="list-style-type: none"> 1. To acquaint the learners with various concepts of finance. 2. To understand the terms which are often confronted while reading newspapers, magazines, etc. for better correlation with the practical world. 3. To understand the various models and techniques of security and portfolio analysis. 4. To understand and evaluate major portfolio management and risk concepts. 		
UNIT	CONTENT	HOURS
1	Introduction to Investment Environment: Introduction, Investment Process, Criteria for Investment, Types of Investors, Investment vs. Speculation vs. Gambling, Investment Avenues, Factors Influencing Selection of Investment Alternatives.	14
2	Capital Market in India: Introduction, Concepts of Investment Banks, its Role and Functions, Stock Market Index, The NASDAQ, SDL, NSDL, Benefits of Depository Settlement, Online Share Trading and Advantages, Concepts of Small Cap, Large Cap, Midcap and Penny Stocks.	12
3	Risk-Return Relationship: Meaning, Types of Risk-Systematic and Unsystematic Risk, Measurement of Beta, Standard Deviation, Variance, Reduction of Risk through Diversification, Practical Problems on Calculation of Standard Deviation, Variance and Beta.	10
4	Portfolio Management and Security Analysis: Portfolio Management meaning and Concept, Portfolio Management Process, Objectives, Basic Principles, Factors Affecting Investment Decisions in Portfolio Management, Portfolio Strategy Mix. Security Analysis Fundamental Analysis, Economic Analysis, Industry Analysis, Company Analysis, Technical Analysis	12
5	Theories, Capital Asset Pricing Model and Portfolio Performance Measurement: Theories Dow Jones Theory, Elliot Wave Theory, Efficient Market Theory. Capital Asset Pricing Model Assumptions of CAPM, CAPM Equation, Capital Market Line, Security Market Line.	12
Course Outcome(s)		
At the end of the course the students should be able to:		
CO1	Describe and assess perspectives of economic analysis in capital market expectations.	
CO2	Demonstrate the applications of fixed-income securities, risk management, portfolio rebalancing, and portfolio evaluation.	
CO3	Critically discuss the relationship between economic activity and investor expectations	
CO4	Utilize professional financial tool skills and case studies to support decisions.	
CO5	Enhance their skills in portfolio management and can be Intelligent investors.	
Text Books	<ul style="list-style-type: none"> • Investments by Bodie, Kane, Marcus and Mohanty, 8th edition(BKMM), Mc graw Hill. • Investment Analysis and Portfolio Management by Prasanna Chandra, Tata McGraw Hill. 	
Reference Books	<ul style="list-style-type: none"> • Business Analysis and Valuation using financial statements by Palepu, Healy and Bernard (PHB), 3rd edition, Cengage Learning. • Chapters of book: Corporate Finance by Ross, Westerfield, Jaffe and Kakani, 8th Edition, Tata Mc Graw Hill • Security Analysis and Portfolio Management by Fisher and Jordan 	

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Year III, Semester - VI		
Course Name	FINANCIAL INSTITUTIONS AND MARKETS	Theory Lectures: 60 Practical: 0
Course Code:	MG20FM007	4-0-0-4
Course Objectives: The main objective of this course is to familiarize the student with the financial institutions, markets, and regulations. The study of this course helps students to learn the role of different international financial institutions in the economic development of the country. Further the study of the course enables the students to learn the role of primary market, capital market and money market in the economic development of the nation.		
Units	Contents	Hours
1.	Functions of Financial System: An overview of Indian Financial System – Constituents of Indian Financial System – Role and functions of participants in the Financial Markets – Factors impacting the dynamics of Financial system	12
2.	Financial Institutions: Indian Banking System - An overview – Recent Developments; Banking Institutions – Classification of Banks. Role of Reserve Bank of India, NABARD, Regulatory issues of Banking Institutions: Non Banking Institutions – Role of NBFCs in the economic development – Types of NBFCs – Regulatory Framework of NBFCs	12
3.	International Financial Institutions: Overview of Global Financial Institutions – Role of International Bank for Reconstruction and Development (IBRD) – International Monetary Fund (IMF), Asian Development Bank (ADB), European Central Bank (ECB) – Bank for International Settlement (BIS) – New Development Bank (NDB) formerly referred to as the BRICS Development Bank.	10
4.	Capital Market: Evolution and development of Capital Market, Future trends, Components of Capital Markets – Primary market and Secondary market, Equity and debt, Domestic Institutions and Foreign institutions, Role of Stock Exchange Depositories; Regulatory framework – Role of SEBI, RBI, Ministry of Finance, IRDA.	14
5.	Introductory Concepts: Money Market, Importance, Composition and Constituents, Instruments of Money Market; Commodity Markets – Structure, Operations, Trends; Derivatives Market – Structure, Operations, Trends; Foreign Exchange Market – Structure, Operations, Trends.	12
Course Outcomes		
At the end of the course student would be able to:		
CO1	Apply the role of financial services and understand Indian financial market	
CO2	Understand the various financial institutions offered by variety of organizations	
CO3	Acquire knowledge about various financial services	
CO4	Understand regulatory framework relating to banking Industry	
CO5	Examine the role of SEBI, RBI in smooth conduction of financial services	
Books:		
Text Books	<ul style="list-style-type: none"> Financial Institutions and Markets: Structure, Growth & Innovation L.M. Bhole, 2017 McGraw Hill Education. Financial Markets and Services, E Gordon , K Natarajan, 2016 edition, Himalaya Publishing House. 	
Reference Books	<ul style="list-style-type: none"> Financial markets and institutions Jeff Madura 12th edition 2016 Cengage Learning Financial Institutions Management, Anthony Saunders, Marcia Millon Cornett, Mc Graw Hill Education, 2014. 	

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Course Name	FINANCIAL SERVICES		Theory Lectures: 60 Practical: 0
Course Code:	MG20FM008	4-0-0-4	
Course Objectives:			
To introduce the students to the management of financial markets and institutions in an international context.			
To help students to gain a thorough understanding of the workings of financial markets and of financial instruments			
Units	Contents	Hours	
1.	Financial Services: Concept, Nature and Scope of Financial Services – Regulatory Frame Work of Financial Services – Growth of Financial Services in India.	12	
2.	Credit Rating – Meaning, Functions - Debt Rating System of CRISIL, ICRA and CARE. Factoring, Forfeiting and Bill Discounting –Types of Factoring - Arrangements- Factoring in Indian Context.	12	
3.	Insurance: Life and Non life Insurance companies in India, Mutual funds- Introduction and their role in capital market formation, NBFC's	10	
4.	Management of risk in Financial Services, technology and financial services, Portfolio Management services.	14	
5.	Regulatory Framework- role of SEBI, IRDA, RBI and Ministry of Finance in controlling financial services.	12	
Course Outcomes			
At the end of the course student would be able to:			
CO1	Apply the role of financial services and understand Indian financial market		
CO2	Understand the various financial services offered by variety of organizations		
CO3	Acquire knowledge about various financial services		
CO4	Understand regulatory framework relating to banking Industry		
CO5	Examine the role of SEBI, RBI in smooth conduction of financial services		
Books:			
Text Books	<ul style="list-style-type: none"> Financial Markets Institutions & Financial Services, Dr. Vinod Gupta, Atul Gupta, Manmeet Kaur – Taxmann 2017. Financial Markets and Services, E Gordon , K Natarajan, 2016 edition, Himalaya Publishing House. 		
Reference Books	<ul style="list-style-type: none"> Financial markets and institutions Jeff Madura 12th edition 2016 Cengage Learning Financial Institutions Management, Anthony Saunders, Marcia Millon Cornett, Mcgraw Hill Education, 2014 		

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Year IV, Semester - VIII

Course Name	RISK ANALYSIS AND MANAGEMENT	Theory Lectures: 60
Course Code: MG20FM009		Practical: 0 4-0-0-4

Course Objectives:

Subject is designed to familiarize and equip the students with knowledge and methods of financial risk management which they can apply to achieve the best results with lowest risks.

Units	Contents	Hours
1	Risk- Meaning - Definition - Perils and Hazards, Classification of Hazards - Risk and Uncertainty, Certainty and Safety, Risk vs. Safety, The degree of Risk Causes Nature and scope of Risk Management - Definition, Features, Importance, Objectives, Pros and cons, Process and Principles, Types of Risk.	14
2	Risk Types: Classification of Risk- Operational Risk Management - Definition, causes, Principles. Credit Risk Management- Definition, Causes, Objectives and Dimensions, Principles, Requisites of Efficient Risk Management on Capital, Agency Ratings, Modeling Credit Risk, Elements of Credit Risk, Default Risk.	12
3	Regulatory Framework: Regulatory, Compliance & Contemporary Issues: Basel I - Evolution, Important features, Criticism. Basel II - Evolution, Three Pillars. Revisions to the Basel II market risk framework and Thinking beyond Basel III, RBI Prudential Guidelines on Capital Adequacy and Market Discipline.	10
4	Risk Analysis: Risk Analysis in Capital Budgeting - Measuring and Managing Capital Budgeting Risks - Sensitivity Analysis, Scenario Analysis, Simulation, Standard Deviation and Co-efficient of Variation, Risk Adjusted Discount Rate Method, Certainty Equivalent Co-efficient Method, Decision Tree Analysis.	12
5	Investment Risk: Risk associated with Investment. Hedging - Risk Management: Badla Transaction/Carry Forward of Transaction, Diversification of Portfolio, Negative Correlation, Active Portfolio Management, Realignment of Portfolio. Hedging/Risk	12

Course Outcomes

At the end of the course student would be able to:

CO1	Know how to manage the risks associated with various financial tools/instruments.
CO2	Differentiating the various financial instruments and gaining the insights over the usage of them.
CO3	Understand the various models/ theories/ methodologies associated with financial risk management.
CO4	Learn and understand the various instruments.
CO5	Examine the impact of application of different instruments over risks.

Books:

Text Books	<ul style="list-style-type: none"> Indian Institute of Banking and Finance (2018). Risk Management. Macmillan Publishing India Pvt Ltd., India. Saunders, A. and Cornett, M. (2017). Financial Markets and Institutions - SIE: An Introduction to the Risk Management Approach, McGraw Hill, 2017.
Reference Books	<ul style="list-style-type: none"> Chatterjee, R. (2015). Practical Methods of Financial Engineering and Risk Management, Springer Press. Horcher, K., A. (2003). Essentials of Financial Risk Management. Wiley, India.

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Course Name	CORPORATE TAX PLANNING	Theory Lectures: 60 Practical: 0
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Course Code: MG20FM010

4-0-0-4

Course Objectives: To introduce students to concepts of corporate tax planning and the usage and impact of various tax planning methods/tools.

Units	Contents	Hours
1.	Introduction Meaning of tax planning and management, tax evasion and tax avoidance, Nature and scope of tax planning and management in the corporate sector, Justification of corporate tax planning and management.	12
2.	Tax Planning for New Business: Tax planning relating to capital structure decision, dividend policy, inter-corporate dividends and bonus shares.	12
3.	Tax Planning Managerial Decisions: Tax planning in respect of own or lease, sale of assets used for scientific research, make or buy decisions; Repair, replace, renewal or renovation and shutdown or continue decisions	10
4.	Special Tax Provisions: Tax provisions relating to free trade zones, infrastructure sector and backward area; Tax incentives for exporters.	14
5.	Tax issues Relating to Amalgamation: Tax Planning with reference to amalgamation of companies. Tax payment: Tax deduction and collection source; Advance payment of Tax.	12

Course Outcomes

At the end of the course student would be able to:

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|-----|--|
| CO1 | Identify corporate tax planning and its importance. |
| CO2 | Illustrate the various methods and tools for tax planning and recognize their working. |
| CO3 | Explain and differentiate between the various instruments and tax measures. |
| CO4 | Demonstrate the effect of tax planning over financial risk management. |
| CO5 | Examine the impact of different tax measures over the financial planning of corporate. |

Books:

Text Books

- Singham, V.K. (2010). Direct Tax Law. Taxman Publications, India.
- Jain & Jain (2010). Tax Planning and Management/ Income Tax, Bangalore: Path makers, India.
- Hariharan, N. (2009). Income Tax: Law & Practices. TMH, India.

Reference Books

- Mehrotra, H.C. (2020). Corporate Tax Planning & Management. Sahitya Bhawan Publications, India.
- Lal, B.B. (2010). Income Tax. New Delhi

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Course Name	INTERNATIONAL FINANCE	Theory Lectures: 60 Practical: 0
Course Code:	MG20FM011	4-0-0-4

Course Objectives: This course helps to understand how derivatives are an efficient and risk management tool which, when used properly, can enhance the ability to deliver specific tailored risks/return profiles and hedge out unwanted risks

Units	Contents	Hours
1.	International Financial Environment Financial Management in a Global Context, Recent Changes in Global Financial Markets, International Monetary System, Foreign exchange reserves, Balance of payments, Balance of Trade, Bilateral and multilateral agreements relating to financial transactions, Flow of funds internationally through FDI and EII, Govt Policies regarding FII & FDI, Integration of global developments with the changing business environment in India	12
2.	Foreign Exchange Market Structure of the Foreign Exchange Market, Types of transactions and Settlements, Exchange Rate Quotations and Arbitrage	12
3.	Balance of Payments: introduction, collection, reporting and presentation of BoP, BoP Accounts & Accounts BoP surplus - Deficit, International Monetary system: Evolution, Gold Standard, Bretton Woods system, the flexible exchange rate regime, the current exchange rate arrangements, the Economic and Monetary Union (EMU)	10
4.	International Parity Conditions, Interest rate Parity, Speculation and Risk in Foreign Exchange Market Purchasing Power Parity and Exchange Rates, Measuring & managing Real Exchange Rates, Absolute and relative PPP, The Balassa-Samuelson Model	14
5.	Foreign Direct Investment: Cost and revenue related motives and benefits for home and host countries, Country Risk Characteristics- Political and financial, measuring country risk, incorporating risk in capital budgeting.	12

Course Outcomes

At the end of the course student would be able to:

CO1	Identify key concepts related to International Finance
CO2	Illustrate the use of different international policy measures in domestic and international policy scenarios
CO3	Explain the impact of different variables on decisions pertaining to international finance.
CO4	Analyze the current company country policy for different aspects related to international finance.
CO5	Examine the impact of different international finance on day-to-day life and business.

Books:

Text Books	<ul style="list-style-type: none"> • Jeff Madura, Roland Fox, (2020), International Financial Management, Cengage Learning EMEA, Fifth Edition • Dr. M. K. Rastogi, (2019), Laxmi Publications, A Textbook of International Financial Management, First Edition.
Reference Books	<ul style="list-style-type: none"> • Multinational Financial Management - Alan C. Shapiro, 10/e, Wiley India Pvt. Ltd., 2011 • International Financial Management - Siddaiah T. 1/e, Pearson, 2011. • International Finance Management, Eun & Resnick TMH Publication, 4th Ed.

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Course Name	FINANCIAL DERIVATIVES	Theory Lectures: 60 Practical: 0
Course Code:	MG20FM012	4-0-0-4

Course Objectives: This course helps to understand how derivatives are an efficient and risk management tool which, when used properly, can enhance the ability to deliver specific tailored risks/return profiles and hedge out unwanted risks.

Units	Contents	Hours
1.	Derivatives Markets - Derivatives: Meaning, History & functions of derivatives market, participants in Derivative market, Legal framework of derivatives market in India with respect to equity, Currency and Commodity derivatives, Forwards and Futures contract, swaps.	12
2.	Forward and Futures contracts: Futures vs Forward contracts, Forward rate agreements, Cost of carry, Basis and convergence, Marking to Market, Forward Interest rates, Financial futures vs commodity futures, Forward Vs futures pricing, Hedge ratio, stock index futures, pricing stock index futures	12
3.	Options: call & put options, American and European, In-the-money, At-the-money, Out-of-the money, Option valuation - Intrinsic and time values - Determinants of Option values, Black - Scholes pricing model, Binomial option pricing model, The Greeks, Index options, foreign exchange options, futures options.	10
4.	Option trading strategies: long calls, long puts, Protective put, covered call, straddles, strangles Vertical spreads, Collars. - Hedging using Strategies: Protective puts, protective calls, covered calls, spreads, combinations, Riskless Hedging.	14
5.	Pricing and Valuing Swaps: Evolution of swaps, Types - Interest rate swaps, Currency swaps, commodity swaps, equity swaps, Index swaps, Pricing currency swap, pricing commodity swap, Credit risk in swaps, Interest rate futures: Hedging interest rate risk using interest rate futures	12

Course Outcomes

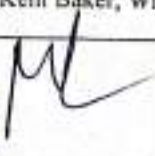
At the end of the course student would be able to:

CO1	Identify the various concepts related to Derivatives and Alternative Investments
CO2	Illustrate the use of different derivatives and alternative investment sources.
CO3	Explain the impact of different variables on decisions pertaining to alternative investments.
CO4	Analyse the current company/country policy for different aspects related to alternative investments
CO5	Examine the impact of different investments on day-to-day life and business.

Books:

Text Books	<ul style="list-style-type: none"> Donald R Chambers, Keith H.Black, Nelson J.Lacey, (2018), Alternative Investments : A primer for Investment professionals CAIA Association, 2018 Latest Edition Stuart R Veale, (2017), The Investor's Guidebook to Alternative Investments: The Role of Alternative Investments in Portfolio Design, , Prentice Hall Press, 2017 Latest Edition
Reference Books	<ul style="list-style-type: none"> The Alternative Answer: The Nontraditional Investments That Drive the World's Best Performing Portfolios, Bob Rice, Harper Collins Publications Alternative Investments: Instruments, Performance, Benchmarks and Strategies, Greg Filbeck and H. Kent Baker, Wiley Finance, Latest Edition

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**Track HR
Year I, Semester I**

Course Name	Fundamentals of Human Resource Management	Theory Lectures: 60 Practical: 0
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Course Code: MG23HR001	4-0-0-4
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Course Objectives: The objective is to impart knowledge and skill of analysis on operational processes of business between two or more nations.

Units	Contents	Hours
1.	Introduction: Concepts and Perspectives of Human Resource Management; Human Resource Management in a changing Environment; Corporate Objective and Human Resource Planning	10
2.	Acquisition of Human Resource: Human Resource Planning, Quantitative and Qualitative dimensions; job analysis – job description and job specification; recruitment – Concept and sources; selection – Concept and process; test and interview; Placement, Induction	15
3.	Training and Placement: Induction and Socialization; Manpower Training and Development	13
4.	Performance appraisal system: nature and objectives; techniques of performance appraisal; potential appraisal and employee counseling; job changes - transfers and promotions.	11
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.	11

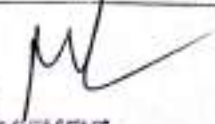
Course Outcomes

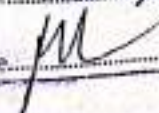
At the end of the course student would be able to:

CO1	Define and understand various elements of Human Resource Management.
CO2	Demonstrate and analyse the changing dimensions of HRM and appreciate the role of HR managers in evolving business environment
CO3	Apply the conceptual understanding of various recruitment and selection procedures while assuming the role of HR manager.
CO4	Utilize the conceptual knowledge of training and development while designing training modules for different levels of human resources.
CO5	Interpret various compensation strategies for employees' motivation

Books:

Text Books	<ul style="list-style-type: none"> • Rao V. S. P. (2020): Human Resource Management-Text and Cases, Excel Books, 2nd Edition • Aswathappa K. (2017): Human Resource and Personnel Management (Text and Cases), New Delhi: Tata McGraw Hill, 8th Edition
Reference Books	<ul style="list-style-type: none"> • D'Cenzo., David A., Robbin S. P. (2015): Personnel Human Resource Management, Prentice Hall of India. 11th Edition • Flippo E. B. (2006): Personnel Management, Tata McGraw Hill, 9th Edition


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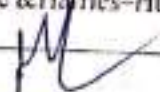
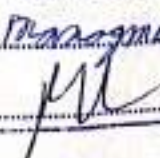
Year I, Semester II

Course Name	Organisation Development & Change	Theory Lectures: 60 Practical: 0
Course Code: MG23HR002	4-0-0-4	
Course Objectives: The objective is to impart knowledge and skill of for organizational development and changes for the operational processes of businesses.		
Units	Contents	Hours
1.	Organizational Change: Concept and Significance; Managing Change; Concept of analyzing the Environment; Perspectives on Change: Contingency; Resource Dependence; Population Ecology; Implications of Change.	10
2.	Types of Change: Continuous or Incremental Change; Discontinuous or Radial Change; Participate Change and Directive Change; Change Levers; Levels of Change: Knowledge Changes; Attitudinal Changes; Individual Behaviour Changes and Organizational Performance Changes.	15
3.	Implementing Change: Steps-Assembling a Change; Management in Establishing a New Direction for the Organization; Setting up of Change Teams; Aligning Structure; Systems and Resources; Removing road Blocks; Absorbing Changes into Organization	13
4.	HR and Technological change: Introduction special features of new technology; organizational implications of technological change; Emerging profile HR; Employee Empowerment, Emotional Intelligence and employee productivity; Managing work stress	11
5.	Organizational Development (OD): Concept and Evolution; OD Interventions: Diagnostic Activities; Team Building; Sensitivity Training; Third Party and Inter Group Interventions; Educational and Structural Interventions; Indian Experiences of OD in Public and Private Enterprises.	11
Course Outcomes		
At the end of the course student would be able to:		
CO1	Define the concept of organizational change and significance.	
CO2	Demonstrate students to define types & levels of changes.	
CO3	Utilize the knowledge of implementing change and its management.	
CO4	Illustrate the importance of new technology change and stress management.	
CO5	Interpret the organisational development & its interventions.	
Books:		
Text Books	<ul style="list-style-type: none"> • Gareth, R., J., Mary, M. (2017). Organizational Theory, Design and Change. Pearson, India. • Tidd, J. (2006). Managing Innovation: Integrating Technological Market and Organizational Change. John Wiley & Sons, India. • French, W. L. & Bell Jr., C. L. (1999). Organization Development. Prentice Hall, 5, India. • Tushman (2010.) Managing Strategic Innovation & Change. Oxford Press, India. 	
Reference Books	<ul style="list-style-type: none"> • Harvey, D. & Brown, D. R. (1996). An Experiential Approach to Organizational Development. Prentice Hall Inc., India. • French, W., L., Bell, Jr., C., H., & Zawaski, R., A. (1994). Organizational Development and Transformation: Managing Effective Change. Irwin Inc. 	

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Year II, Semester III

Course Name	Human Resource Planning and Development	Theory Lectures: 60 Practical: 0
Course Code: MG23HR003		4-0-0-4
Course Objectives: The objective of the course is to make student aware of the concepts, techniques and practices of human resource planning and development. This course is intended to make students capable of applying the principles and techniques as professionals for developing human resources in an organization.		
Units	Contents	Hours
1.	Macro Level Manpower Planning and Labour Market Analysis; Organisational Human Resource Planning; Stock Taking.	10
2.	Work Force Mapping; Age and Grade Distribution Mapping; Models and Techniques of Manpower Demand and Supply Forecasting.	15
3.	Behavioural Factor in Human Resource Planning – Wastage Analysis; Retention; Retention; Redeployment and Exit Strategies; Career Management and Career Planning.	13
4.	Performance Planning; Potentials Appraisal and Career Development; HRD Climate; Culture; QWL and Management of Change.	11
5.	TQM and HRD Strategies; HRD in Strategic Organisations; Human Resource Information System; Human Resource Valuation and Accounting.	11
Course Outcomes		
At the end of the course student would be able to:		
CO1	Examine and apply human resource planning in an organization.	
CO2	Understand and develop career planning & development related activities in the organization	
CO3	Apply the basic concepts of HRD, different approaches to HRD, HRD styles, Structure, and competencies for the growth of an organization.	
CO4	Examine the impact of HRD in an organization with the help of various data collecting techniques.	
CO5	Develop organization culture by implementing HRD techniques in Organizations	
Books:		
Text Books	<ul style="list-style-type: none"> • Tripathi P.C : Human Resource Development (Sultan Chand & Sons). • Aswathapa, Human Resource, and Personnel Management Text & Cases, TMH. • Bhattacharya, DipakKumar – Human Resource Planning, ExcelBooks. 	
Reference Books	<ul style="list-style-type: none"> • Neal F. Chalofsky.(2014): Handbook of Human Resource Development. Pfeiffer. 1st Edition • Desimone & Harries–Human Resource Development 	
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Year II, Semester IV

Course Name	Compensation Management	Theory Lectures: 60 Practical: 0
Course Code: MG23HR004		4-0-0-4

Course Objectives: This course gives an introduction to compensation principles and practices. The goal of the course is to give students an opportunity to comprehend the variety of theories and methods used to recruit, retain and reward employees.

Units	Contents	Hours
1.	INTRODUCTION TO COMPENSATION CONCEPTS : Introduction to Compensation, Goals of Compensation System, Compensation Strategy, Monetary & Non-Monetary Rewards, Intrinsic Rewards, Cafeteria Style Compensation, Employees satisfaction and Motivation issue in compensation design. Establishing Internal, External and individual equally	10
2.	ESTABLISHING PAY VARIABLES AND WAGE BOARDS: Strategic importance of variable in a day-Determination of Inter and Intra industry compensation differentials. Individual and Group Incentives.	15
3.	ISSUE RELATED TO COMPENSATION : Dearness Allowance Concept-Emergence & Growth in India. Fringe Benefits and Supplementary Compensation-The role of fringe benefits in reward systems, retirement Plans including VRS / Golden Handshake Schemes.	13
4.	EXECUTIVE COMPENSATION : Executive Compensation Systems in Multinational Companies and IT companies including ESOP.	11
5.	Collective Bargaining Strategies – Long term settlements – Cases of Productivity Settlements – Exercise on drawing up 12(3) and 8(1) settlement. Cases of Productivity Settlement. Emerging Trends in IR due to LPG.	11

Course Outcomes

At the end of the course student would be able to:

CO1	To learn basic compensation concepts and the context of compensation practice
CO2	To illustrate different ways to strengthen the pay-for-performance link.
CO3	To learn the concepts of Payment and employee benefits issues for contingent workers.
CO4	To understand the Legally required employee benefits.
CO5	To learn some of the implications for strategic compensation and possible employer approaches to managing legally required benefits.

Books:**Text Books**

- Compensation – By George T. Milovich and C.S. Venkatraman special Indian Edition, Tata Mcgraw Hill.
- Human Resource Management by C.B. Gupta sultan chand & sons

Reference Books

- Compensation: Theory, Evidence and Strategic Implications, Barry Gerhart and other ISBN : 8178 2992 08 Sage Publications , New Delhi.
- Reward Management – A Critical Text Vol:2, By White Geoff ISBN : 0415431891 (PB) Taylor and Francis, 2008 Marketing By Atlantic Publishers, Chennai

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Year III, Semester V

Course Name	Training & Development	Theory Lectures: 60	
Course Code: MG23HR005		Practical: 0	4-0-0-4
Course Objectives: To equip the students with the concept, scope, functions and evolution of training & development.			
<ol style="list-style-type: none"> 1. To enable students to define the principles of learning, trainee motivation and objectives. 2. To provide the students' knowledge of various methods of training. 3. The students will able to importance group, team building and personal & interpersonal dimension. 			
Units	Contents	Hours	
1.	Introduction to T & D: Scope, Functions, Evolution & Importance Systems Approach to Training, Training Need & Assessment Organisation Analysis, Task Analysis, Person Analysis.	10	
2.	Designing the Training Programs: Learning theories & Principles of Learning, Trainee Readiness and Motivation, Establishing Training Objectives.	15	
3.	Implementing the Training Programs: Training Methods for non-managerial employees, Management Development, Strategic Development & Skill Development, Work Life Balance Training.	13	
4.	Developing the Group and the Climate: The Social Process, Establishing Tasks in Common, Building Realistic Relationships, the Training climate, Personal and Interpersonal Dimensions, Trainers and Training Styles.	11	
5.	Evaluating the Training Program: Kirkpatrick four-level approach & other alternative models, Benchmarking. Special topics in training & development – Orientation training, basic skills training, team training, diversity trainings.	11	
Course Outcomes			
At the end of the course student would be able to:			
CO1	Define the students with the concept, scope, functions and evolution of training & development.		
CO2	Demonstrate the principles of learning, trainee motivation and objectives.		
CO3	Utilize the knowledge of various methods of training.		
CO4	Illustrate to importance group, team building and personal & interpersonal dimension.		
CO5	Interpret able to evaluate the training program.		
Books:			
Text Books	<ul style="list-style-type: none"> Lynten, R., P. and Pareek, U. (2000). Training for Organizational Transformation. Sage Publications, India. Bohlander, Snell and Sherman (2000). Managing Human Resources. Lachina Publishing Services, India. 		
Reference Books	<ul style="list-style-type: none"> Noe, R. A. (2021). Employee Training & Development. Tata McGraw Hill, India Falcone, P. (2016). 75 Ways for Managers to Hire, Develop, and Keep Great Employees. AMACOM, India. Bollar, S., and Fletcher, L. (2020). Design Thinking for Training and Development. Association of Talent Development, Indore. 		

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Course Name	Leadership & Team Building	Theory Lectures: 60 Practical: 0
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Course Code: MG23HR0006 4-0-0-4

Course Objectives:

1. Understand the new laws of leadership
2. Explain the basic concepts, of teams and maintaining teams' spirit
3. Integrate and apply knowledge gained in basic courses for formulation & implementation of emotional intelligence.
4. Analyze and evaluate critically real-life company situations and develop creative solutions, using seven habits of highly effective people.

Units	Contents	Hours
1.	The 21 irrefutable laws of leadership: The law of the lid, The law of influence, The law of process, The law of navigation, The law of addition, The law of solid ground, The law of respect, The law of intuition, The law of magnetism, The law of connection, The law of the inner circle, The law of empowerment, The law of the picture.	10
2.	Five dysfunctions of a team: Absence of trust—unwilling to be vulnerable within the group, Fear of conflict— seeking artificial harmony over constructive passionate debate, Lack of commitment—feigning buy-in for group decisions creates ambiguity throughout the organization, Avoidance of accountability	15
3.	Good to Great: Level 5 Leadership - Leaders who are humble, but driven to do what's best for the company, First Who, Then What: Get the right people on the bus, then figure out where to go. Find the right people and try them out in different seats on the bus (different positions in the company), Confront the Brutal Facts: The Stockdale paradox,	13
4.	The 7 habits of highly effective people: Paradigms and principles, Inside-out, The seven habits - an overview - Private victory Habit 1. Be proactive: principles of personal vision, Habit 2. Begin with the end in mind: principles of personal leadership, Habit 3. Put first things first: principles of personal management, Public victory. Paradigms of interdependence Habit 4.	11
5.	Emotional Intelligence : What is Emotional Intelligence, Benefits of EI, Understand the difference between Trait EI and Ability EI, 5 Dimensions of Trait EI Model - Self Awareness (SA), Managing Emotions (ME), Motivation (M), Empathy (E), Social Skills (SS) - Self awareness (SA) - Self Awareness, Seeing the other side, Giving in without giving up,	11

Course Outcomes

At the end of the course student would be able to:

CO1	Define latest trend in leadership
CO2	Demonstrate team work and leadership skills
CO3	Utilize the emotional intelligence to diagnose and solve issues and develop optimal managerial decisions.
CO4	Illustrate strategic thinking about the leadership and teamwork
CO5	Interpret the role of adoption of good habits for the holistic development

Books:

Text Books	<ul style="list-style-type: none"> • Haldar, U., K (2010). Leadership and Team Building, Oxford University Press, India. • Chhabra, T., N. (2012). Team Building and Leadership. Sun India Publications, India.
Reference Books	<ul style="list-style-type: none"> • Mehnana, S. and Yadav, K. (2021). Leadership and Team Building. JSR Publishing House, India. • Covey, S., R. (2013). The 7 Habits of Highly Effective People: Restoring Character, Personal Change, Kindle Edition, India.

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Year III, Semester VI

Course Name	Performance Management	Theory Lectures: 60 Practical: 0
Course Code: MG23HR007		4-0-0-4
Course Objectives: This course examines the area of performance management, a strategic and integrated process that delivers sustained success to organizations by improving the performance of people who work in them and by developing the capabilities of individual contributors and team.		
Units	Contents	Hours
1.	Introduction to Performance Management: Definition of Performance Management, Evolution of Performance Management, Definitions and Differentiation of Terms Related to Performance Management. What a Performance Management System Should Do? Importance of Performance Management, Linkage of Performance Management to Other HR Processes.	15
2.	Reviewing & Managing Performance: Performance Review Discussion, Using Performance Management Systems, Data for HR Decision and Performance Improvements, Performance Management Systems, Personal Development Plans	15
3.	Performance Management and strategic planning: Definition and Purposes of Strategic Planning, Process of Linking Performance Management to the Strategic Plan, Building Support Alternative models for Assessing Performance-Balance score card	10
4.	Performance Management & Employee Development: Personal Development Plans, Direct Supervisor's Role, Performance Management Skills- Coaching, Coaching Styles, Coaching Process, Performance Review Meetings	10
5.	Management of Rewards- Traditional and Contingent Pay (CP) Plans, Reasons for Introducing CP, Putting Pay in Context, Pay Structures Reward Management, Components of Reward Management, Linkage of Performance Management to Reward,	10
Course Outcomes		
At the end of the course student would be able to:		
CO1	Explain the concepts & importance of Performance management system.	
CO2	Apply the Performance management system for personal development.	
CO3	Evaluate the strategies for assessing the performance of an employee.	
CO4	Assess employee involvement for effective performance and coach employees for individual development	
CO5	Apply the strategies for Rewards & Performance management	
Books:		
Text Books	<ul style="list-style-type: none"> T.V.Rao, Performance Management and Appraisal Systems, Response Prem Chedda, Performance Management Systems, MacMillan 	
Reference Books	<ul style="list-style-type: none"> Herman Aguinis, Performance Management, Pearson Education, T.V.Rao, 360 Degree Feedback and Assessment and Development Centres, Excel, Kandula, Performance management, PHI, Michael Armstrong, Performance Management, Kogan Page 	

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Course Name	E-HRM	Theory Lectures: 60 Practical: 0
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Course Code: MG23HR008 4-0-0-4

Course Objectives: This course aims to provide understanding about the human resource management and roles of human resource manager and to familiarize the students with the human resources planning and job analysis. It will also make students aware about the process of recruitment and selection process.

Units	Contents	Hours
1.	Advanced Manpower Planning: Manpower Planning : Tools, Methods and Techniques , Job Analysis, Job Description, Job Specification Computerized Manpower Planning Information System, Cohort Analysis, Census Analysis, Markov Model Manpower Planning	15
2.	Employee Empowerment: Compensation and organization Structure ,Aligning compensation to organization culture , Pay for senior management-using financial, and market performance indicators, Understanding long term incentives-enter equity	15
3.	Knowledge Management: Knowledge management, strategy and HRM, Understanding the need to align individual needs with organization, How HRM can design reward systems to facilitate KM,	10
4.	Measuring HR: Approaches to Measuring HR, Competitive Benchmarking, HR Accounting, HR Auditing, HR Cost Monitoring, HR Effectiveness Index	8
5.	, HR Key Indicators, HR MBO, HR Profit Centre, HR Reputation, Return on Investment, Surveys. Measuring Specific Impact, Measuring HR's Contribution to Enterprise Goals, Cost Benefit Analyses for HR Interventions,	12

Course Outcomes

At the end of the course student would be able to:

CO1	Define the nature, scope and evolution of human resource management.
CO2	Demonstrate the understanding human resource planning.
CO3	Utilize the process of recruitment and selection in the organisation.
CO4	Illustrate the training and development methods and apply the performance appraisal techniques
CO5	Interpret the compensation plans and industrial relations.

Books:

Text Books	<ul style="list-style-type: none"> • Rao, T., V. (2015). HRD Audit: Evaluating the Human Resource Function for Business. Sage Publications, • Khanka, S. S. (2003). Human Resource Management, S. Chand Publication, India. • Agarwal, R., C., Fauzdar, S.(2015). Human Resource Management. Sahitya Bhawan Publishers & Distributors Pvt. Ltd., India. • Aswathappa K (2015). Human Resource Management: Text & Cases, Tata McGraw Hill Education Private Limited, India.
Reference Books	<ul style="list-style-type: none"> • Dessler, G. (2005). Human Resource Management. Pearson, India. • Ivancevich, J.M. (2011). Human Resource Management. Tata McGraw Hill, India. • Price, A. (2007). Human Resource Management in a Business Context. Cengage Learning India.

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Year IV, Semester VIII

Course Name	Industrial Relations and Labour Laws	Theory Lectures: 60 Practical: 0
Course Code: MG23HR009		4-0-0-4
Course Objectives: This course aims at providing the students the intricacies of industrial relations so that a healthy environment is developed for functioning of employees.		
Units	Contents	Hours
1.	Industrial Relations: Concept and Nature of Industrial Relation, Objectives of IR, Factors affecting IR in changing environment, evolution of IR in India, role of state, trade union, employers, organization, HRM and IR role of ILO in Industrial Relations,	10
2.	Trade Union: TU origin and growth, unions after Independence, union in the era of liberalization, factors affecting growth of trade unions in India,	10
3.	Collective Bargaining and Workers' Participation in Management: Collective Bargaining – meaning, nature, types, process, pre-requisites, issues involved in Collective bargaining, status of collective bargaining in india, function and role of trade unions in collective bargaining, Workers' participation in Management – concept, practices in India, Work Committees	15
4.	Employee Discipline and Grievance Redressal: Discipline: Causes of indiscipline, maintenance of indiscipline, misconduct, highlights of domestic enquiries, principle of natural justice, labour turnover, absenteeism, grievance – meaning, grievance Redressal machinery	10
5.	Labour Laws: Industrial Dispute Act, 1947 – definition of industry, workman and Industrial dispute, Authorities under the act, procedure, powers and duties of authorities, strikes and lock outs, lay-off and retrenchment, provisions relating to lay-off, retrenchment, and closure provisions relating to health, safety, welfare facilities, working hours, employment of young persons, annual leave with wages	15
Course Outcomes		
At the end of the course student would be able to:		
CO1	Develop an understanding about the various factors influencing the industrial relations	
CO2	Develop a comprehensive understanding about trade unionism and industrial relations perspective	
CO3	Develop understanding about various labour problems and its impact	
CO4	Understand labour legislation & areas of intervention	
CO5	Understand various labour laws	
Books:		
Text Books	<ul style="list-style-type: none"> • Tripathi, Gupta & Kapoor, Industrial Relations and Labour Laws, Sultan Chand & Sons, 2020 • C.B.Mamoria, Mamoria & Gankar, Dynamics of Industrial Relations, Himalaya Publishing House Pvt Ltd, 	
Reference Books	<ul style="list-style-type: none"> • Ratna Sen, 'Industrial Relations in India', Shifting Paradigms, Macmillan India Ltd., New Delhi • C.S.Venkata Ratnam, 'Globalisation and Labour Management Relations', Response Books • T N Chhabra, Industrial Relations and Labour Laws, Dhanpat Rai Publishing House 	

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Course Name	Strategic Human Resource Management	Theory Lectures: 60 Practical: 0
Course Code: MG23HR010		4-0-0-4
Course Objectives: This course is an attempt in the direction of understanding the dimensions related to strategic a HRM activity which contributes to an organization competitive edge and examine the irrelevance in the current globalized scenario with special reference to organizations operating in India and abroad.		
Units	Contents	Hours
1.	The Concept of Strategic Human Resource Management: The Concept of Strategic Human Resource Management (SHRM), Strategic HRM Defined, The evolutionary stages of Strategic HRM, Objectives of SHRM,, An Investment Perspective of HRM, Competencies of HR Professional in a SHRM Scenario,	10
2.	Models of SHRM: Value proposition through HR, General models-The Best practice approach, Best fit approach and The Universalistic, Contingency and Configurational approaches, The Resource based Strategic HRM, Resource based models	15
3.	Human Capital Management: Human Capital Management Defined, The Concept of Human Capital, Intellectual Capital, Social Capital and Organizational Capital, Human Capital Measurement and Approaches to Measurement	10
4.	Strategic HRM in Action: HR Strategy defined, Purpose, Types of HR Strategies, Formulating HR Strategy, Criteria for an Effective HR Strategy, Strategy formulation propositions, key concept and process issues, Implementing HR Strategy, SHRM: Aligning HR with Corporate Strategy	15
5.	Impact of SHRM on Business Performance: The strategic impact of Human Resource Practices, Human Resource Evaluation, Definition and Overview, Rationale for HR Evaluation, Measures of HRM Performance, Approaches to HR Evaluations, Evaluating the Effectiveness of SHRM	10
Course Outcomes		
At the end of the course student would be able to:		
CO1	Understand the evolving and strategic role of HRM	
CO2	Conceptualize all the models of SHRM and its relevance in today's scenario	
CO3	Highlight the concept of Human Capital Management	
CO4	Analyze the impact of SHRM on business performance	
CO5	Understand the different strategies adopted in HRM for gaining competitive advantage	
Books:		
Text Books	<ul style="list-style-type: none"> Mello Jeffrey A., Strategic Human Resource Management, Thompson Press Publishing. Agarwala Tanuja, Strategic Human Resource Management, Oxford University Press. 	
Reference Books	<ul style="list-style-type: none"> Srinivas R. Kandula, Strategic Human Resource Development, Prentice Hall India. Armstrong Michael, Strategic Human Resource Management: Strategy and Action, Kogan Page Mahey C and Salman G., Strategic Human Resource Management, Oxford Blackwell. 	

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Course Name	Employee Welfare and Social Security	Theory Lectures: 60 Practical: 0
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Course Code: MG23HR011	4-0-0-4
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Course Objectives: The objective is to provide a clear understanding on the concepts, importance of employee welfare. It will also enable students to acquire skills in Labour Welfare & Social Security.

Units	Contents	Hours
1.	Social and Labour Welfare: Social Welfare; Labour Welfare: Concept, Scope; Philosophy and Principles of Labour Welfare; Indian Constitution and Labour Welfare; Labour Welfare Policy and Five-Year Plans, Historical Development of Labour Welfare in India;	15
2.	Indian Labour Organization: Impact of ILO on Labour Welfare in India; Agencies of Labour Welfare and their Roles, Labour Welfare Programmes: Statutory and Non-statutory, Extra Mural and Intra Mural. Welfare Centers; Welfare Officer: Role, Status and Functions.	15
3.	Social Security: Concept and Scope; Social Assistance and Social Insurance, Development of Social Security in India; Social Security Measures for Industrial Employees.	10
4.	Labour Administration – 1: Evolution of Machinery for Labour Administration; Central Labour Administrative Machinery in India, Labour Administration in India.	10
5.	Labour Administration – 2: Director General of Employment and Training; Director General of Factory Advice Service; Provident Fund Organization; ESI Schemes; Central Board for Workers' Education.	10

Course Outcomes

At the end of the course student would be able to:

CO1	Develop the knowledge of employee welfare: pre-independence, post independence & its changing nature in the era of globalization
CO2	Understand the importance of health, hygiene and problems related to industrial hazards occupational diseases and its safety management
CO3	Know various governmental organizations working for employee welfare
CO4	Develop insight of employee welfare Programme and its relevance to work culture and productivity
CO5	Enumerate various security measures available to workforce

Books:

Text Books	<ul style="list-style-type: none"> Sarma, A.M., Aspects of Labour Welfare and Social Security, Himalaya Publishing, House, Mumbai. Punekar, S.D. Deodhar S.B., Sankaran, Saraswathi, Labour Welfare, Trade Unionism and Industrial Relations, Himalaya Publishing House, Mumbai
Reference Books	<ul style="list-style-type: none"> Moorthy, M.V., Principles of Labour Welfare, Oxford & IBH Publishing Co., New Delhi. Vaid, K.N., Labour Welfare in India, Sree Ram Centre for Industrial Relations and Human Resources, New Delhi. Ram Chandra P. Singh, Labour Welfare Administration in India, Deep & Deep Pub., New Delhi. Pant, S.C., Indian Labour Problems, Chaitanya Publishing House, Allahabad

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DBA .

Course Name	International HRM	Theory Lectures: 60 Practical: 0
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Course Code: MG23HR012	4-0-0-4
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Course Objectives: The course is intended to provide a basic understanding about the finer aspects of international business to the students. It is aimed at making the students realize that International Business is a combination of multiple disciplines brought together in a systematic manner. The integration of General Management, Operations, Financial Management, Marketing Management as well as Human Resources Management in an international perspective is essential to International Business.

Units	Contents	Hours
1.	Defining international HRM, Difference between domestic and International HRM, Organizational Structure in MNC, International staffing, The role of an expatriates, The role of non expatriates, The role of the corporate HR functions	10
2.	Recruiting and selecting staff for International assignments- Introduction, Issues in staff selection, Training and Development: The role of expatriate training, components of effective pre-departure training, developing staff through international assignments	15
3.	Compensation: Objectives of International compensation, Key components of an international compensation program, Approaches to International compensation, Patterns in complexity, Expatriation and Repatriation	15
4.	Performance Management: Introduction, performance management of International employees, performance appraisal of International employees	10
5.	Industrial Relations in International Context, Managing people in International Context	10

Course Outcomes
At the end of the course student would be able to:

CO1	Define important aspects of international human resource management.
CO2	Understand international human resource management in relation to business decision- making
CO3	Describe relevance of different international human resource management concepts with reference to real business situations
CO4	Apply the learned concepts to different requirements of organizations with respect to international human resource development.
CO5	Analyze and map performance of human resources to the expected job role.

Books:

Text Books	International Human Resource Management – Text and Cases P. L. Rao, Excel Books (Latest Edition)
Reference Books	<ul style="list-style-type: none"> International Human Resource Management, Peter Dowling and Denise Welch, Cengage Learning International Human Resource Management, Tony Edwards, Pearson Education Global Human Growth Model, M.N Rudrabasavaraj, Himalaya International Human Resource Management, Monir Tayeb, Oxford

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**Track Information Technology
Year I, Semester I**

Course Name:	Introduction to Operating System	Theory Lectures: 60 Practical: 0
Course Code:MG23IT001		3-0-1-4
Course Objectives:		
<ul style="list-style-type: none"> To develop understanding about operating systems and process management. To learn about the inter process communication and synchronization. To develop knowledge about the memory and storage management. To study the system protection and system security 		
Units	Contents	Hours
1.	Operating System Overview: Evolution and types of operating systems. Process Management: Process concepts, operations on processes, process control block. Scheduling: Types of schedulers, process scheduling criteria, CPU scheduling algorithms, evaluation of scheduling algorithms.	12
2.	Inter process Communication & Synchronization: Mutual Exclusion, Semaphores, classic problems of synchronization, Deadlocks: reusable and consumable resources, characterization of deadlock, prevention, avoidance, detection and recovery from deadlocks.	10
3.	Memory Management: Basic hardware, address binding, swapping, contiguous memory allocation, paging, and segmentation, Virtual memory Management: demand paging, page replacement algorithms, Allocation of frames, Thrashing.	14
4.	Storage Management: File concepts, access methods, directory structure, file system implementation, directory implementation, disk space management, disk structure and disk scheduling algorithms. I/O systems: I/O Hardware, polling, interrupt driven I/O, direct memory access.	14
5.	System protection: Goals of protection, domain of protection, access matrix. access control. System Security: System problem, program threats, system and network threats, security tool. User authentication.	10
Course Outcomes		
At the end of the course student would be able to:		
CO1	Define Students will be able to have understanding of operating systems and process.	
CO2	Demonstrate Students will be able describe Inter process communication and synchronization.	
CO3	Utilize Develop basic knowledge on memory management and virtual memory management.	
CO4	Illustrate Describe the storage management and input and output system.	
CO5	Interpret Students will have knowledge about system protection and system security.	
Books:		
Text Books	<ul style="list-style-type: none"> Silberschatz A., Galvin P.B., Gagne G. Operating System Concepts, UnitedStates: Addison Wesley, 8th Ed. Bhatt P C. "An Introduction to operating Systems", New Delhi :Prentice Hall. Tanenbaum A.S. Operating systems design and implementation,Prentice-Hall. United states 	
Referen ce Books	<ul style="list-style-type: none"> Tanenbaum A.S. "Modern Operating Systems", United States: Prentice HallProfessional Technical Ref. 3rd Ed. Stalling W. "Operating System Internals and Design Principle", India: Addison Wesley, 7th Ed. Galvin P. B. "Operating System Principle", India: Wiley, 7th Ed. 	

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Year I, Semester II

Course Name:	Fundamentals of IT in Business Process	Theory Lectures: 60 Practical: 0
Course Code:MG23IT002		3-0-1-4
Course Objectives:		
<ul style="list-style-type: none"> To give students a basic understanding of DBMS concepts. To understand the the networking technologies used in business. To develop knowledge of coding languages. To know about the various softwares used in business. 		
Units	Contents	Hours
1.	Database Management System: Components of data processing system, Three level architecture of data base management system (Data Abstraction), Relational data model, Network data model, Hierarchical model.	12
2.	Networking: Introduction to networking, Components of data communication, Communications channels, Networking, Networkstypes, Network types defined by their size and complexity, Centralized network, Network topology, Transmission media, Components of network.	10
3.	Introduction to Programming Language: Introduction, Programming language, Machine language, Assembly language, Higher levellanguage, Compiler and interpreter	14
4.	Computer Virus: Virus, Types of virus, How virus spreads, Virus action, Virus effects, Antivirus program	14
5.	Business software, Types of business software tools, Brief history of business software, Customer Relationship Management (CRM), Strategy, Implementation issued, Privacy and data security, Enterprise Resource Planning (ERP), Fax machine, E-mail (Electronic Mail)	10
Course Outcomes		
At the end of the course student would be able to:		
CO1	Define DBMS concepts.	
CO2	Demonstrate the networking techniques used in business process.	
CO3	Utilize programming languages to develop and understand the software development process.	
CO4	Illustrate and stimulate Critical thinking by applying programming tools in business.	
CO5	Interpret the use of various software applications used in business process.	
Books:		
Text Books	<ul style="list-style-type: none"> Silberschatz A., Galvin P.B., Gagne G. Operating System Concepts, United States: Addition Wesley, 8th Ed. Bhatt P. C. "An Introduction to operating Systems", New Delhi:Prentice Hall. Tanenbaum A.S. Operating systems design and implementation,Prentice-Hall. United states 	
Reference Books	<ul style="list-style-type: none"> Tanenbaum A.S. "Modern Operating Systems", United States: Prentice Hall Professional Technical Ref. 3rd Ed. Stalling W. "Operating System Internals and Design Principle", India: Pearson Education 6th Ed. Galvin P. B. "Operating System Principle", India: Wiley, 7th Ed. 	

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Year II, Semester III

Course Name:	E-Business Technology	Theory Lectures: 60 Practical: 0
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Course Code:MG23IT003	3-0-1-4
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Course Objectives:

- The object of his course is to guide students about various aspects of E - Business Fundamentals and to introduce to the new window for expanding Business.

Units	Contents	Hours
1.	Introduction to e-Business: Concept and Framework of e-Business, e-Business application, e-Business Technology and Infrastructure	12
2.	e-Business Models: Elements of Business Models, B2B Model, B2C Model	10
3.	Payment Systems: Types of e-Payment, Digital Token Based e-Payment, Smart Card and Credit Card Payment System, Risk on e-Payment, Designing e-Payment.	14
4.	Inter-organization Business: EDI application in Business, EDI: Legal, Security and Standardization, EDI software implementation, Value Added Network and Internet Based EDI	14
5.	Online Marketing Concepts and Future of e-Business: Online Marketing Process, Marketing Communication, Marketing Tools, Virtual Factory, Portal and Vortal Concepts, Search Engine Optimization	10

Course Outcomes

At the end of the course student would be able to:

CO1	Define and acquire an understanding of the role and purpose(s) of special events in the organizations
CO2	Demonstrate techniques and strategies required to plan successful special events
CO3	Utilize the knowledge to diagnose and solve coordination related issues
CO4	Illustrate and evaluate events.
CO5	Interpret social responsibility and ethics ideologies to organize ethical events.

Books:

Text Books	<ul style="list-style-type: none"> Dr. Kotler P. (2019): Decoding Digital. New Delhi: Notion Press. Sharda R., Delen D., Turban E. (2019) : Business Intelligence, Analytics, and Data Science, New Delhi: Pearson. S.J. P.T. Joseph, E-COMMERCE : An Indian Perspective(2019). PHI Publications.
Reference Books	<ul style="list-style-type: none"> NagDebjani B.K. (2005): E - Commerce. Tata McGraw Hill, New Delhi: Latest Edition. Schneider. (2015): E-commerce (2015). Cengage Learning. Latest Edition. Hansom., Kalyanam. (2007): E-commerce and web marketing. Cengage Learning. Latest Edition.

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Year II, Semester IV

Course Name	Information Technology and Regulatory Compliance	Theory Lectures: 60 Practical: 0
Course Code: MG23IT004		4-0-0-4
Course Objectives: To acquire knowledge of Information Technology Law, Information Systems and Systems Audit.		
Units	Contents	Hours
1.	Information Systems:- Systems- An Overview, - Information and Data: Definition and Distinctions - Information as a Corporate Resource; Value and Cost of Information Information Needs at Various Levels of Management, Information Systems: Definition and Elements, Types of Information Systems, Information Systems in Business Management,	10
2.	Internet and Other Technologies - Internet and World-Wide Web, Intranets, Extranets, Applications Of internet, Internet Protocols - E-Commerce - Nature, Types (B2B, B2C, C2C), Supply Chain Management, CRM, Electronic Data Interchange (EDI), Electronic Fund Transfers (EFT), Payment Portal, E-Commerce Security - Mobile Commerce, Bluetooth and Wi-Fi	15
3.	Management Information Systems - An Overview Concept, Evolution and Elements - Structure - Computerized MIS Approaches of MIS Development - Pre-requisites of an Effective MIS(a) Statutory corporations - MIS and Decision Support Systems - MIS and Information Resource Management	13
4.	Information Technology Law, Information Technology Act - Definitions, Important terms under Information Technology Legislation, Digital Signatures, Electronic Records, Certifying Authority, Digital Signature Certificate, Cyber Regulation Appellate Tribunal - Offences and Penalties	11
5.	Systems Audit - An Overview Nature, Significance and Scope of Systems Audit - Steps Involved in Conducting Systems Audit - Systems Audit and Management Functions - Systems Audit of Computerized Secretarial Functions - Norms and Procedure for Computerization, Computers Control and Security - Testing of Computer Systems	11
Course Outcomes		
At the end of the course student would be able to:		
CO1	Identify importance of Information Technology for all the stakeholders in the economy.	
CO2	Illustrate the role of various IT regulatory compliances and recognize their working.	
CO3	Explain and differentiate between the various services.	
CO4	Demonstrate the effect of IT on the economy.	
CO5	Examine the impact of different IT and cyber laws on day-to-day life and business.	
Books:		
Text Books	<ul style="list-style-type: none"> Turban, Volonino. (2021): Information Technology for Management, United States: Wiley. Jansiti M. , Lakhani K.R. Competing in the Age of AI, Kindle. Harvard Business Review, Artificial Intelligence (2019), Kindle. 	
Reference Books	<ul style="list-style-type: none"> Guido Reinke, The Regulatory Compliance Matrix, 2015, Gold Rush Publications. Kathy Schwalbe, Information Technology Project Management (2015), Course Technology Inc. Mark L. Gillenson , Fundamentals of Database Management, Wiley. 	

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Year III, Semester V

Course Name	Big Data	Theory Lectures: 60 Practical: 0
Course Code: MG23IT005		4-0-0-4
Course Objectives:		
<ul style="list-style-type: none"> The object of his course is to guide students about various aspects of Big Data Platform and its Use cases and to introduce to the analytics on Structured, Unstructured Data and Data Analytics with R. 		
Units	Contents	Hours
1.	Introduction to Big Data: Basic Concepts and Evolution of Big Data, Characteristics of Big Data, Sources of Big Data, Formats of Data, Big Data Statistics. Types of Big Data, Big Data Architecture. Convergence of key trends, industry examples of big data, web analytics, big data and marketing, fraud and big data, risk and big data.	10
2.	Overview of Hadoop: Concept of Hadoop, History of Hadoop, Architecture of Hadoop, Characteristics of Hadoop, Hadoop Use Cases, Introduction to HDFS: Key Concepts of HDFS, HDFS Architecture, HDFS Use Cases.	15
3.	Introduction to MapReduce: MapReduce workflows, unit tests with MR Unit, test data and local tests, anatomy of MapReduce job run, classic Map-reduce, YARN, failures in classic Map-reduce and YARN, job scheduling, shuffle and sort, task execution, MapReduce types, input formats, output formats.	13
4.	Hadoop Eco System: Pig: Introduction to PIG, Execution Modes of Pig, Comparison of Pig with Databases, Grunt, Pig Latin, User Defined Functions, Data Processing operators. Hive: Hive Shell, Hive Services, Hive Metastore, Comparison with Traditional Databases, HiveQL, Tables, Querying Data and User Defined Functions. Hbase: HBasics, Concepts, Clients, Example, Hbase Versus RDBMS. Big SQL: Introduction	11
5.	Data Analytics with R: Machine Learning: Introduction, Supervised Learning, Unsupervised Learning, Collaborative Filtering. Big Data Analytics with Big R.	11
Course Outcomes		
At the end of the course student would be able to:		
CO1	Identify Big Data and its Business Implications.	
CO2	List the components of Hadoop and Hadoop Eco-System and Develop Big Data Solutions.	
CO3	Access and Process Data on Distributed File System.	
CO4	Manage Job Execution in Hadoop Environment.	
CO5	Apply Machine Learning Techniques using R.	
Books:		
Text Books	<ul style="list-style-type: none"> Raj kamal, Preeti Saxena, Big Data Analytics, Introduction to Hadoop, Spark, and Machine-Learning, McGraw Hill, 2018. Florin Pop, Gabriel Neagu, 2021. Big Data Platforms and Applications: Case Studies, Methods, Techniques, and Performance Evaluation (Computer Communications and Networks), 	
Referenc eBooks	<ul style="list-style-type: none"> Peter Ghavami, 2020. Big Data Management: Data Governance Principles for Big Data Analytics, Nitin Kumar, 2021, Big Data Using Hadoop and Hive, HBase: The Definitive Guide, Lars George, O&#39;Reilly, 2011 Programming Pig, Alan Gates, O&#39;Reilly, 2011. 	

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Name	Data Base Management System	Theory Lectures: 60 Practical: 0
Course Code: MG23IT006		4-0-0-4

Course Objectives:

- To understand fundamental knowledge of file system, database concepts and use of relational database.
- To study of different data model and conceptual design using ER diagram.
- Students can use SQL operations to manipulate the database and learn how to design and create a good database using functional dependencies and normalization.

Units	Contents	Hours
1.	Basic Concepts: Introduction to DBMS, File system Vs DBMS, Advantages of database systems, Database System architecture, Data models, Schemas and instances, Data independence, Functions of DBA and designer, Entities and attributes, Entity types, Key attributes, Relationships, Defining the E-R diagram of database.	10
2.	Relational Model: Structure of relational databases, Domains, Relations, Relational algebra – fundamental operators and syntax, relational algebra queries, Entity-Relationship model :Basic concepts, Design process, constraints, Keys, Design issues, E-R diagrams, weak entity sets, extended E-R features –generalization, specialization and aggregation	15
3.	SQL : Data Definition Language : Categories of SQL Commands; Data Definition Language ; Create table , Drop table and Alter Table . Primary Key , Foreign Key, Truncate Table, Index, Cursor.	13
4.	SQL DML : Data Manipulation Language, Insert Statement, Multiple Inserts, Delete Statement, Delete with conditions , Update statement, Update with Conditions , Merge Statement	11
5.	Introduction of transaction, transaction processing and recovery, Concurrency control: Lock management, specialized locking techniques, concurrency control without locking, Protection and Security Introduction to: Distributed databases, Basic concepts of object oriented data base system.	11

Course Outcomes

At the end of the course student would be able to:

CO1	Compare file system and DBMS and explain how DBMS is better than traditional File Processing Systems.
CO2	Analyze the physical and logical database designs, database modeling, relational, hierarchical, and network models
CO3	Analyze and renovate an information model into a relational database schema and to use a DDL, DML and DCL utilities to implement the schema using a DBMS.
CO4	Formulate data retrieval queries in SQL and Relational Algebra.
CO5	Demonstrate an understanding of functional dependencies, normalization theory and apply such knowledge to the design of a database.

Books:

Text Books	<ul style="list-style-type: none"> Date C J, "An Introduction To Database System", Pearson Educations Korth, Silbertz, Sudarshan, "Database Concepts", McGraw Hill. Elmasri, Navathe, "Fundamentals of Database Systems", Pearson. Ivan Bayross, "SQL, PL/SQL the Programming Language of Oracle", BPB publications.
Reference Books	<ul style="list-style-type: none"> S. Sharma, J. Agrawal, S. Agrawal, "Advanced Database Management Systems", TMH Dreamtech Press. Leon & Leon, "Fundamental of Data Base Management", TMH

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Year III, Semester VI

Course Name	Fundamentals of Web Programming	Theory Lectures: 60 Practical: 0
Course Code: MG23IT007		4-0-0-4

Course Objectives:

- To understand fundamental knowledge of file system, database concepts and use of web design.
- To study of different data model and conceptual design using HTML.
- Students can use JavaScript to manipulate the database and learn how to design and create a good database using functional dependencies and normalization.

Units	Contents	Hours
1.	Introduction: Concept of WWW, Internet and WWW, HTTP Protocol : Request and Response, Web browser and Web servers, Features of Web 2.0 Web Design: Concepts of effective web design, Web design issues including Browser, Bandwidth and Cache, Display resolution, Look and Feel of the Web site, Page Layout and linking	10
2.	HTML : Basics of HTML, formatting and fonts, commenting code, color, hyperlink, lists, tables, images, forms, XHTML, Meta tags, Character entities, frames and frame sets, Browser architecture and Web site structure. Overview and features of HTML5	15
3.	Style sheets : Need for CSS, introduction to CSS, basic syntax and structure, using CSS, background images, colors and properties, manipulating texts, using fonts, borders and boxes, margins, padding lists, positioning using CSS JavaScript : Client side scripting with JavaScript, variables, functions, conditions, loops and repetition, Pop up boxes, Advance JavaScript: Java-script and objects, JavaScript own objects, the DOM and web browser environments	13
4.	XML: Introduction to XML, uses of XML, simple XML, XML key components, DTD And Schemas, Using XML with application. Transforming XML using XSL and XSLT PHP: Introduction and basic syntax of PHP, decision and looping with examples, PHP and HTML, Arrays, Functions, Browser control and detection, string,	11
5.	PHP and MySQL: Basic commands with PHP examples, Connection to server, creating database, selecting a database, listing database, listing table names, creating a table, inserting data, altering tables, queries, deleting database, deleting data and tables, PHP my admin and database bugs	11

Course Outcomes

At the end of the course student would be able to:

CO1	Compare file system and explain how DBMS is better than traditional File Processing Systems.
CO2	Analyze the physical and logical database designs, database modeling, relational, hierarchical, and network models
CO3	Analyze and renovate an information model into a relational database scheme.
CO4	Formulate data retrieval queries in SQL and Relational Algebra.
CO5	Demonstrate an understanding of functional dependencies, normalization theory and apply such knowledge to the design of a database.

Books:

Text Books	<ul style="list-style-type: none"> Developing Web Applications, Ralph Moseley and M. T. Savaliya, Wiley-India Web Technologies, Black Book, Dreamtech Press HTML 5, Black Book Web Design, Joel Sklar, Cengage Learning
Reference Books	<ul style="list-style-type: none"> Developing Web Applications in PHP and AJAX, Harwani, McGraw Hill Internet and World Wide Web How to program, P.J. Deitel & H.M. Deitel, Pearson Education

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Name	Internet of Things	Theory Lectures: 60 Practical: 0
Course Code: MG23IT008		4-0-0-4
Course Objectives: The objective of this course is to provide an understanding of the technologies and the standards relating to the Internet of Things and to develop skills on IoT technical planning.		
Units	Contents	Hours
1.	IoT definition, Characteristics, IoT conceptual and architectural framework, Physical and logical design of IoT, IoT enablers, Modern day IoT applications, M2M communications, IoT Vs M2M, IoT Vs WoT, IoT reference architecture, IoT Network configurations, IoT LAN, IoT WAN, IoT Node, IoT Gateway, IoT Proxy, IPv4 Vs IPV6	10
2.	Sensor, Basic components and challenges of a sensor node, Sensor features, Sensor resolution; Sensor classes: Analog, Digital, Scalar, Vector Sensors; Sensor Types, bias, drift, Hysteresis error, quantization error; Actuator, Actuator types: Hydraulic, Pneumatic, electrical, thermal/magnetic, mechanical actuators, soft actuators.	15
3.	Basics of IoT Networking, IoT Components, Functional components of IoT, IoT service oriented architecture, IoT challenges, 6LowPAN, IEEE 802.15.4, ZigBee and its types, RFID Features, RFID working principle and applications, NFC (Near Field communication), Bluetooth, Wireless Sensor Networks and its Applications.	13
4.	MQTT, MQTT methods and components, MQTT communication, topics and applications, SMQTT, CoAP, CoAP message types, CoAP Request-Response model, XMPP, AMQP features and components, AMQP frame types.	11
5.	IoT Platforms, Arduino, Raspberry Pi Board, Other IoT Platforms; Data Analytics for IoT, Cloud for IoT, Cloud storage models & communication APIs, IoT case studies.	11
Course Outcomes		
At the end of the course student would be able to:		
CO1	Understand Internet of Things and its hardware and software components	
CO2	Interface I/O devices, sensors & communication modules	
CO3	Analyze data from various sources in real-time and take necessary actions in an intelligent fashion	
CO4	Remotely monitor data and control devices	
CO5	Develop real life IoT based projects	
Books:		
Text Books	<ul style="list-style-type: none"> Vijay Madiseti, Arshdeep Bahga, "Internet of Things, A Hands on Approach", University Press Dr. SRN Reddy, Rachit Thukral and Manasi Mishra, "Introduction to Internet of Things: A practical Approach", ETI Labs Pethuru Raj and Anupama C. Raman, "The Internet of Things: Enabling Technologies, Platforms, and Use Cases", CRC Press Jeeva Jose, "Internet of Things", Khanna Publishing House, Delhi 	
Reference Books	<ul style="list-style-type: none"> Raj Kamal, "Internet of Things: Architecture and Design", McGraw Hill Cuno Pfister, "Getting Started with the Internet of Things", O Reilly Media 	

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Year IV, Semester VIII

Course Name	Computer Networks	Theory Lectures: 60 Practical: 0
Course Code: MG23IT009		4-0-0-4
Course Objectives: The objective of this course is to provide students with an overview of the concepts and fundamentals of computer networks and experience the designing and managing of communication protocols while getting a good exposure to the TCP/IP protocol suite.		
Units	Contents	Hours
1.	Importance of computer networks, broadcast and point to point networks, Local area networks and Wide area networks, ISO-OSI reference model, TCP/IP model, interfaces and services, Protocol data unit, connection oriented and connectionless services	10
2.	Data-Link layer: - Data link layer design issues, framing, flow & error control, physical addressing, Stop & Wait protocol, Go back N ARQ, selective repeat ARQ, piggybacking and pipelining, HDLC LAN Protocol, stack-Logical link control and Media Access Control sub layer, IEEE 802.2 LLC Frame format; MAC layer Protocols	15
3.	The Network layer- logical addressing, classful & classless addressing, packet delivery & forwarding. Unicast routing protocols, multicast routing protocols, Routing algorithm- Least Cost, Dijkstra's, Bellman-ford, Introduction to Internet protocol, IPv4 header, IPv4 Datagrams, Encapsulation, Fragmentation and Reassembly, IP routing, Subnet addressing.	13
4.	Transport layer- TCP: Introduction, Transport services, Process to process delivery, TCP congestion control algorithms, quality of service, headers, connection establishment and termination, timeout of connection establishment, maximum segment size, port no. and socket addresses, TCP timers	11
5.	Application layer - BOOTP:-operation, packet format, DHCP:-Address allocation, configuration & packet Format, DNS: Distribution of name spaces, DNS in the internet, FTP:-Connection, Communication, command processing.	11
Course Outcomes		
At the end of the course student would be able to:		
CO1	Have a good understanding of the OSI Reference Model and its Layers	
CO2	Identify core networking and infrastructure components and the roles they serve; and given requirements and constraints	
CO3	To design an IT infrastructure including devices, topologies, protocols, systems software, management and security	
CO4	Analyze the requirements for a given organizational structure and select the most appropriate networking architecture and technologies	
CO5	Specify and identify deficiencies in existing protocols, and then go onto formulate new and better protocols	
Books		
Text Books	<ul style="list-style-type: none"> • Computer Networks" - Tanenbaum, PHI Learning • Data Communication & Networks", Fourouzan TMH • CP/IP-Protocol suite", Forouzan, TMH 3rd edition 	
Reference Books	<ul style="list-style-type: none"> • TCP/IP Illustrated" W. Richard Stevens, Volume I, Addison Wesley, • Internetworking with TCP/IP Vol. I, II & III", Comer, PHI Learning. 	

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Course Name	Software Engineering	Theory Lectures: 60 Practical: 0
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Course Code: MG23IT010	4-0-0-4
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Course Objectives: To acquire knowledge of Software Product and Process Characteristics, Analysis Modeling for Function-oriented and Software Design Process .

Units	Contents	Hours
1.	The Software Product and Software Process Software Product and Process Characteristics, Software Process Models: Linear Sequential Model, Prototyping Model, RAD Model, Evolutionary Process Models like Incremental Model, Spiral Model, Component Assembly Model, RUP and Agile processes.	10
2.	Requirement Elicitation, Analysis, and Specification Functional and Non-functional requirements, Requirement Sources and Elicitation Techniques, Analysis Modeling for Function-oriented and Object-oriented software development,	15
3.	Software Design The Software Design Process, Design Concepts and Principles, Software Modeling and UML, Architectural Design, Architectural Views and Styles, User Interface Design, Function-oriented Design, SA/SD Component Based Design, Design Metrics	13
4.	Software Analysis and Testing Software Static and Dynamic analysis, Code inspections, Software Testing Fundamentals, Software Test Process, Testing Levels, Test Criteria, Test Case Design, Test Oracles, Test Techniques, Black-Box Testing, White-Box Unit Testing and Unit Testing Frameworks, Integration Testing, System Testing and other Specialized Testing.	11
5.	Software Maintenance & Software Project Measurement Need and Types of Maintenance, Software Configuration Management (SCM), Software Change Management, Version Control, Change control and Reporting, Program Comprehension Techniques, Re-engineering, Reverse Engineering, Tool Support. Project Management Concepts, Feasibility Analysis, Project and Process Planning, Resources Allocations	11

Course Outcomes

At the end of the course student would be able to:

CO1	To know the elements of software and various types of software applications.
CO2	To know how to prepare Software Requirement Specification (SRS), the first milestone for any application development.
CO3	To know how the software is designed and will be able to draw various associated diagrams.
CO4	To know the various types of software testing methods, testing tools and testing metrics.
CO5	To know how to maintain and support the software once it is delivered to the customer.

Books:

Text Books	<ul style="list-style-type: none"> Pankaj Jalote, "An Integrated Approach to Software Engineering", Narosa Pub, 2005 R S. Pressman, "Software Engineering: A Practitioner's Approach", Sixth edition McGraw-Hill, Rajib Mall
Reference Books	<ul style="list-style-type: none"> Richard H. Thayer, "Software Engineering & Project Management", Willey India Waman S. Jawadekar, "Software Engineering", TMH

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Course Name	Human Computer Interaction	Theory Lectures: 60 Practical: 0
Course Code: MG23IT011		4-0-0-4
Course Objectives: To provide the basic knowledge on the levels of interaction, design models, techniques and validations focusing on the different aspects of human-computer interface and interactions		
Units	Contents	Hours
1.	HCI Foundations: Input-output channels, Human memory, Thinking: reasoning and problem solving, Emotion, Individual differences, Psychology and the design of interactive systems, Text entry devices, Positioning, pointing and drawing, Display devices	10
2.	Designing Interaction: Overview of Interaction Design Models, Discovery - Framework, Collection - Observation, Elicitation, Interpretation - Task Analysis, Storyboarding, Use Cases, Primary Stakeholder Profiles, Project Management Document	15
3.	Interaction Design Models: Model Human Processor - Working Memory, Long-Term Memory, Processor Timing, Keyboard Level Model - Operators, Encoding Methods, Heuristics for M Operator Placement, What the Keyboard Level Model Does Not Model, Application of the Keyboard Level Model, GOMS	13
4.	Guidelines in HCI: Shneiderman's eight golden rules, Norman's Seven principles, Norman's model of interaction, Nielsen's ten heuristics, Heuristic evaluation, contextual evaluation, Cognitive walk-through Collaboration and Communication :Face-to-face Communication, Conversation, Text-based Communication, Group working,	11
5.	Human Factors and Security: Groupware, Meeting and decision support systems, Shared applications and artifacts, Frameworks for groupware Implementing synchronous groupware, Mixed, Augmented and Virtual Reality Validation: Validations	11
Course Outcomes		
At the end of the course student would be able to:		
CO1	Enumerate the basic concepts of human, computer interactions,	
CO2	Create the processes of human computer interaction life cycle.	
CO3	Analyze and design the various interaction design models.	
CO4	Apply the interface design standards/guidelines for evaluating the developed interactions.	
CO5	Apply product usability evaluations and testing methods.	
Books:		
Text Books	<ul style="list-style-type: none"> • A Dix, Janet Finlay, G D Abowd, R Beale., Human-Computer Interaction, 3rd Edition, Pearson Publishers, 2008 • Shneiderman, Plaisant, Cohen and Jacobs, Designing the User Interface: Strategies for Effective Human Computer Interaction, 5th Edition, Pearson Publishers, 2010. • Hans-Jorg Bullinger, "Human-Computer Interaction", Lawrence Erlbaum Associates, Publishers 	
Reference Books	<ul style="list-style-type: none"> • Thomas S. Huang, "Real-Time Vision for Human-Computer Interaction", Springer • Preece et al, Human-Computer Interaction, Addison-Wesley, 1994 	

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Course Name	Cyber Security	Theory Lectures: 60 Practical: 0
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Course Code: MG23IT012	4-0-0-4
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Course Objectives: To provide the basic knowledge on the levels of interaction, design models, techniques and validations focusing on the different aspects of human-computer interface and interactions

Units	Contents	Hours
1.	Introduction: Introduction of Cyber Crime, Categorizing Cybercrime, Cybercrime Theory, Criminology perception of cyber criminals: hackers, computer intrusions and Attacks, Privacy, surveillance and protection, hiding crimes in cyberspace, cryptography, hacking Vs cracking, privacy and security at risk in the global information society.	10
2.	Application Security: Data Security, Security Technology-Firewall and VPNs, Intrusion Detection, Access Control, Security Threats -Viruses, Worms, Trojan Horse, Bombs, Trapdoors, Spoofs, E-mail Viruses, Macro Viruses, Malicious Software,	15
3.	Cryptography concepts and Techniques: Plain text, cipher text, types – substitution, transposition, encryption, decryption, symmetric and asymmetric key cryptography algorithms, Steganography.	13
4.	Security Policies: Development of Policies, WWW Policies, Email Security Policies, Policy Review Process-Corporate Policies-Sample Security Policies, Publishing and Notification Requirement of the Policies.	11
5.	Information Security Standards: ISO, IT Act, Copyright Act, Patent Law, IPR, Cyber Laws in India; IT Act 2000 Provisions, Intellectual Property Law: Copy Right Law, Software License, Semiconductor Law and Patent Law.	11

Course Outcomes

At the end of the course student would be able to:

CO1	Enumerate the basic concepts of human, computer interactions.
CO2	Create the processes of human computer interaction life cycle.
CO3	Analyze and design the various interaction design models.
CO4	Apply the interface design standards/guidelines for evaluating the developed interactions.
CO5	Apply product usability evaluations and testing methods.

Books	
Text Books	<ul style="list-style-type: none"> • Nina Godbole " Cyber Security: Wiley. • Michael E. Whitman and Herbert J Mattord "Principle of Information Security" Cengage William Stallings "Cryptography and Network Security" PEARSON • Charles P. Pfleeger, Shari Lawrence Pfleeger, "Analysing Computer Security", Pearson Education India. • Vinod V. Sople, "Managing Intellectual Property" PHI Learning Private Limited
Reference Books	<ul style="list-style-type: none"> • Atul Khate, "Cryptography and Network Security", TMH • V.K.Pachghare, "Cryptography and information Security", PHI Learning Private Limited, Delhi, India. • CHANDER, HARISH, " Cyber Laws And It Protection ", PHI Learning Private Limited ,Delhi

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Track- Event Management
Year I, Semester I

Course Name	Basics of Event Management	Theory Lectures: 60 Practical: 0
Course Code: MG23EM001		4-0-0-4
Course Objectives:		
<ol style="list-style-type: none"> To develop understanding about event management. To learn about different types of events. To develop knowledge about the event industry. To study the procedural insights of event management. 		
Units	Contents	Hours
1.	Introduction to Event Management Event – Meaning, Significance , Analysis of Event, Scope of Event, Decision Makers – Event Manager, Technical Staff – Establishing of Policies and Procedure – Developing Record Keeping Systems.	10
2.	Event Management Procedure Principles for Holding an Event, General Details, Permissions – Policies, Government and Local Authorities – Phonographic Performance, License, Utilities – Fire Brigade, Ambulance, Catering, Electricity, Water, Taxes Applicable.	15
3.	Conduct of an Event Preparing a Planning Schedule, Organizing Tables, Assigning Responsibility, Communication and Budget of Event – Checklist, Computer Aided Event Management, Roles and Responsibilities of Event Managers for Different Events.	13
4.	Public Relations Introduction to Public Relations – Concept – Nature – Importance – Limitations – Media – Types of Media – Media Management, Public Relation Strategy and Planning. Brainstorming Sessions – Writings for Public Relations.	11
5.	Planning of Corporate Event, Job Responsibility of Corporate Events Organizer, Arrangements, Budgeting, Safety of Guests and Participants, Creating Blueprint, Need for Entertainment in Corporate Events and Reporting.	11
Course Outcomes		
At the end of the course student would be able to:		
CO1	Students will be able to have understanding Different types of events.	
CO2	Students will be able to judge the events on the basis of different type of events.	
CO3	Utilize the basic knowledge of event management in managing physical events.	
CO4	Illustrate the concepts of event management on the real events being organized by different organizations.	
CO5	Students will have knowledge about the legal issues pertaining in the event industry.	
Books:		
Text Books	<ul style="list-style-type: none"> Principles of Event Management , Annie Stephen, Hariharran, Himalaya Publishing House,2017 	
Reference Books	<ul style="list-style-type: none"> Event Management, Lynn Van Der Wagem, Pearson Publication 	

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Year I, Semester II

Course Name	EVENT ACCOUNTING	Theory Lectures: 60 Practical: 0
Course Code: MG23EM002		4-0-0-4
Course Objectives: 1. To provide students knowledge of fundamental principles of management accounting to help them to apply accounting principles and standards in the field of event management.		
Units	Contents	Hours
1.	Accounting: Meaning, Concepts, Definition and Branches - Uses of accounting information. Understanding the Basic concepts of Accounting & uses of the Accounting information .	10
2.	Introduction to Event Cost Accounting:: Fixed cost & variable cost, volume profit analysis, B.E.P analysis for events and its application in event management .	15
3.	Concept of Budgeting: Event budgeting : Budget related – Transportation, venue, entertainment, photos, videos, Food & Beverage budget planning.	13
4.	Event Financing : Sources of Finance- Price of admission –sponsorship –Financial Management. Make aware of various sources of finance for conducting any event	11
5.	Cash Flow for Events, Event Financial Control	11
Course Outcomes		
CO1	Understand the meaning, concepts, and branches of accounting and its significance.	
CO2	Apply basic accounting concepts to analyze and interpret accounting information for decision-making in event management	
CO3	Analyze event costs using cost accounting techniques such as fixed costs, variable costs, and volume-profit analysis, and apply them to event planning and management	
CO4	Develop event budgets considering various components such as transportation, venue, entertainment, photos, videos, and food & beverage.	
CO5	Identify and evaluate different sources of finance for events, including admission prices	
Books:		
Text Books	R.L.Gupta & M. Radhaswamy, Advance Accountancy – Vol. I, Sultan Chand & Sons 2006 T.P.Ghosh, Fundamentals of Accounting, Sultan Chand and Sons, 2006	
Reference Books	Gupta Sharma, Management Accounting , Kalyani Publications	

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Year II, Semester III

Course Name	Event Marketing Strategy	Theory Lectures: 60 Practical: 0	4-0-0-4
Course Code: MG23EM003			
Course Objectives: Students will learn to align event marketing strategies with business objectives and apply knowledge and skills in Industry.			
Units	Contents	Hours	
1.	Overview of event marketing and its significance, Understanding the role of event marketing in business and non-business organizations	10	
2.	Market Research and Target Audience Analysis Conducting market research for event marketing Identifying target audience characteristics and preferences, Analyzing market trends and competitor analysis	15	
3.	Event Branding and Positioning. Developing event branding strategies, Positioning events in the market, Creating unique selling propositions (USPs) for events	13	
4.	Event Promotion and Communication, Designing event marketing campaigns, Selecting appropriate marketing channels and mediums, Integrated marketing communication for events	11	
5.	Sponsorship and Partnership Management, Understanding the role of sponsorship in event marketing, Identifying potential sponsors and partnership opportunities Negotiating sponsorship agreements and managing sponsor relationships	11	
Course Outcomes			
At the end of the course student would be able to:			
CO1	Apply principles of management science creatively to develop event marketing strategies that align with business objectives		
CO2	Demonstrate the ability to identify ethical conflicts and social responsibility issues in event marketing and apply appropriate solutions involving different stakeholders		
CO3	Design and implement innovative event marketing strategies by applying in-depth knowledge of marketing principles and tools		
CO4	Analyze market research data and target audience characteristics to develop effective event branding and positioning strategies		
CO5	Develop comprehensive event marketing plans, including promotion, communication, and sponsorship management, integrating critical thinking and contextual knowledge		
Books:			
Text Books	Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions" Author: Leonard H. Hoyle Publisher: Wiley		
Reference Books	Principles of Event Management , Annie Stephen, Hariharran, Himalaya Publishing House,2017		

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Year II, Semester IV

Course Name	Event Logistics and Coordination	Theory Lectures: 60 Practical: 0
Course Code: MG23EM004	4-0-0-4	
Course Objectives: To comprehend the roles and functions of distribution channels for event business.		
Units	Contents	Hours
1.	Overview of logistics : Meaning , nature and scope and its importance . Origin and evolution . Logistical challenges and ways to overcome.	10
2.	Types of Suppliers: Accommodations - Transportation, Entertainment - Catering, Strategic, Tactical, and Operational Decisions in Distribution Channels - Distribution Modeling, Understanding on different types of suppliers and their functions	11
3.	Supply Chain Performance parameters: Inventory Management - Scheduling Decisions Performance Modeling - Supply Chain Planning, Design - and Optimization. Best Practices - Customer Service Order - Processing & Information Systems.	15
4.	Distribution Channel: Concepts and Practices, Business Processes in Distribution Chains - Distribution Network - Organization and Registration. Overall knowledge on designing and organizing distribution chains and systems	13
5.	Inter-relationships and Linkages: Establishing Contact – Performance and Demand Forecasting - Inventory Policy Decisions - Purchasing & Supply, Pre-/Post-Convention touring - Method of booking Pre-/Post-Convention Touring	11
Course Outcomes		
CO1	Understand the overview of logistics and its role.	
CO2	Understand the functions and types of suppliers in the event industry and their impact on supply chain management.	
CO3	Evaluate supply chain performance measures and apply inventory management techniques in event planning and design.	
CO4	Develop knowledge and skills in designing and organizing distribution chains and systems for events.	
CO5	Analyze demand forecasting, inventory policy decisions, and booking methods for pre- and post-convention touring in events.	
Books:		
Text Books	Buhalis & E. Laws (Eds) (2001) Tourism Distribution Channels: Practices, Issues and Transformations Holloway, J.C (2002) The Business of Tourism, Prentice Hall, Edinburgh.	
Reference Books	Tum, J., Norton, P & Wright, J.N. (2006) Management Of Event Operations, London, Butterworth-Heinemann	

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Year III, Semester V

Course Name	Event Advertising and Media Management	Theory Lectures: 60 Practical: 0
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Course Code: MG23EM005	4-0-0-4
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Course Objectives: The objective of the course is to provide students with a knowledge of the principles and equip them to develop strategies for advertising and managing media for events.

Units	Contents	Hours
1.	Introduction to advertising and media management, Role and importance of advertising in business, Advertising and Marketing Mix, ethical considerations and the role of advertising	10
2.	Setting objectives, formulating advertising strategies, campaign development target, audience identification creative and persuasive strategies in advertising Management.	15
3.	Media Selection and Planning, Media planning and budgeting, Traditional and digital media channels for event promotion.	11
4.	Integrated Marketing Communication in Events, Public relations and event marketing Sponsorship and brand integration in event advertising, Social media and online platforms for event promotion	13
5.	Evaluation and Measurement of Event Advertising, Measuring advertising effectiveness , Metrics and tools for evaluating advertising campaigns	11

Course Outcomes

CO1	Students will be able to describe the principles and strategies of event advertising and media management, including ethical considerations and the role of advertising .
CO2	Students will be able understand effective advertising campaigns.
CO3	Students will acquire the ability to analyze and select appropriate media channels for event advertising.
CO4	Students will be able to apply integrated marketing communication techniques in event management, including public relations, sponsorship, and brand integration.
CO5	Students will gain proficiency in evaluating the effectiveness of event advertising campaigns.

Books:

Text Books	Advertising and Promotion : An Integrated Marketing Communications Perspective, Michael A. Belch, Keyoor Purani, George E. Belch, Mc Graw Hill publications
Reference Books	Advertising and Promotions an IMC Perspective by Kruti Shah (Author), Alen D (Author) Mc Graw Hill publications

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Course Name	Legal Issues in Event Management	Theory Lectures: 60 Practical: 0
Course Code: MG23EM006		4-0-0-4
Course Objectives: To equip students with the necessary knowledge and skills to navigate legal challenges, compliance requirements, and ethical dilemmas in event planning and execution.		
Units	Contents	Hours
1.	Legal environment and regulations in event management, Legal considerations for event planners and organizers, Ethical dilemmas and social responsibility in event management	10
2.	Contract Law and Event Agreements, Elements of a legally binding contract in event management, Drafting and reviewing event contracts and agreements, Liability issues and risk management in event contracts.	15
3.	Contract, Agreement, Act., Company and Business Law, Role of National and State Government including special purpose legislations, Security, Traffic and Pollution Act.	13
4.	Safety Regulations :Legal requirements and obligations for event safety, Risk assessment and management in event planning, Insurance considerations for event organizers and participants	11
5.	Ticketing and Accreditation including Sales & Distribution Methods, Copyrights Act, Patent Rights Consumer protection laws and regulations in event marketing.	11
Course Outcomes		
CO1	Students will demonstrate a comprehensive understanding of the legal framework and regulations governing event management.	
CO2	Students will develop the skills to identify, analyze, and assess legal risks and obligations associated with event planning and execution.	
CO3	Students will acquire the ability to draft, review, and negotiate event contracts and agreements.	
CO4	Students will gain knowledge and understanding of intellectual property rights and copyright laws applicable to event management, including trademarks, licensing, and protection of event materials, logos, and branding.	
CO5	Students will demonstrate an awareness of ethical dilemmas and social responsibility issues in event management,	
Books:		
Text Books	<ul style="list-style-type: none"> Business Law for Managers by R. K. Bulchandani Company Law by Avtar Singh 	
Reference Books	<ul style="list-style-type: none"> Labour & Industrial Law by S. N. Misra Intellectual Property Right Law in India by T. Ramappa 	

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Year III, Semester VI

Course Name	Event Planning	Theory Lectures: 60 Practical: 0
Course Code: MG23EM007		4-0-0-4
Course Objectives: To equip students with the necessary knowledge and skills to navigate legal challenges, compliance requirements, and ethical dilemmas in event planning and execution.		
Units	Contents	Hours
1.	Introduction to Event Planning, Understanding the concept and significance of event planning, Event planning process and key components Overview of event types and their purposes.	10
2.	Event Planning and principles, Setting objectives, creating timelines, and allocating resources, Budgeting, risk management, and contingency planning for events.	15
3.	Event Marketing and Promotion, Developing event marketing strategies and target audience identification, Promotion techniques and channels for event promotion, Sponsorship and partnership management for events.	13
4.	Logistics and Operations Management for Events, Venue selection, layout planning, and logistics management, Event production and technical aspects (sound, lighting, AV), coordination with suppliers, vendors, and service providers.	11
5.	Legal and Ethical Considerations in Event Planning, Legal issues and contracts in event management, Safety and risk assessment for event participants and stakeholders	11
Course Outcomes		
CO1	Demonstrate a comprehensive understanding of the event planning process.	
CO2	Apply project management principles and techniques to successfully execute event planning	
CO3	Develop effective event marketing and promotion strategies, considering target audience identification, promotional channels.	
CO4	Apply logistical and operational management principles to ensure smooth event execution, including venue selection	
CO5	Identify and adhere to legal and ethical considerations in event planning, including understanding contractual obligations	
Books:		
Text Books	<ul style="list-style-type: none"> Event Planning & Management by Diwakar Sharma; Deep & Deep Publication, Event Marketing & Management by Sanjay Singh Gaur; Sanjay Vikas Publishing House, Marketing Management by Philip Kotler; Prentice Hall of India. 	
Reference Books	<ul style="list-style-type: none"> Event Management by Lynn, Van Der Wagen, Brenda R. Carlos; Prentice Hall. Successful Event Management by Anton Share, Bryn, Parry; Continuum International Publishing Group 2001. 	

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Course Name	Evaluation of Cultural Events	Theory Lectures: 60 Practical: 0
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Course Code: MG23EM008 4-0-0-4

Course Objectives:

The objective of this course is to provide students with a comprehensive understanding of the evaluation process for cultural events.

Units	Contents	Hours
1.	Introduction to Cultural Events and Evaluation, Definition and significance of cultural events, The purpose and importance of event evaluation, Stakeholders and their roles in cultural event evaluation	10
2.	Evaluation Frameworks and Methods, Overview of evaluation frameworks and models, Qualitative and quantitative evaluation methods, Data collection techniques: surveys, interviews, observations, Data analysis and interpretation for event evaluation	15
3.	Criteria for Evaluating Cultural Events, Identifying relevant criteria for event evaluation, Key performance indicators (KPIs) for cultural events, Measuring event impact and outcomes, Evaluating the cultural, social, and economic value of events	13
4.	Event Monitoring and Continuous Improvement, Monitoring and feedback mechanisms during event execution, Feedback analysis and event performance tracking, Continuous improvement strategies based on evaluation results.	11
5.	Future Trends and Innovations in Event Evaluation, Emerging trends in cultural event evaluation, Technology-enabled evaluation tools and techniques, Evaluating sustainability and social impact of cultural events	11

Course Outcomes

CO1	Apply principles of management science to develop an effective framework for cultural events.
CO2	Design and implement appropriate evaluation methods for assessing the impact and success of cultural events, considering ethical and social responsibility issues.
CO3	Demonstrate critical thinking skills to identify and analyze research problems.
CO4	Apply contextual knowledge to assess societal, cultural, and legal issues relevant to the evaluation of cultural events.
CO5	Collaborate effectively in multidisciplinary teams to evaluate cultural events

Books:

Text Books	<ul style="list-style-type: none"> Successful Special Events: Planning, Hosting and Evaluating by Barbara R Levy, Levy, Barbara Marion Event Management: For Tourism, Cultural, Business and Sporting Events By Lynn Van Der Wagen, Brenda R. Carlos
Reference Books	<ul style="list-style-type: none"> Successful Event Management by Anton Share, Bryn, Parry; Continuum International Publishing Group 2001

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Year IV, Semester VIII

Course Name	Service Marketing	Theory Lectures: 60 Practical: 0
Course Code: MG23EM009		4-0-0-4
Course Objectives: To develop a comprehensive understanding of services, including their economic value, to analyze and apply concepts in designing and delivering service products.		
Units	Contents	Hours
1.	Overview of Services , Services –Progression of economic value , characteristics, Service Classifications, 7Ps of Service Marketing, Difference between Service and Experience	10
2.	Goods- Services Continuum, Consumer Behavior and its determinants, Service Encounters, Moment of Truth, Designing service product,	13
3.	Services Market and Services Market Segmentation ,Place-, Distribution Strategies & Challenges, , Promotion objective for Services, Tools of Promotions, Pricing, Factors involved in pricing a service product,	15
4.	People- role of service, , Physical evidence Nature & Importance, Service Escapes, process: service process & system, Customer role in services	11
5.	Perceived Value, Quality in services, Measuring quality in services. Customer Satisfaction, Monitoring & Measuring customer satisfaction	11
Course Outcomes		
CO1	Explain the nature of services .	
CO2	Describe the unique characteristics of services and their implications for marketing strategies.	
CO3	Apply Service Marketing Concepts and Tools	
CO4	Analyze the role of factors influences on customer perceptions of service quality.	
CO5	Analyze the role of physical evidence in service marketing and the concept of service escapes.	
Books:		
Text Books	Zeithaml. 2008 Service Marketing. Tata McGraw Hill Publishing Company Ltd. 4 Ed. Lovelock, C Service marketing. Pearson Education.	
Reference Books	Thakur, Sandhu, Dogra, Sevice Marketing , Kalyani Publications	

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Course Name	Event Advertising	Theory Lectures: 60 Practical: 0
Course Code: MG23EM010		4-0-0-4
Course Objectives: To equip students with knowledge and skills in event advertising, enabling them to plan, execute, and evaluate successful advertising campaigns for various types of events.		
Units	Contents	Hours
1.	Introduction to Advertising :Overview of advertising and , benefits its scope, Legal, Ethical & Social aspects of advertising; Integrated Marketing Communication - role and importance.	10
2.	Theories & Context of Advertising: Theory of Cognitive Dissonance, Advertising and Communication : Process of communication, Wilbur Schramm's Model. Two step flow of communication	15
3.	Advertising Strategies and Channels -effective event advertising campaigns Traditional advertising channels (print, radio, television),Digital advertising channels (social media, email marketing, online ads),Integrating online and offline advertising approaches	13
4.	Media Buying and Campaign Execution, Media planning and buying for event advertising, Negotiating advertising rates and contracts, Monitoring and evaluating advertising campaign performance	11
5.	Ethical and Legal Considerations in Event Advertising, Ethical challenges in event advertising, Compliance with advertising regulations ,responsible advertising practices and social responsibility	11
Course Outcomes		
CO1	Describe event advertising principles to develop effective advertising campaigns.	
CO2	Design and evaluate advertising strategies for various types of events.	
CO3	Analyze compelling event advertising content that aligns with target audience preferences.	
CO4	Execute event advertising campaigns across different media channels.	
CO5	Analyze and address ethical and legal considerations in event advertising.	
Books:		
Text Books	Advertising and Promotion : An Integrated Marketing Communications Perspective, Michael A. Belch, Keyoor Purani, George E. Belch, Mc Graw Hill publications	
Reference Books	Advertising and Promotions an IMC Perspective by Kruti Shah (Author), Alen D (Author) Mc Graw Hill publications	

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Course Name	Event Marketing and Exhibitions	Theory Lectures: 60 Practical: 0
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Course Code: MG23EM011	4-0-0-4
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Course Objectives: To equip students with knowledge of strategic management concepts & tools to help them analyze, formulate & implement Strategies.

Units	Contents	Hours
1.	Marketing Concept, Marketing Mix, Product, Price, Place and Promotion, Marketing Planning,	10
2.	Marketing Budget, Merchandises, Marketing Control, Brand Promotion and Catchment Area	15
3.	Introduction to Exhibitions and Trade Fairs, Scope of exhibition and trade fair, Types of exhibitions and fairs, element of exhibition planning, duties and responsibilities of key trade fair and exhibition personnel	13
4.	Players of exhibition, Exhibition fees, Shipping methods and Marketing and promotional plan for exhibitions.	11
5.	Techniques, Selections, Coordination, Creativity, Designing, Marketing, Sponsorships and Production of Special, Corporate and Sports events	11

Course Outcomes

CO1	Understand the nature, scope, and importance of strategic management.
CO2	Analyze the external environment of organizations and identify opportunities and threats.
CO3	Perform an internal analysis of an organization, including the analysis of resources, capabilities, and strengths and weaknesses.
CO4	Formulate strategic alternatives and choose appropriate strategies based on different situations.
CO5	Understand the process of strategic implementation and control, considering behavioral aspects and evaluating strategies.

Books:

Text Books	Azhar Kazmi, Business Policy and Strategic Management, TaTa Mc Graw- Hill Fred R. David, Strategic Management & Cases, Pearson,
Reference Books	A Nag, Strategic Management, Vikas Publishing. S. Lomesh & P.K. Mishra, Business Policy & Strategic Management, Vikas Pub. House

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Course Name	Managing Special Events	Theory Lectures: 60 Practical: 0
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Course Code: MG23EM012	4-0-0-4
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Course Objectives:
To provide students with comprehensive knowledge and skills in managing special events, enabling them to plan, organize, and execute successful events while considering ethical and social responsibility aspects.

Units	Contents	Hours
1.	Introduction to Special Events Management, Definition and significance of special events, Types of special events (corporate, social, cultural, sports, etc.), Understanding event objectives and stakeholders	10
2.	Planning and Designing Special Events, Event concept development and theme selection, Event planning process and project management, Budgeting and resource allocation for special events	15
3.	Event Operations and Logistics, Venue selection and contract negotiation, Event production and technical aspects, Event logistics, including transportation, accommodation, and catering	13
4.	Marketing and Promotion for Special Events :Event branding and positioning strategies, Integrated marketing communications for special events, Digital marketing and social media promotion	11
5.	Evaluation, Ethics, and Risk Management in Special Events, Risk assessment and contingency planning for special events	11

Course Outcomes

CO1	Apply event management principles to plan and organize successful special events
CO2	Design and implement effective event concepts and themes for different types of special events.
CO3	Execute event operations and logistics, ensuring seamless event execution.
CO4	Develop comprehensive marketing and promotion strategies for special events.
CO5	Evaluate events, address ethical considerations, and manage risks in event management.

Books:

Text Books	Advertising and Promotion : An Integrated Marketing Communications Perspective, Michael A. Belch, Keyoor Purani, George E. Belch, Mc Graw Hill publications
Reference Books	Advertising and Promotions an IMC Perspective by Kruti Shah (Author), Alen D (Author) Mc Graw Hill publications

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Track – Banking & Finance

Year I, Semester - I

Course Name	Introduction to Banking	Theory Lectures: 0
		Practical: 0
4-0-0-4		

Course Code: MG23BF001

Course Objectives:

This course is designed to acquaint students with the basics of banking. Banking is crucial to economy and involves a gamut of activities. This course introduces students to major banking activities, terminologies, instruments and policies related with banking and acquaints them with the working of banks and the norms under which banks operate.

Units	Contents	Hours
1.	Definition of Bank, history of banking, Banking System in India-(i) Commercial Banks (ii) Private Sector Banks (iii) Public Sector Banks (iv) Foreign Banks (v) Regional Rural Banks (vi) Co-operative Banks, Reserve Bank of India- RBI - Origin and growth - Functions - Bank Nationalization in India Banking Regulation Act	12
2.	Retail & Wholesale Banking Deposit Accounts – Savings Accounts, Current Accounts, Fixed Deposit Accounts, Opening and operation of Accounts, Nomination, KYC requirements & importance. Anti-money laundering: concept and role of banks, Banker and Customer Relationship	10
3.	Treasury management, loans & advances - Secured and Unsecured loans, Term Loans, Cash Credit, Overdraft, Discounting of Bills of Exchange, Types of Securities, Definition & Characteristics of Cheques, Bills of Exchange & Promissory Notes, Crossings, Endorsements, Collection and payment of Cheques, Liabilities of Parties, Foreign exchange, priority sector lending, EFT, NEFT, RTGS, SWIFT, Green Channel.	14
4.	Employment of Bank Funds- Liquid Assets-Cash in Hand, Cash with RBI & Cash with other Banks, Investment in securities, Advances. Book Keeping and Accountancy for Bankers. Documentation requirements, Asset – liability management, managing liquidity- liquidity gap and liquidity risk management, Non-performing assets	14
5.	BASEL Norms- Introduction and importance, important decisions of BASEL accords; Digital Banking. New age payment gateways- national & International, payment clearing systems, internet banking, mobile banking; payment banks	10

Course Outcomes

At the end of the course student would be able to:

CO1	Define the various concepts, terminologies and methodologies used in banking.
CO2	Demonstrate the differences between asset and liabilities and their management by banks and the different risks undertaken by banks.
CO3	Utilize the various laws, reforms and policy level changes in banking for better decision making for personal as well as organizational level.
CO4	Illustrate the properties of different instruments of banking inclusive of latest technological developments in banking.
CO5	Interpret the application of banking policy changes and new age banking and the need for continuous reforms in banking sector- nationally and internationally.

Books:

Text Books	1. Banking Theory – Law and Practice, K.Natarajan & E.Gordon, Himalaya Publishing, 24 th Revised Edition. 2. Banking Law and Practice, S.N.Maheshwari, Kalyani Publications, Latest Edition 3. Banking Law & Practice, P.N.Varshney, Sultan Chand & Sons, 2017.
Reference Books	1. Introduction to Banking; Barbara Casu, Claudia Girardone, Philip... 2. ... 3. ...

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Year I, Semester - II

Course Name:	Indian Banking System	Theory Lectures: 60 Practical: 0
Course Code: MG23BF002		4-0-0-4

Course Objectives:

- To provide students with an overview of commercial banking in the Indian economy.
- To familiarize students with the regulatory framework of banks in India.

Units	Contents	Hours
1.	Introduction : Definition (as per Banking Regulation Act) and meaning of banking; and importance of banks, Structure of Indian Banking System - Scheduled and Non-scheduled; commercial, cooperative and regional rural banks	11
2.	Commercial Banks : Meaning, Nature, Definition and Importance of commercial banks Growth, Development and weaknesses of Indian commercial banking system from nationalization to reforms (in brief) Banking Sector Reforms and development in Banking since the 1990's Relative importance of public sector banks, private sector banks and foreign Banks	11
3.	Cooperative Banks and Regional Rural Banks : Cooperative Banks: features, types, cooperative banking structure, problems faced by cooperative banks in India, Recent development in Indian cooperative banking sector Regional Rural Banks: features, importance, problems, recent development in RRB's	14
4.	Reserve Bank of India Functions of RBI as India's Central Bank: Traditional and Promotional functions.	12
5.	Monetary policy - meaning; Instruments of credit control/ monetary policy - Quantitative (variable reserve requirements, open market operations, bank rate, liquidity adjustment facility through repo and reserve repo rate) and Qualitative instruments.	12

Course Outcomes

At the end of the course student would be able to:

- | | |
|-----|---|
| CO1 | Define the state of Indian Banking System. |
| CO2 | Demonstrate the procedure of banking system in India. |
| CO3 | Utilize the knowledge in establishing the business setup. |
| CO4 | Illustrate the monetary policy of Indian. |
| CO5 | Interpret the RBI's functioning. |

Books:

Text Books

- Bedi H. L. & Hardikar V. K. (1993): Practical Banking Advances, New Delhi, UBS
- Burton M. & Lombra R. (2000): The Financial System and the Economy: Principles of Money and Banking, Australia: South-Western College
- Gordon E. & Natarajan K. (1998): Banking Theory, Law and Practice, Mumbai, Himalaya

Reference Books

- Indian Institute of Banking and Finance (2008): Principles & Practices of Banking, New Delhi, Macmillan, 2nd Ed

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Year II, Semester - III

Course Name	Management of Financial Services & Institutions	Theory Lectures: 60 Practical: 0
Course Code:	MG23BF003	4-0-0-4

Course Objectives: To introduce students to financial services & financial institutions, their salient features and importance and to equip the student with knowledge regarding their performance and impact over the economy.

Units	Contents	Hours
1.	Meaning and importance of Financial Services; Types of financial services- fee based and fund based services. Mutual Funds: Meaning, Nature and organization of a mutual fund, types of schemes, valuation of units, advantages of investing in a mutual fund; Problems, prospects, regulatory framework of Mutual Funds	10
2.	Hire Purchase Finance , Housing Finance & Insurance: Hire Purchase Finance - meaning, concepts of hire purchase finance; Housing Finance – need, nature of housing finance, fixed and floating rate home loans; Insurance - Introduction, types- (a) life- basic concepts, beneficiaries and types, extent of insurance value and conditions; (b) General- ; Types of liability covered, extent of insurance value and conditions; reinsurance, riders, new types of insurance.	12
3.	Factoring & Forfeiting, Lease Financing, Venture Capital Financing ; Factoring - meaning, mechanism, types of factoring agreements; advantages and disadvantages of factoring; Forfeiting - meaning, mechanism; factoring v/s forfeiting; Lease Finance: Meaning, definition and types of lease agreements; advantages and disadvantages from the point of view of lessor and lessee; Venture Capital Financing	13
4.	Financial Institutions: Banks: Meaning , Banking & Financial Institutions: Commercial and Development Banks, their roles (Traditional and New /Changing roles), Challenges Ahead, Current Scenarios in Indian Banking Space, Concept of Universal Banking, Non Performing Assets in the Banking Sector. Non-Banking Financial Companies – Meaning, Importance, Challenges. Regulatory Bodies – RBI, SEBI, IRDA – roles and responsibilities	15
5.	Stock Markets, Broking & Depository Services: Primary & Secondary market- meaning roles and importance. Stock Broking – meaning, types of stockbrokers, sub-brokers; stock broking in India, e-broking – meaning. Depository Services – meaning, role of depositories and their services, Advantages of depository system; Functioning of depository system; Depositories in India – NSDL & CSDL; Depository participants (DPs) and their role Custodial services - meaning; obligations and responsibilities of custodians.	10

Course Outcomes

At the end of the course student would be able to:

CO1	Identify the different types of financial services and financial institutions.
CO2	Illustrate the role of various financial services and recognize their working.
CO3	Explain and differentiate between the various services.
CO4	Demonstrate the effect of different services on the economy.
CO5	Examine the impact of different services on day-to-day life and business.

Books:

Text Books	<ul style="list-style-type: none"> Khan M.Y.(2010): Financial Services. Uttat Pradesh: TataMcGraw-Hill. Pandian P. (2012): Financial Services and Markets. New Delhi: Vikas Publications. Dr. Sachdeva S. (2020): Management of Financial Institutions and Services. Lakshmi Narain Agarwal
Reference Books	<ul style="list-style-type: none"> Saunder A., Cornett M. (2017): Financial Markets and Institutions -SIE An Introduction to the Risk Management Approach. McGraw Hill India.

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Course Name	Retail Banking	Theory Lectures: 60 Practical: 0
Course Code: MG23BF004		4-0-0-4
Course Objectives: To introduce students to concepts of retail banking and the usage and impact of various retail banking services.		
Units	Contents	Hours
1.	Introduction History and definition, role within the bank operations, Applicability of retailing concepts distinction between Retail and Corporate/ Wholesale Banking. Retail Products Retail Products Overview - Customer requirements, Products development process, Liabilities and Assets Products/ Description of Liability products	10
2.	Asset Products -Home Loans - Eligibility, Purpose, Amounts, Margin, Security, Disbursement, Moratorium, Prepayment issues, Repayments/ Collection. Auto Vehicle Loans-Eligibility, Purpose, Amounts, Margin, Security, Disbursement, Moratorium, Prepayment issues, Repayments/Collection. Personal Loans Eligibility, Purpose, Amounts	15
3.	Marketing/ Selling of retail products, MIS and Accounting Retail Strategies; Tie-up with Institutions for Personal loans/ Credit cards/ Educational loans, with OEMs/ Authorized Dealers for Auto/ Vehicle loans, Delivery Channels - Branch, Extension counters, ATMs, POS, Internet Banking.	13
4.	Regulations and compliance Technology for Retail Banking - Static information, Account opening, basic loan origination data etc. Updated information like income details at different frequencies	11
5.	Other issues related to Retail Banking Securitization, mortgage based securities. Trends in retailing - New products like Insurance, Demat services, online/ Phone Banking, Property services, Investment advisory/ Wealth management, Reverse Mortgage - Growth of e-banking, Cross selling opportunities.	11
Course Outcomes		
At the end of the course student would be able to:		
CO1	Identify retail banking and its importance for all the stakeholders in the economy.	
CO2	Illustrate the role of various retail banking services and recognize their working.	
CO3	Explain and differentiate between the various services offered by retail banking.	
CO4	Demonstrate the effect of retail banking on the economy.	
CO5	Examine the impact of different retail banking on day-to-day life and business.	
Books:		
Text Books	<ul style="list-style-type: none"> Indian Institute of Banking & Finance (2018 -2019), Retail Banking, Publisher: Macmillan Publishers. IIBF ,Bank Financial Management. (2018): Publisher: Macmillan Publishers India Ltd. Pond K. (2017): Retail Banking, Gosbrook Professional Publishing Limited. 	
Reference Books	<ul style="list-style-type: none"> Ghosh A. (2012): Managing Risk in Commercial and Retail Banking, Publisher: Wiley. Samudra S. (2015): Retail Banking Technology, Publisher: JAICO Publication House. 	

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Course Name	Investment Management	Theory Lectures: 60 Practical: 0
Course Code: MG23BF005		4-0-0-4
Course Objectives: To understanding the concept, nature and need of investment		
Units	Contents	Hou rs
1.	Nature and Scope of Investment Management – Objectives, Constraints – Investment factors – Gambling – nature and Scope – Distinguish between Investment and Gambling – Role of capital markets.	10
2.	Investment environment – Sources of Investment Information – Approaches of Security analysis - Market Indicators – Security price movements – Fundamental analysis – technical analysis – Dow theory Random walk theory – efficient market hypothesis.	15
3.	Company analysis – Components of company analysis - Financial analysis – Financial Statement – Ratio analysis - EPS, DPS – dividend yield ratio – ROI, ROCE, Risk – return – measurement of risk.	13
4.	Portfolio management – portfolio theory – objectives – Traditional and modern portfolio theory – portfolio management process – portfolio planning – portfolio selection - Evaluation – Portfolio reversion - Portfolio analysis – Morkowitz's Approach	11
5.	Capital Market Theory – Assumptions – Capital Asset Pricing Model (CAPM) – Estimating Betas Securities market line arbitrage pricing theory – Derivatives options – Futures – Swaps.	11
Course Outcomes		
At the end of the course student would be able to:		
CO1	Able to understand the restrictions, limitations and constraints of investment	
CO2	Familiar with factors influencing the environment of investment	
CO3	Understand various theory of investment	
CO4	Acquainted with portfolio management analysis	
CO5	Aware about the pricing models	
Books:		
Text Books	<ul style="list-style-type: none"> • Fisher and Jordon – Security analysis and Portfolio management • V.K. Bhalla - Investment management • PunithavathyPandian - Security analysis and portfolio management 	
Reference Books	<ul style="list-style-type: none"> • Ghosh A. (2012): Managing Risk in Commercial and Retail Banking, Publisher:Wiley. • Samudrala S. (2015): Retail Banking Technology, Publisher: JAICO PublicationHouse 	


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Course Name :	Banking and Insurance Marketing	Total Lecture: 60 Practical:0
Course Code: MG23BF006		4-0-0-4

Course Objectives

- The objective of this course is to prepare the students to acquire required knowledge and skills for Marketing of Banking products and services.
- The course also looks into various aspects of service quality aspects of Bank Branches.
- To help the student understand the marketing process.

UNIT	CONTENT	HOURS
1	Introduction: Identification of needs-wants-Demands- Diagnosing various banking environments-Regulatory-cultural-Political-Economic-Public-Societycustomers- Employees- Retail banking in India- Drivers of retail banking, wholesale Banking- Retail banking products overview-customer requirements and -opportunities and challenges in retail banking.	14
2	Developing Banking Products And Services : Meaning, Importance and Functions - Marketing of Services - Product Research & Development - Test Marketing of Bank Products - Product Life Cycle - Product Modification - New Product Development Branding of Bank Products - Pricing of Bank Products and Services - Objectives, Strategies and Methods - Factors Influencing the Pricing Decisions-Importance of Pricing- Deposit pricing-Loan pricing-Pricing of services.	12
3	Distribution and Promotion: Distribution - Factors Influencing - Direct and Indirect Channels of Bank Products - Physical Distribution - Channel Functions and Services - Role of Electronic Marketing Channels-ATMS-Debit Cards-Credit Cards-POS-Internet Banking-Mobile Banking-Vending Machines-Promotion - Promotion Mix and Role of Promotion in Marketing - Marketing Information Systems	10
4	Marketing of Insurance Product: The marketing concept, marketing of insurance product, critical success factors for insurance Players, Distribution channels marketing strategies of insurance players in India.	12
5	Insurance Intermediaries : Distribution of insurance products insurance intermediaries and their functioning, surveyors and loss assessors, third party administrators agents, brokers corporate agent.	12

Course Outcomes

At the end of the course student would be able to:

CO1	It enables the students to get an overview on banking and insurance services.
CO2	Demonstrate the Test Marketing of Bank Products.
CO3	Utilize Promotion Mix and Role of Promotion in Marketing
CO4	Illustrate Distribution channels marketing strategies of insurance players
CO5	Interpret third party administrators agents, brokers corporate agent

Text Books

Reference Books	<ul style="list-style-type: none"> Lovelock, Christopher. Services Marketing, 7/e. Pearson Education India, and 2011. Buttle, Francis, ed. Relationship marketing: theory and practice. SAGE, (Latest)
	<ul style="list-style-type: none"> Retail Banking. Indian Institute of Banking and Finance, Macmillan India Ltd (2010/Latest). Arora , Sangeeta. Marketing of Financial Services. Deep and Deep Publications, 2005.

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Course Name	Risk Management in Banks	Theory Lectures: 60 Practical: 0
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Course Code: MG23BF007	4-0-0-4
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Course Objectives: This course is designed to acquire Knowledge of Risk and credit Management principles.

Units	Contents	Hours
1.	Risk : Conceptual Framework-Meaning, Risk versus Uncertainty. Classification of Risk – Financial and Nonfinancial Risks & Static and Dynamic Risk. Scope of risk management, Process, Identification and Risk Control.	15
2.	Banking Risks Credit, Liquidity, Market, Operational, Interest Rate, Solvency. ALM by Banks: Classification of Assets, GAP Analysis Asset Reconstruction Company	15
3.	Credit Risk Management Capital adequacy norms, RBI guidelines on risk management, credit risk models, credit risk transfer securitization, loan sales, covered bonds and credit derivatives.	10
4.	Credit Management Principles of lending, new credit policies of commercial banks in India and their implementation, contents of credit policy of a bank, credit appraisal by a commercial bank, Assets Classification and Management of NPA's, Concept and advantages of assets securitization.	10
5.	Operational Risk Introduction, causes for significant increase in operational risk, principles of operational risk management (SPOR), control of operational risk-capital allocation for operational risk, types of operational risk management, measuring interest rate risk.	10

Course Outcomes

At the end of the course student would be able to:

CO1	Analyse the Scope of risk management.
CO2	Analyse GAP Analysis Asset Reconstruction Company.
CO3	Evaluate the RBI guidelines on risk management.
CO4	Elucidate Assets Classification and Management of NPA's.
CO5	Interpret the control of operational risk-capital allocation for operational risk.

Books:

Text Books	V. Iyenger, Introduction to banking, Excel books John C. Hull, Risk Management and Financial Institutions, Pearson
Reference Books	Indian Institute of Banking and Finance (IIBF), Risk Management, Macmillan Publishers India Indian Institute of Banking, Advanced bank management, Macmillan publishers.

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Course Name	International Banking	Theory Lectures: 60 Practical: 0
Course Code: MG23BF008		4-0-0-4

Course Objectives: The objective of this module is to acquaint the students with the latest changes happening around the Global banking industry in the area of International Banking.

Units	Contents	Units
1.	Exchange Rate Mechanism-Factors determining Exchange Rates: Exchange Rate Mechanism; Factors determining exchange rates-national/international, political and economic; PPP Theory. Types of Rates; Direct/Indirect rates, Spot, Forward, Premium, Discount. Derivatives; Basics of Derivatives-forward exchange rates, future contracts, currency options, Swaps.	1.
2.	Types of Foreign Accounts in International Banking: Foreign Accounts; NRI Accounts-Indian Rupee and foreign currency accounts. Implications of these accounts in Balance of Payment. Correspondent t Banks; Correspondent Banking Arrangement, Vostro Accounts, Vostro Accounts, Escrow Accounts. International Remittances; International Remittances - SWIFT, CHIPS, CHAPS, FEDWIRE.	2.
3.	Role of different institutions involved in International Banking: Role of different Institutions in International Banking; International Financial Institutions: IMF, World Bank Their role in maintaining foreign currency balance. EXIM Bank; Role of EXIM Bank, RBI & Exchange Control Regulations in India. FEMA; FEMA, Foreign Trade risk, Role of ECGC, Types of insurance and guarantee covers of ECGC.	3.
4.	Covering Exchange Risk Exposure; Exchange Risk; Internal Techniques of Hedging. Exchange Risk Covering; External Techniques of Hedging.	4.
5.	Foreign Exchange Management – Composition of Foreign Exchange Reserves: Foreign Currencies – Gold and SDR – Current Account Convertibility – Capital Account Convertibility and Precautions.	5.

Course Outcomes

At the end of the course student would be able to:

CO1	Identify latest changes in international laws in banking operations
CO2	Distinguish the risks involved in foreign exchange operations performed by different banks.
CO3	To assess the size of export-import portfolio of the bank and accordingly can take a call in reducing it or increasing the size
CO4	to assess the size of export-import portfolio of the bank and accordingly can take a call in reducing it or increasing the size,
CO5	choose any specific hedging tool out of different tools available for covering foreign exchange risk

Books:

Text Books	V. Iyenger, Introduction to banking, Excel books John C. Hull, Risk Management and Financial Institutions, Pearson.
Reference Books	Indian Institute of Banking & Finance--- International Banking, Macmillan Publishers, India

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Course Name	Agricultural Finance & Cooperation	Theory Lectures: 60 Practical: 0
Course Code: MG23BF009		4-0-0-4

Course Objectives: This course is designed to acquire Knowledge of successful cooperative systems in India and newly launched crop insurance schemes.

Units	Contents	Hours
1.	Agricultural Finance - meaning, scope and significance, credit needs and its role in Indian agriculture. Agricultural credit: meaning, definition, need, classification. Credit analysis- 3 R's, 5 C's and 7 P's.	15
2.	Sources of agricultural finance: institutional and non-institutional sources, commercial banks, social control and nationalization of commercial banks, Micro financing including KCC.	15
3.	Lead bank schemes: RRBs, Scale of finance and unit cost. An introduction to higher financing institutions – RBI, NABARD, ADB, IMF, world bank, Crop insurance and its scope.	10
4.	Credit Guarantee Corporation of India: Pradhan Mantri Fasal Bima Yojana features, Significant and limitation, Recent development in agricultural credit. Preparation and analysis of financial statements – Balance Sheet and Income Statement	10
5.	Financial instruments and methods: – E banking, Kisan Cards and core banking. Basic guidelines for preparation of project reports:- Bank norms – SWOT analysis	10

Course Outcomes

At the end of the course student would be able to:

CO1	Learn sources of Agricultural Micro-Macro financing and credit systems.
CO2	Learn about Significance and limitations of Crop insurance
CO3	Preparation and Analysis of project reports and balance sheet.
CO4	Illustrate the properties of different instruments of banking inclusive of latest technological developments in banking.
CO5	Interpret the application of banking policy changes and new age banking.

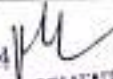
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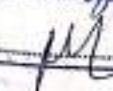
Text Books	<ul style="list-style-type: none"> Iyengar G.V.(2007): Introduction to Banking, New Delhi: Excel books Banerjee. P. K. (1970), "Indian Agricultural Economy", Chaitanya Publication, New Delhi. https://lib.icar.gov.in/full_text_ebooks.html
Reference Books	<ul style="list-style-type: none"> Casu B., Girardone C., Molyneux P. (2006): Introduction to Banking. United States: Prentice Hall. Kothari V. Tannan's Banking -Law and Practice in India, Chennai: LexisNexis, 26th Edition. Chaoudhry M. An introduction to Banking – principles, strategy and risk management, New Delhi: WILEY , Second Edition.

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Course Name :	Rural Banking and Micro Finance	Total Lecture: 60 Practical: 0
Course Code: MG23BF010		4-0-0-4
Course Objectives		
<ol style="list-style-type: none"> To provide students an in-depth knowledge about rural banking. To create awareness about micro financing. To familiarize them about the challenges in rural sector and rural banking. 		
UNIT	CONTENT	HOURS
1	Rural India: Demographic features-characteristics of rural society-economic features-infrastructure agricultural economy and agricultural banking. Rural development policies and Rural issues (in brief).	14
2	Financing Rural Development: Regulation of rural financial services-rural credit institutions regulatory authorities (in brief) financing agricultural /allied activities-financing rural non-farm sector-SME finance government initiatives: -Financial Inclusions-Rural housing and education loans.	12
3	Problems & Prospects in Rural Banking: Role of rural banking-emerging trends in rural banking-transaction cost and risk cost financing poor as bankable opportunities-micro credit and self-help groups.	10
4	Introduction to Micro Finance: Evolution and character of micro finance in India-micro finance delivery methodologies-legal & regulatory framework.	12
5	Innovative and creative micro finance models: Microfinance models-impact of micro finance, operational aspects of micro finance.	12
Course Outcome(s)		
At the end of the course the students should be able to:		
CO1	Prepare a list of rural banks functioning and its policies.	
CO2	List the rural credit institutions other than rural banks	
CO3	Explain the challenges to banks in the context of financial inclusion	
CO4	Identify one micro finance organization, observe its functioning and prepare a report.	
CO5	Identify one government self help group, attend its meeting and prepare a report.	
Books		
Text Books	<ul style="list-style-type: none"> Rural Banking, Indian Institute of Banking and Finance-MacMillan publishers India Limited,1st edition 2012. Micro Finance, Indian Institute of Banking and Finance-MacMillan publishers India Limited,1st edition 2012. 	
Reference Books	<ul style="list-style-type: none"> Patsak .V. Bharati, The Indian Financial System, second edition Rural Banking Operations by Taxman Publication Pvt. Ltd (Indian institute of banking and finance) 	


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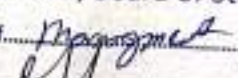
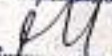
Course Name		Legal Framework of BFSI	Theory Lectures: 60 Practical: 0
Course Code: MG23BF011		4-0-0-4	
Course Objectives: This course is designed to acquire Knowledge of successful cooperative systems in India and newly launched through BFSI.			
Units	Contents		Hours
1.	Overview of the BFSI domain in India, Role & importance of banks in an economy, Structure of Indian banking industry, Reserve Bank of India and its role		15
2.	Types of banks in India, Banker-Customer relationship, Overview of basic banking products & services, Financial inclusion & exclusion		15
3.	Understanding Business Bank, Definition & characteristics, Lending products & Other services – treasury, trade & forex, SME: Definition & characteristics, RBI & Gov directives, Role of Bankers, Challenges in SME Business		10
4.	Introduction to : life Insurance, Definition, characteristics, need & importance/Advantages of insurance, Principles of Life Insurance, Interest/Principle of Indemnity, Premium and Bonuses, What is Premium/Premium calculation and Actuarial valuation/What is Bonus		10
5.	Introduction to general Insurance, Definition, characteristics, need & importance; Advantages of insurance, Principles of General Insurance, Key Insurance Documents, Proposal Forms/Policy Forms/Cover Notes/Certificate of Insurance/Endorsements, Renewal Notice/Other Insurance Documents 4. Theory & Practice of Rating		10
Course Outcomes			
At the end of the course student would be able to:			
CO1	Learn sources of BFSI and credit systems.		
CO2	Learn about Significance and limitations of BFSI		
CO3	Preparation and Analysis of project reports and balance sheet.		
CO4	Illustrate the properties of different instruments of banking inclusive of latest technological developments in banking.		
CO5	Interpret the application of life and General banking policy changes and new age banking.		
Books:			
Text Books	<ul style="list-style-type: none"> • Iyengar G.V.(2007): Introduction to Banking, New Delhi: Excel books • Muraleedharan D. Modern Banking- Theory & Practice, New Delhi: PHI Private Limited, Second Edition. 		
Reference Books	<ul style="list-style-type: none"> • Casu B., Girardone C., Molyneux P. (2006): Introduction to Banking. United States: Prentice Hall. • Kothari V. Tannan's Banking -Law and Practice in India, Chennai: LexisNexis, 26th Edition. • Chaoudhry M. An introduction to Banking – principles, strategy and risk management, New Delhi: WILEY , Second Edition. 		

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Course Name	Marketing of Insurance Products	Theory Lectures: 60 Practical: 0
Course Code: MG23BF012		4-0-0-4
Course Objectives: This course is designed to acquire Knowledge of successful cooperative systems in India and newly launched through BFSI.		
Units	Contents	Hours
1.	Explain the role of marketing within the insurance industry, the impact of internal factors on business, impact of external factors on business.	15
2.	Explain the planning sequence for the marketing of insurance products and services, Review products and services by conducting research within the insurance industry, including benchmarking with competitors.	15
3.	Explain the design process of insurance products and services, pricing and positioning of insurance products and services, Evaluate the various distribution channels available for insurance products and services.	10
4.	Evaluate insurance customers, including relationship management, customer experience, buying behaviour of customers, Financial services marketing	10
5.	Explain the importance of branding, Explain the management of a brand, Evaluate the methods of communicating insurance products, services and brands.	10
Course Outcomes		
At the end of the course student would be able to:		
CO1	Analyse the role and operation of marketing in the insurance industry.	
CO2	Analyse insurance product and service development and positioning.	
CO3	Evaluate the distribution of insurance products and services.	
CO4	Analyse the role of communication in the marketing of insurance products and services.	
CO5	Interpret the application insurance services and new age insurance services.	
Books:		
Text Books	<ul style="list-style-type: none"> Marketing concepts and strategies. Sally Dibb, et al. 6th ed. Boston: Cengage Learning, 2012. Marketing management. Philip Kotler, et al. HARlow: Financial Times/Prentice Hall, 2009. Marketing planning for financial services. Roy Stephenson. Aldershot: Gower, 2005. 	
Reference Books	<ul style="list-style-type: none"> Marketing plans: how to prepare them, how to use them. Malcolm McDonald, Hugh Wilson. 7th ed. Chichester: Wiley, 2011. Marketing strategy. 3rd ed. Paul Fifield. Oxford: Butterworth-Heinmann, 2012. Marketing theory: a student text. 2nd ed. Michael Baker and Michael Saren. New York: Sage Publishing, 2010 	

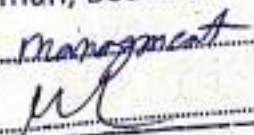
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BBA
Track - Supply Chain Management
Year I, Semester I

Course Name	INTRODUCTION TO SUPPLY CHAIN		Lectures: 60 Practical: 0
Course Code: MG23SM001			4-0-0-4
Course Objectives: The course objective is to equip students with the knowledge and skills necessary to effectively to manage supply chain, apply business principles in operations context, and navigate the complexities of the supply chain industry.			
Units	Contents	Hours	
1.	Service and manufacturing supply chain dynamics - Evolution of supply chain management - Multiple views and flows - Service supply chains - Manufacturing supply chains	12	
2.	Integrated supply chains design - Customer relationship process - Order fulfilment process - Supplier relationship process - Supply chain strategies - Strategic focus	12	
3.	Drivers of supply chain performance - Logistics drivers (Location, inventory and transportation) - Cross functional drivers (Pricing, information and sourcing) - Forecasting introduction	12	
4.	Introduction to Sales and operations planning - Purpose of sales and operations plans - Decision context - Sales and operations planning as a process - Overview of decision support tools	12	
5.	Enterprise resource planning - Planning and control systems for manufacturers - Materials requirement planning - Drum - Buffer - Rope system - Scheduling - Scheduling service and manufacturing processes.	12	
Course Outcomes			
At the end of the course students would be able to:			
CO1	Understand the fundamental principles and concepts of supply chain management.		
CO2	Apply business and management principles to the supply chain context.		
CO3	Gain knowledge of supply chain policies, regulations, and ethical considerations.		
CO4	Acquire knowledge of supply chain information systems and technology, and their role in enhancing delivery and administration.		
CO5	Gain insights risk management practices to ensure the delivery of high-quality services.		
Books:			
Text Books	<ul style="list-style-type: none"> Essentials of Supply Chain Management by Michael H. Hugos Sunil Chopra, Peter Meindl, Supply Chain Management: Strategy, Planning, and Operation, Pearson 6th Edition, 2016. 		
Reference Books	<ul style="list-style-type: none"> David Frederick Ross, Distribution Planning and Control: Managing in the Era of Supply Chain last edition, Springer, 2015. Logistics and supply chain management : Neha Tikoo 		

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BBA
Year I, Semester II

Course Name	FACILITIES MANAGEMENT	Theory Lectures: 60 Practical: 0
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Course Code: MG23SM002 **4-0-0-4**

Course Objectives: The course objective is to equip students with the knowledge and skills necessary to effectively to manage Supply chain, apply business principles in a facilities management context, and navigate the complexities of the global supply chain industry.

Units	Contents	Hours
1.	Definition and scope of facilities management, Historical development and evolution of facilities management Role and responsibilities of a facilities manager Key concepts and principles in facilities management, Overview of relevant laws.	12
2.	Facility Planning and Design, Needs assessment and feasibility studies for facility projects, Space planning and utilization, Building design and layout considerations, Energy efficiency and sustainability in facility design	12
3.	Operations and Maintenance, Preventive and corrective maintenance strategies, Equipment and asset management, Vendor management and outsourcing, Facility inspections and audits	12
4.	Financial Management in Facilities, Budgeting and cost control in facilities management, Life cycle costing and asset valuation, Procurement and contract management, Energy management and cost reduction strategies.	12
5.	: Environmental Sustainability and Facilities, Environmental management systems and certifications, Waste management and recycling programs, Water conservation and management strategies, Sustainable procurement and supply chain management	12

Course Outcomes

At the end of the course students would be able to:

CO1	Understand the fundamental principles and concepts of facilities management, including the organization and structure.
CO2	Apply business and management principles to the supply chain context
CO3	Gain knowledge of facilities management policies, regulations
CO4	Acquire knowledge of facilities management information systems and technology
CO5	Gain insights into supply chain quality management, patient safety

Books:

Text Books	<ul style="list-style-type: none"> Sunil Chopra, Peter Meindl, Supply Chain Management: Strategy, Planning, and Operation, Pearson 6th Edition, 2016. Supply Chain Management, Janat Shah Pearson Education India, 2nd Edition 2016
Reference Books	<ul style="list-style-type: none"> David Frederick Ross, Distribution Planning and Control: Managing in the Era of Supply Chain last edition, Springer, 2015.

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Year II, Semester III

Course Name	E -COMMERCE	Theory Lectures: 60 Practical: 0
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Course Code: MG23SM003

4-0-0-4

Course Objectives: The course objective is to equip students with the knowledge and skills necessary to effectively to manage E-Commerce, apply business principles in a global E-commerce context.

Units	Contents	Hours
1.	Definition and scope of e-commerce, Historical development and evolution of e-commerce, Types of e-commerce (B2C, B2B, C2C, etc.), Benefits and challenges of e-commerce, E-commerce business models, E-commerce technologies and infrastructure	12
2.	E-commerce Business Strategies, Market research and analysis for e-commerce, E-commerce business planning and models, E-commerce marketing and advertising strategies, Customer relationship management in e-commerce	12
3.	Website Design and Development, User interface design principles for e-commerce, Website architecture and navigation, E-commerce platforms and content management systems, Product catalog management	12
4.	E-commerce Operations and Logistics, Inventory management and fulfillment in e-commerce, Order processing and customer service, Supply chain management in e-commerce, Shipping and delivery strategies	12
5.	Security threats and risks in e-commerce, Payment security and fraud prevention, Data privacy and protection in e-commerce, Mobile commerce and responsive design, Social media and e-commerce integration	12

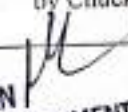
Course Outcomes

At the end of the course students would be able to:

CO1	Understand the fundamental principles and concepts of E-Commerce.
CO2	Apply business and management principles to the E-Commerce context.
CO3	Gain knowledge of E-Commerce policies, regulations, and ethical considerations.
CO4	Acquire knowledge of E-Commerce information systems and technology.
CO5	Gain insights into E-Commerce quality management, patient safety.

Books:

Text Books	<ul style="list-style-type: none"> Ecommerce Evolved: The Essential Playbook to Build, Grow & Scale a Successful Ecommerce Business by Tanner Larsson Traction: A Startup Guide to Getting Customers by Gabriel Weinberg and Justin Mares
Reference Books	<ul style="list-style-type: none"> Digital Marketing Analytics: Making Sense of Consumer Data in a Digital World by Chuck Hemann and Ken Burbary


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Year II, Semester IV

Course Name	SUPPLY CHAIN PRACTICES AND PROCEDURES	Theory Lectures: 60 Practical: 0
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Course Code: MG23SM004	4-0-0-4
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Course Objectives: The course objective is to equip students with the knowledge and skills necessary to effectively to manage supply chain.

Units	Contents	Hours
1.	Definition and scope of supply chain management, Evolution and importance of supply chain management, Key components and functions of a supply chain, Supply chain integration and collaboration	12
2.	Demand Planning and Forecasting, Role of demand planning in supply chain management, Forecasting methods and techniques, Sales and operations planning (S&OP), Demand variability and risk management	12
3.	Inventory Management and Control, Inventory types and classifications, Inventory planning and optimization, Economic order quantity (EOQ) models, Safety stock and reorder point calculation, Just-in-Time (JIT)	12
4.	Procurement and Supplier Management, Strategic sourcing and supplier selection, Supplier relationship management (SRM), Supplier development and collaboration, E-procurement and electronic sourcing	12
5.	Logistics and Transportation Management, Modes of transportation in supply chains, Route planning and optimization, Warehouse and distribution center management, Supply chain software and enterprise resource planning (ERP)	12

Course Outcomes

At the end of the course students would be able to:

CO1	Understand the fundamental principles and concepts of supply chain management.
CO2	Apply business and management principles to the supply chain context.
CO3	Gain knowledge of supply chain policies, regulations, and ethical considerations..
CO4	Acquire knowledge of supply chain information systems
CO5	Gain insights into risk management practices to ensure the delivery of high-quality services.

Books:

Text Books	<ul style="list-style-type: none"> Sunil Chopra, Peter Meindl, Supply Chain Management: Strategy, Planning, and Operation, Pearson 6th Edition, 2016. Janat Shah, Supply Chain Management, Pearson Education India, 2nd Edition 2016 Essentials of Supply Chain Management by Michael H. Hugos
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Reference Books	<ul style="list-style-type: none"> Digital Marketing Analytics: Making Sense of Consumer Data by Chuck Hemann and Ken Burbary
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Course Name	International Operations and Global Supply Chain	Theory Lectures: 60 Practical: 0
Course Code: MG23SM005		4-0-0-4
Course Objectives: The course objective is to equip students with the knowledge and skills necessary to effectively to manage Supply chain.		
Units	Contents	Hours
1.	Definition, nature, approaches and theories of International business International economic environment, Economic and political environment Different theories like Adam Smith Model/ Ricardo / H-O Model /specific Factor Model	12
2.	Modes of International Business: Export-Import Policy, Licensing, Franchising, Contracting Turnkey Projects, Mergers & Acquisitions, Joint Ventures, International Marketing Channels	12
3.	World Trade Organization and Trade Blocks: Economic Integrations – free trade area, custom unions, common markers ,Economic unions, EEC, ASEAN, SAARC, SAFTA, . GATT, WTO, Liberalization of agriculture trade	12
4	Introduction – Foreign Exchange, Types of foreign exchange rates, Convertibility of Rupees and its implications, Direct Foreign Investment: Reason of Direct foreign investment	12
5.	The Global Pattern of Maritime Trade, Introduction, The West Line Theory, TFA, WCO, UNCTAD, ICC, IATA, FIATA, IPA, Free Trade Agreement	12
Course Outcomes		
At the end of the course students would be able to:		
CO1	Understand the fundamental principles and concepts of supply chain management	
CO2	Apply business and management principles to the supply chain context	
CO3	Gain knowledge of supply chain policies, regulations, and ethical considerations.	
CO4	Acquire knowledge of supply chain information systems and technology	
CO5	Gain insights into supply chain quality management, patient safety, and risk management.	
Books:		
Text Books	<ul style="list-style-type: none"> • Sunil Chopra, Peter Meindl, Supply Chain Management: Strategy, Planning, and Operation, Pearson 6th Edition, 2016. • The Supply Chain Revolution: Innovative Sourcing and Logistics for a Fiercely Competitive World by Suman Sarkar • Essentials of Supply Chain Management by Michael H. Hugos 	
Reference Books	<ul style="list-style-type: none"> • Paul Schönsleben, Integral Logistics Management: Planning and Control of Comprehensive • David Frederick Ross, Distribution Planning and Control: Managing in the Era of Supply Chain last edition, Springer, 2015. • Logistics and supply chain management : Neha Tikoo 	

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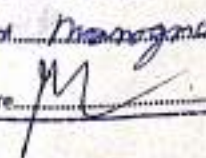
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Course Name	PHYSICAL DISTRIBUTION AND LOGISTICS	Theory Lectures: 60 Practical: 0
Course Code: MG23SM006	4-0-0-4	
Course Objectives: The course objective is to equip students with the knowledge and skills necessary to effectively to manage Supply chain.		
Units	Contents	Hours
1.	Definition and scope of physical distribution and logistics. Evolution and importance of logistics management, Key components and functions of a logistics system, Logistics integration and coordination, Logistics performance measurement and metrics	12
2.	Transportation Management, Modes of transportation in logistics (road, rail, air, sea), Freight rate negotiation and contract management, Routing and scheduling in transportation	12
3.	Warehouse layout and design, Storage systems and equipment, Inventory control methods, Warehouse operations and order fulfilment, Warehouse management systems	12
4.	Order entry and processing procedures, Order picking, packing, and shipping, Order accuracy and quality control, Customer service management in logistics, Returns management and reverse logistics	12
5.	Network design models and methodologies, Facility location decisions, Distribution network optimization, Inventory positioning and allocation, Multi-echelon inventory management, Risk management in supply chain	12
Course Outcomes		
At the end of the course students would be able to:		
CO1	Understand the fundamental principles and concepts of supply chain management	
CO2	Apply business and management principles to the supply chain context.	
CO3	Gain knowledge of supply chain policies, regulations..	
CO4	Acquire knowledge of supply chain information systems and technology..	
CO5	Gain insights into supply chain quality management, patient safety.	
Books:		
Text Books	<ul style="list-style-type: none"> The Supply Chain Revolution: Innovative Sourcing and Logistics for a Fiercely Competitive World by Suman Sarkar Essentials of Supply Chain Management by Michael H. Hugos Lean Supply Chain and Logistics Management by Paul Myerson 	
Reference Books	<ul style="list-style-type: none"> Logistics and supply chain management : Neha Tikoo 	

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Year III, Semester VI

Course Name	GREEN AND SUSTAINABLE SUPPLY CHAIN	Theory Lectures: 60 Practical: 0
Course Code: MG23SM007		4-0-0-4
Course Objectives: The course objective is to equip students with the knowledge and skills necessary to effectively to manage Supply chain, apply business principles in a global operations context		
Units	Contents	Hours
1.	Understanding the concept of sustainability in supply chain management, Examining the environmental, social, and economic impacts of traditional supply chains.	12
2.	Sustainable Procurement and Supplier Management, Evaluating suppliers based on environmental and social criteria, Implementing sustainable supplier selection and evaluation processes.	12
3.	Green Logistics and Transportation, Implementing strategies for optimizing transportation routes and reducing emissions, Exploring alternative fuel options and green transportation technologies.	12
4.	Sustainable Operations and Manufacturing, Implementing energy-efficient practices and resource optimization techniques, Managing waste and recycling in manufacturing operations, Exploring sustainable product	12
5.	Performance Measurement and Reporting, Conducting sustainability audits and certifications, Exploring sustainability reporting frameworks and standards (e.g., Global Reporting Initiative)	12
Course Outcomes		
At the end of the course students would be able to:		
CO1	Understand the fundamental principles and concepts of supply chain management.	
CO2	Apply business and management principles to the supply chain context	
CO3	Gain knowledge of supply chain policies, regulations, and ethical considerations.	
CO4	Acquire knowledge of supply chain information systems and technology.	
CO5	Gain insights into supply chain quality management, patient safety, and risk management.	
Books:		
Text Books	<ul style="list-style-type: none"> Sustainable Supply Chains by Yann Bouchery, Charles J. Corbett Sustainable Supply Chain Management, Author(s): Joëlle Morana 	
Reference Books	<ul style="list-style-type: none"> Logistics and supply chain management : Neha Tikoo 	
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Course Name	SUPPLY CHAIN MODELING		Theory Lectures: 60 Practical: 0
Course Code: MG23SM008	4-0-0-4		
Course Objectives: The course objective is to equip students with the knowledge and skills necessary to effectively to manage Supply chain, apply business principles in a global operations context			
Units	Contents	Hours	
1.	Supply chain management and its importance in business operations, role of modeling in supply chain decision-making, types of supply chain models and their applications	12	
2.	Demand Forecasting and Inventory Modeling, inventory management and its impact on supply chain performance, Modeling inventory costs, lead times, and service levels, Implementing forecasting and inventory optimization models	12	
3.	Network Design and Optimization, Modeling supply chain network structures and flows, Facility location and risk factors in network design models	12	
4.	Supply Chain Risk Management, Identifying sources of supply chain risk and uncertainty, Modeling supply chain disruptions and their impacts, Developing contingency plans and resilience strategies	12	
5.	Introduction to decision support systems and their role in supply chain modelling, Incorporating sustainability and ethical considerations in decision-making	12	
Course Outcomes			
At the end of the course students would be able to:			
CO1	Understand the fundamental principles and the organization and structure.		
CO2	Apply human resources management, and strategic planning.		
CO3	Gain knowledge of ethical considerations, and their impact on management practices.		
CO4	Acquire knowledge of supply chain in enhancing delivery and administration.		
CO5	Gain insights into risk management practices to ensure the delivery of high-quality services.		
Books:			
Text Books	<ul style="list-style-type: none"> Modelling Supply Chain Dynamics by Jose M. Framinan Janat Shah, Supply Chain Management, Pearson Education India, 2nd Edition 2016. 		
Reference Books	<ul style="list-style-type: none"> Simulation for Supply Chain Management by Caroline Thierry, Andre Thomas 		

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Year IV, Semester VIII

Course Name	QUALITY MANAGEMENT IN SUPPLY CHAIN	Theory Lectures: 60 Practical: 0
Course Code: MG23SM009		4-0-0-4
Course Objectives: The course objective is to equip students with the knowledge and navigate the complexities of the supply chain industry.		
Units	Contents	Hours
1.	Defined, Quality Cost perspective, Cost of Quality, Quality Function, Spiral of Progress in quality, Little q and Big Q, Juran Trilogy, Internal and external quality perspective. Goods and service quality. Cost of poor quality, internal failure cost and external failure cost, appraisal cost	12
2.	Companywide quality culture, Organizational vision, Mission and quality policy, formulation of quality goals, competitive benchmarking, steps in implementing Total Quality-Decide, Prepare, Start, Quality Circle.	12
3.	Quality Gurus: Demings' 14-point philosophy, Juran, Crosby philosophy, Ishikawa, Taguchi, Feigenbaum. Comparison of quality philosophy.	12
4.	Scatter diagram and regression analysis. Quality Function Deployment - Introduction. Customer needs, Customer priorities and competitive comparisons and planned improvements	12
5.	Necessity and Importance of SQC, Process capability, Six Sigma quality, Process control, Process control for attributes, p charts and c charts, Process control for variables, X bar R chart, acceptance sampling, OC curves, Average Outgoing	12
Course Outcomes		
At the end of the course students would be able to:		
CO1	Understand the fundamental of the organization and structure.	
CO2	Apply business and human resources management, and strategic planning.	
CO3	Gain knowledge of supply chain policies, regulations, and ethical considerations.	
CO4	Acquire knowledge of supply chain information systems and technology.	
CO5	Gain insights into supply chain quality management.	
Books:		
Text Books	<ul style="list-style-type: none"> Fundamentals of Quality Control And Improvement 3rd Edition By Amitava Mitra Essentials of Supply Chain Management by Michael H. Hugos Lean Supply Chain and Logistics Management by Paul Myerson 	
Reference Books	<ul style="list-style-type: none"> Paul Schönsleben, Integral Logistics Management: Planning and Control of Comprehensive Supply, ACRC Press Company, 2016. Logistics and supply chain management : Neha Tikoo 	

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Course Name	SUPPLY CHAIN RISK AND ADAPTATION	Theory Lectures: 60 Practical: 0
Course Code: MG23SM0010		4-0-0-4
Course Objectives: The course objective to effectively to manage Supply chain, apply business principles in a global operations context, and navigate the complexities of the global supply chain.		
Units	Contents	Hours
1.	Overview of risk management frameworks and approaches, Analyzing the role of risk assessment and risk profiling in supply chain management, supply chain resilience and risk management.	12
2.	Risk Identification and Assessment, interdependencies and cascading effects of risks within the supply chain, Introduction to risk mapping and visualization techniques	12
3.	Supply chain diversification and redundancy strategies, Implementing inventory management techniques to mitigate demand and supply risks, role of technology in risk mitigation	12
4.	Adaptive supply chain management and its relevance in volatile environments, Strategies for agile and flexible supply chain operations, Implementing demand sensing and responsive planning techniques, collaborative partnerships and information sharing.	12
5.	Supply chain design and redundancy in building resilience, Implementing business continuity planning and disaster recovery strategies, effectiveness of resilience strategies and scenario analysis	12
Course Outcomes		
At the end of the course students would be able to:		
CO1	Understand the fundamental principles and concepts of supply chain management.	
CO2	Apply business and management principles to the supply chain includes financial management.	
CO3	Gain knowledge of supply chain policies, regulations, and ethical considerations.	
CO4	Acquire knowledge of supply chain information systems and technology	
CO5	Gain insights into supply chain quality management, patient safety	
Books:		
Text Books	<ul style="list-style-type: none"> • Finch, P. (2004). "Supply chain risk management: case study" • Faisal, M.N., Banwet, & Shankar, R., "Supply chain risk mitigation. 	
Reference Books	Supply chain Management: An International Journal, vol. 3, no. 2, pp 183-196.	

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Course Name	Retail Supply Chain Management	Theory Lectures: 60 Practical: 0
Course Code: MG23SM011		4-0-0-4
Course Objectives: The course objective is to equip students with the knowledge and skills necessary to effectively to manage Retail Supply chain, apply business principles in a operations context.		
Units	Contents	Hours
1.	Supply Chain Concepts: Objectives of a Supply Chain, Stages of Supply chain, Value Chain Process, Cycle view of Supply Chain Process, Key issues in SCM, logistics & SCM, Supply Chain Drivers and obstacles.	12
2.	Gaining competitive advantage through Logistics Management, Transportation- Functions, Costs, and Mode; Network and Decision, Containerization, Cross docking.	12
3.	Supply Chain Performance: Demand chain management, Global Supply chain- Challenges in establishing Global Supply Chain, Factors that influences designing Global Supply Chain Network.	12
4.	Supply Chain and CRM- Linkage, IT infrastructure used for Supply Chain and CRM, Functional components for CRM, Green supply chain management, Supply Chain sustainability	12
5.	Delivery to distribution centers, distributors and lastly the retail outlets- Import Logistics: Documents Collection- Valuing- Bonded Warehousing Customs Formalities- Clearing, Distribution to Units	12
Course Outcomes		
At the end of the course students would be able to:		
CO1	Understand the retail supply chain management, including the organization and structure.	
CO2	Apply business and management principles financial management and hrm.	
CO3	Gain knowledge of retail supply chain policies and their impact on management practices.	
CO4	Acquire knowledge of retail supply chain information systems and technology.	
CO5	Gain insights into retail supply chain quality management, patient safety.	
Books:		
Text Books	<ul style="list-style-type: none"> • Sunil Chopra, Peter Meindl, Supply Chain Management: Strategy, Planning, and Operation Pearson 6th Edition, 2016. • Janat Shah, Supply Chain Management, Pearson Education India, 2nd Edition 2016 • Lean Supply Chain and Logistics Management by Paul Myerson 	
Reference Books	<ul style="list-style-type: none"> • David Frederick Ross, Distribution Planning and Control: Managing in the Era of Supply Chain last edition, Springer, 2015. • Logistics and supply chain management : Neha Tikoo 	

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Course Name	FREIGHT TRANSPORT & WAREHOUSE MANAGEMENT	Theory Lectures: 60 Practical: 0
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Course Code: MG23SM0012	4-0-0-4
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Course Objectives: The course objective is to equip students with navigate the complexities of the global supply chain industry.

Units	Contents	Hours
1.	Introduction to Freight Transport and Warehouse Management, Overview of freight transport and warehouse management in supply chain operations, role and importance of transportation and warehousing in logistics	12
2.	Evaluating the advantages and disadvantages of each transportation mode, Selecting appropriate transportation, shipment characteristics and requirements, Developing transportation strategies	12
4.	Distribution strategies for effective order fulfillment and customer service, Cross-docking and hub-and-spoke distribution models, Warehouse performance measurement and continuous improvement	12
5.	Risk assessment and management in freight transportation and warehousing, Security and safety measures in warehouse operations, Disaster recovery planning and resilience strategies for mitigating risks	12

Course Outcomes

At the end of the course students would be able to:

CO1	Understand the fundamental principles and concepts of supply chain management
CO2	Apply business and management principles to the supply chain context
CO3	Gain knowledge of supply chain policies, regulations, and ethical considerations.
CO4	Acquire knowledge of supply chain information systems and technology.
CO5	Gain insights into supply chain quality management, patient safety.

Books:

Text Books	<ul style="list-style-type: none"> • The Definitive Guide to Warehousing By Scott B. Keller and Brian C. Keller • Sunil Chopra, Peter Meindl, Supply Chain Management: Strategy, Planning, and Operation, Pearson 6th Edition, 2016.
Reference Books	<ul style="list-style-type: none"> • Getting Multi-Channel Distribution Right by Kusum L. Ailawadi and Paul W. Farris • Paul Schönsleben, Integral Logistics Management: Planning and Control of Comprehensive Supply, ACRC Press Company, 2016

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**Track – Retail Management
Year I, Semester I**

Course Name		Basics of Marketing	Theory Lectures: 60
			Practical: 0
Course Code: MG23RM001			4-0-0-4
Course Objectives:			
<ol style="list-style-type: none"> 1. To introduce the students to the basic concepts and components of marketing. 2. To develop an understanding of different functional areas of marketing management. 3. To apply the knowledge of Marketing Management in Business problem solving. 			
Units	Contents		Hours
1.	Basic Concepts and Approaches to Marketing Management, Selling vs. Marketing, Marketing System, Marketing Environment, Marketing Mix, Market Segmentation and Marketing Process. Targeting & Positioning.		15
2.	Concept of Consumer Behaviour, Factors affecting Consumer Behaviour. Decision Making Process in Buying. Diffusion of Innovation. Types & Levels of Decision Making in Buying. B2B Marketing and CRM. Concept and Components of Marketing Information System (M _i IS). Marketing Research		15
3.	Product Mix, Product Classification, Product Life Cycle, Launching of a New Product. Branding Decisions & Strategies; Selecting a Brand Name, Brand Identity, Personality & Associations. Packaging: Functions & Types, Legal Dimensions of Packaging, Packaging as a Promotional Tool.		10
4.	Pricing Objectives & Methods. Factors influencing Pricing of a Product. Promotional Decisions- Advertising, Sales Promotion, Personal Selling, Publicity and Public Relations. Promotion Mix. Channels of Distribution, Channel Planning & Channel Mix, Factors Affecting Channel Choice.		10
5.	Service Marketing, Rural Marketing, Green Marketing, International Marketing, Social & Non-Profit Marketing, Social Media & Digital Marketing. Marketing to base of Pyramid Customers		10
Course Outcomes			
At the end of the course student would be able to:			
CO1	Identify concepts of Marketing management and its importance in the various areas of the business.		
CO2	Demonstrate interactive use of promotion mix to for brand building.		
CO3	Obtain an understanding of the emerging areas of marketing in business.		
CO4	Apply critical thinking skills to complex business problems.		
CO5	Be able to use analytic skills in addressing business problems using various functions of marketing.		
Books:			
Text Books	<ul style="list-style-type: none"> • Kotler P., Keller K. (2017): Marketing Management, India :Pearson Education. 15th Ed. • Clow K. (2017): Integrated Advertising, Promotion and Marketing Communications, 2017th Global Edition. 		
Reference Books	<ul style="list-style-type: none"> • Jobber D. (2010): Principles and Practice of Marketing, Ed. 		

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Year I, Semester II

Course Name	Retail Management	Theory Lectures: 60 Practical: 0
Course Code: MG23RM002		4-0-0-4

Course Objectives:

1. To introduce the students to the basic concepts and components of marketing.
2. To develop an understanding of different functional areas of marketing management.
3. To apply the knowledge of Marketing Management in Business problem solving.

Units	Contents	Hours
1.	Retailing – Meaning – Characteristics and Functions – Retail Management – Marketing concepts applied to Retailing, Retailing as career, Trends in retailing.	15
2.	Retail Model and Theories of structural changes in retailing – Classification of retailers and retail markets – Life cycle and phase in growth of retail markets – Methods of customer interaction.	15
3.	Retail location strategy – Importance of location decision – Types of location decision and its determining factors – Site selection analysis – Selection of shopping Centre or market – Retail location theories – Location assessment procedures.	10
4.	Retail in India – Evaluation and Size of retail in India – Drivers of retail change in India – Foreign Direct Investment in retail – Challenges to retail developments in India.	10
5.	Global retail market: Strategic planning process for global retailing – Challenges facing global retailers – Challenges and threats in global retailing – Factors affecting the success of a global retailing strategy.	10

Course Outcomes

At the end of the course student would be able to:

CO1	Identify concepts of Marketing management and its importance in the various areas of the business.
CO2	Demonstrate interactive use of retail promotion mix to for brand building.
CO3	Obtain an understanding of the emerging areas of retail in business.
CO4	Apply critical thinking skills to complex retail business problems.
CO5	Be able to use analytic skills in addressing business problems using various functions of Retail.

Books:

Text Books	<ul style="list-style-type: none"> • Bajaj C., Tuli, R., Srivastava N. (2017): Retail Management, New Delhi Oxford University Press. • Gibson. (2017): Retail Management .United Sates:Pearson. 5th Ed • Pradhan S. (2020): Retailing Management. Uttar Pradesh: Tata McGraw Hill
Reference Books	<ul style="list-style-type: none"> • Jain J.N., Singh P.P. (New Delhi): Modern Retail Management –Principles and Techniques, Regal Publications. • Pradhan S. (2004): Retailing Management–Text and Cases. Uttar Pradesh: Tata McGraw Hill, 2nd Ed.

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Year II, Semester III

Course Name :	Retail E-Commerce	Total Lecture: 60 Practical: 0 4-0-0-4
Course Code:	MG23RM003	
Course Objectives: <ul style="list-style-type: none"> The object of his course is to guide students about various aspects of retail in E – commerce. Fundamentals and to introduce to the new window for expanding retail E –commerce. 		
UNIT	CONTENT	HOURS
1	Introduction to e-commerce, Concept and Framework of Retail e-commerce, e-commerce application, Overview of e-Business Technology and Infrastructure	10
2	E – retailing, Online Market Research, Online Marketing Communications Online Advertising, Online Branding Strategies, Online Pricing Strategies; e - Customer Relationship Management: Characteristics, Strategies and Technologies	10
3	Payment Systems: Types of e-Payment, Digital Token Based e-Payment, Smart Card and Credit Card Payment System, Risk on e-Payment, Designing e-Payment.	10
4	Web Commerce: Definitions, Scope and Significance of Web Commerce, Emerging trends in Web Commerce; Web Commerce Business Models: Business to Consumer (B2C), Business to Business (B2B), Consumer to Consumer (C2C), Peer to Peer business model, m-Commerce business model,	15
5	Retail Marketing Concepts and Future of e-commerce Online Marketing Process, Marketing Communication, Marketing Tools, Virtual Factory, Portal and Vortal Concepts, Search Engine Optimization	15
CO1	Define and acquire an understanding the role and purpose of retail in e-commerce.	
CO2	Demonstrate techniques and strategies required to plan e-commerce activities	
CO3	Utilize the knowledge to diagnose and solve coordination related e-commerce issues.	
CO4	Illustrate and evaluate retail e-commerce.	
CO5	Interpret social responsibility and ethics ideologies to organize ethical events.	
Books		
Text Books	<ul style="list-style-type: none"> Dr. Kotler P. (2019): Decoding Digital. New Delhi: Notion Press. Sharda R., Delen D., Turban E. (2019): Business Intelligence, Analytics, and Data Science, New Delhi: Pearson. S.J. P.T. Joseph, E-commerce: An Indian Perspective (2019). PHI Publications. 	
Reference Books	<ul style="list-style-type: none"> NagDebjani B.K. (2005): E – Commerce. Tata McGraw Hill, New Delhi: Latest Edition. Schneider. (2015): E-commerce (2015). Cengage Learning. Latest Edition. Hansom., Kalyanam. (2007): E-commerce and web marketing. Cengage Learning. Latest Edition. 	

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Year II, Semester IV

Course Name	Customer Relationship Management in Retail	Theory Lectures: 60 Practical: 0
Course Code: MG23RM004		4-0-0-4

Course Objectives:

- To introduce the students to the basic concepts and components of CRM.
- To develop an understanding of different functional areas of CRM in retail management.
- To apply the knowledge of CRM in Business problem solving.

Units	Contents	Hours
1.	Customer relationship Management, Personal selling in Retail Promotion Mix, Role of personal selling, Role of Retail Sales Person	15
2.	Retail Selling Process Preparing for the customer, Handling Objections, Up Selling and Cross Selling, Store Characteristics,	15
3.	Making the Sale, Relationship Selling, Building customer relationships, Skills for retail Sales Person, Supplier Customer Service Levels.	10
4.	Evaluation of the Retail Sales Person, Significance of Customer Service, Customer Service Strategies, Service Quality, Gaps model for improving quality of retail services.	10
5.	Developing the right Customer Service Level, Cost of Customer Service, Competitive Analysis	10

Course Outcomes


At the end of the course student would be able to:

CO1	Identify concepts of CRM and its importance in the various areas of the business.
CO2	Demonstrate interactive use of CRM in retail to for brand building.
CO3	Obtain an understanding of the emerging areas of CRM in retail business.
CO4	Apply critical thinking skills to complex business problems in Retail business.
CO5	Be able to use analytic skills in addressing supply chain problems to improve retail functions.

Books:

Text Books	<ul style="list-style-type: none"> Bajaj C., Tuli, R., Srivastava N. (2017): Retail Management, New Delhi Oxford University Press. Suja Nair (2017): Retail Management, Tata McGraw Hill Pradhan S. (2020): Retailing Management. Uttar Pradesh: Tata McGraw Hill
Reference Books	<ul style="list-style-type: none"> R.S. Tiwari (2020): Retail Management, Himalaya Publication House. Pradhan S. (2004): Retailing Management-Text and Cases. Uttar Pradesh: Tata McGraw Hill, 2nd Ed.

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Year III, Semester V

Course Name	Retail Sales Management	Theory Lectures: 60 Practical: 0
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Course Code: MG23RM005 4-0-0-4

Course Objectives:

- To help students understand the retail sales management functions.
- To make students understand the importance of retail sales function in the changing consumer behaviour.
- To make students appreciate the role of sales managers in the context of Indian economy with particular reference to essential consumer and industrial goods and services.

Units	Contents	Hours
1.	Selling Concept and Process: Nature and Scope of Sales Management, Setting and Formulating Personal Selling Objectives, Sales Theories.	15
2.	Management of retail Sales Force: Recruiting and Selecting retail sales Personnel, Developing and Conducting Sales Training Programme, Steps in Selling Process, Pre-requisite of a Good Sales Personnel.	15
3.	Sales Planning & Evaluation, Process of Sales Planning, Size and Type of Sales Force, Developing and Managing Sales Evaluation Programme.	10
4.	Nature and scope of physical distribution, Factors affecting channel Selection, Types of marketing channels, Order processing, Distribution strategies.	10
5.	Channel design management, Needs and importance of intermediaries, function of channel members, Establishing channel objectives and constraints.	10

Course Outcomes

At the end of the course student would be able to:

CO1	Identify concepts of retail sales management and its importance.
CO2	Obtain an understanding of the global context for retail sale business.
CO3	Demonstrate interactive communications skills and use of retailers.
CO4	Apply critical thinking skills to complex retail sales problems.
CO5	Analytical usage of obtained skills in addressing business problems.

Books:

Text Books	<ul style="list-style-type: none"> Panda, T., K., and Sachdev, S. (2019). Sales & Distribution Management. Oxford University Press, 3, Import, UK. Mathur, U., C. (2012). Sales & Distribution Management. New Age International Pub. Ltd., 2, India.
Reference Books	<ul style="list-style-type: none"> Spiro, R., Stanton, W., J. and Rich, G. A. (2002). Management of a Sales Force, McGraw Hill Publications, India. Johnson, E., M., Kurtz, D., L., and Scheuing, E. (1993). Sales Management: Concept Practices and Cases, McGraw Hills, 2, US. Anderson, R. (1991). Professional Sales Management, PHI, India.

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Course Name	Retail Advertisement	Theory Lectures: 60 Practical: 0
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Course Code: MG23RM006 4-0-0-4

Course Objectives: To introduce students to concepts of integrated business communication and its effectiveness in business decisions.

Units	Contents	Hours
1.	Introduction, Meaning, objectives and functions of advertising. Factors involved in advertising planning and decision making. Integrated marketing communication.	15
2.	Advertising budget decision. Budgeting decision rules: Percentage of sales, Affordable approach, Competitors approach, Consumer process in buying, AIDA	15
3.	Budgeting process: Setting advertising objectives, Sales objective, Operational objectives, Behavioral objectives, DAGMAR approach, Process of Communication, Wilbur Schramm's Model, Advertising Process.	10
4.	Sales promotion introduction. Definition of sales promotion, Objectives and reason for rapid growth. Promotional strategy, Types and techniques of sales promotion.	10
5.	Advertising Layout, Campaign Planning, Media Planning, Budgeting Difference between advertising & Sales promotion, Legal Ethical and Social Aspects of Advertising	12

Course Outcomes

At the end of the course student would be able to:

CO1	Identify concepts of integrated Marketing Communication and its importance.
CO2	Obtain an understanding of the global context for business.
CO3	Demonstrate interactive communications skills and use of information technology
CO4	Apply critical thinking skills to complex business problems.
CO5	Analytical usage of obtained skills in addressing business problems.

Books:

Text Books	<ul style="list-style-type: none"> Robert S. Littlefield, Deanna D. Sellnow, and Timothy L. Sellnow, Integrated Marketing Communications in Risk and Crisis Contexts (2021) Lexington Books. Craig Huey, The New Multichannel, Integrated Marketing (2020), Craig A. Huey. PR Smith, Ze Zook Marketing Communications(2019). KoganPage.
Reference Books	<ul style="list-style-type: none"> Jetlawney J., Jain S. Advertising Management, Publisher: Oxford University Press. Shah K. D'Souza A. Advertising & Promotions: An IMC perspective, Publisher: Tata McGraw Hill Terence A. Advertising & Promotion: An IMC approach. Shimp Pub., Cengage Learning

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Year III, Semester VI

Course Name	Store Operations	Theory Lectures: 60 Practical: 0
Course Code: MG23RM007		4-0-0-4
Course Objectives: <ul style="list-style-type: none"> To help students understand the retail operations management functions. To make students understand the importance of retail sales function in the changing consumer behaviour. To make students appreciate the role of sales managers in the context of Indian economy with particular reference to essential consumer and industrial goods and services. 		
Units	Contents	Hours
1.	Retail Marketing Strategies, Retail financial Strategies, Retail location Strategies. Retail store layout and visual merchandising	15
2.	Marketing research in retail. Trade area analysis, Retail location research before and after setting up a retail store.	15
3.	Retail store operations. Organized retailing, Unorganized retailing. Difference between organized and unorganized retailing.	10
4.	Mall Management, Setting objective for retailers, Retail store performance, Management of retail brand.	10
5.	Retail financial aspects, retail performance evaluation, Role of IT in retail performance. Choice of store location, Market area analysis.	10
Course Outcomes At the end of the course student would be able to:		
CO1	Identify concepts of retail store operations and its importance.	
CO2	Obtain an understanding of the global context for retail operations in different formats.	
CO3	Demonstrate interactive communications skills and use of operational activities.	
CO4	Apply critical thinking skills to complex retail operational problems.	
CO5	Analytical usage of obtained skills in addressing business problems.	
Books:		
Text Books	<ul style="list-style-type: none"> Bajaj C., Tuli, R., Srivastava N. (2017): Retail Management, New Delhi Oxford University Press. Gibson. (2017): Retail Management .United Sates:Pearson. 5th Ed Pradhan S. (2020): Retailing Management. Uttar Pradesh: Tata McGraw Hill 	
Reference Books	<ul style="list-style-type: none"> Jain J.N., Singh P.P. (New Delhi): Modern Retail Management –Principles and Techniques, Regal Publications. Pradhan S. (2004): Retailing Management –Text and Cases. Uttar Pradesh: Tata McGraw Hill, 2nd Ed. Barry Bermans and Joel Evans (2012), Retail Management – A Strategic Approach, Pearson Education 	

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Course Name	Retail Brand Management	Theory Lectures: 60 Practical: 0
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Course Code: MG23RM008	4-0-0-4
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Course Objectives:

- To help students understand the retail brand management functions.
- To make students understand the importance of retail brand management in the changing consumer behaviour.
- To make students appreciate the role of brand managers in the context of Indian economy with particular reference to essential consumer and industrial goods and services.

Units	Contents	Hours
1.	Introduction, Definition of retail brand, & Role of Brand, Importance, Functions and Advantages of Branding, Core Values of Brand.	15
2.	Personality of a retail Brand, Consumer's Concept of 'Self-Image', Brand Proposition, Brand Name & Brand Awareness	15
3.	Managing Brand Life Cycle, Brand updating & Brand Extension, Brand Strategy, Brand valuation.	10
4.	Corporate Branding, Retail Selling: Approaches, Making the Sale of retail brand, Brand Perception, Packaging.	10
5.	Brand Loyalty, Positioning of a retail Brand, Brand Communication, Channels and techniques, Advertising	10


Course Outcomes

At the end of the course student would be able to:

CO1	Identify concepts of retail brand management and its importance.
CO2	Obtain an understanding of the global context for brand business.
CO3	Demonstrate interactive communications skills and use of branding.
CO4	Apply critical thinking skills to branding problems.
CO5	Analytical usage of obtained skills in addressing business problems.

Books:

Text Books	<ul style="list-style-type: none"> • Bajaj C., Tuli, R., Srivastava N. (2017); Retail Management, New Delhi Oxford University Press. • Gibson. (2017); Retail Management .United Sates:Pearson. 5th Ed • Pradhan S. (2020): Retailing Management. Uttar Pradesh: Tata McGraw Hill
Reference Books	<ul style="list-style-type: none"> • Jain J.N., Singh P.P. (New Delhi): Modern Retail Management –Principles and Techniques, Regal Publications. • Pradhan S. (2004): Retailing Management – Text and Cases. Uttar Pradesh: Tata McGraw Hill, 2nd Ed. • Barry Bermans and Joel Evans (2012), Retail Management-A Strategic Approach, Pearson Education

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Year IV, Semester VIII

Course Name	Merchandising and Category Management	Theory Lectures: 60 Practical: 0
Course Code: MG23RM009	4-0-0-4	
Course Objectives: To introduce students to concepts of Merchandising and Category Management and its effectiveness in retail business decisions.		
Units	Contents	Hours
1.	Merchandise Management: Meaning, Categorizing the buying Process, Setting objectives for Merchandising Plan, Determining the Assortment Planning Process, Buying Systems, Merchandise Classification.	15
2.	Category Management- Meaning, Advantages, Essential Elements, Drivers of Category Management, Financial Objectives of Merchandising, Model Stock Plan, Conflicts in Unit Stock Planning	15
3.	Merchandise Buying and Handling: Meaning, Methods, Basic Stock Method, Percentage Variation Method, Week Supply Method, Stock to Sales Method, Vendor Negotiations	10
4.	Trade Discount, Quantity Discount, Promotional Discount, Seasonal Discount, Cash Discount, Delivery Terms, In-store Merchandise Handling, Unit Stock Planning, Merchandise Mix, Optimal Merchandise Mix, Constraining Factors	10
5.	Merchandise Management Planning in Various Retail Segments: Specialty Retailers, Grocery and Food Retailing, Replenishment Issues, Labeling -Types, Legislations, label writing and evaluation - Case Studies	12
Course Outcomes		
At the end of the course student would be able to:		
CO1	Identify concepts of Merchandise Management and its importance.	
CO2	Obtain an understanding of the global context for Merchandise Buying and Handling.	
CO3	Demonstrate Merchandise Buying and Handling skills.	
CO4	Apply critical thinking skills to complex business Merchandise problems.	
CO5	Analytical usage of obtained skills in addressing Merchandise Buying and Handling problems.	
Books:		
Text Books	<ul style="list-style-type: none"> Levy and Weitz - Developing and Implementing Merchandise Plans Craig Huey, The New Multichannel, Integrated Marketing (2020), Craig A. Huey. PR Smith, Ze Zook Marketing Communications (2019). KoganPage. 	
Reference Books	<ul style="list-style-type: none"> Jethwaney J., Jain S. Advertising Management, Publisher: Oxford University Press. Shah K. D'Souza A. Advertising & Promotions: An IMC perspective, Publisher: Tata McGraw Hill Terence A. Advertising & Promotion: An IMC approach. Shimp Pub., Cengage Learning 	

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Course Name	Retail Logistics	Theory Lectures: 60 Practical: 0
Course Code: MG23RM010		4-0-0-4
Course Objectives: <ul style="list-style-type: none"> To introduce students to concepts of retail logistics and its effectiveness in retail business decisions. To provide the students with the ability to analyze the Principles of Supply Chain management, it's evolution and its future trends. 		
Units	Contents	Hours
1.	Introduction to Supply Chain management: Retail Logistics, A model of retail Logistics, Retail logistics decision parameters, reverse logistics, current trends.	15
2.	Distribution and Logistics Strategies: A conceptual approach, typology of possible logistics, Formulating a logistics strategy, Strategic action itineraries, value drivers, key performance indicators, key considerations, Retail Chain Optimization Drivers.	15
3.	Retail logistics and cost, transport costs, facilities cost, communication costs, inventory costs, handling costs, packaging costs, management costs, outsourcing logistic operations to third parties	10
4.	Storing and transmitting of information; Data Warehouse, Electronic Data interchange, proprietary EDI systems, Collaborative Planning, forecasting and Replenishment	10
5.	IT and Supply Chain: The path to the internet, implications, network and new players, the new organization, automation of retail logistics, combining IT with JIT oriented retail logistics – Case Studies.	12
Course Outcomes At the end of the course student would be able to:		
CO1	Identify concepts of retail logistics and its importance.	
CO2	Obtain an understanding of the global context for warehouse management.	
CO3	Examine the elements of logistics service provider to retail industry.	
CO4	Evaluate the role of service providers to retail industry.	
CO5	Explain the evolution of Logistics and Supply Chain management in the retail context.	
Books:		
Text Books	<ul style="list-style-type: none"> Levy and Weitz - Managing the Store Levy and Weitz - Store Layout, Design and Visual Merchandising PR Smith, Ze Zook Marketing Communications (2019). 	
Reference Books	<ul style="list-style-type: none"> Jethwaney J., Jain S. Advertising Management, Publisher: Oxford University Press. Shah K. D'Souza A. Advertising & Promotions: An IMC perspective, Publisher: Tata McGraw Hill Terence A. Advertising & Promotion: An IMC approach. Shimp Pub., Cengage Learning 	

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Course Name	Store Design and Visual Merchandising	Theory Lectures: 60
		Practical: 0
Course Code: MG23RM011		4-0-0-4
Course Objectives:		
<ul style="list-style-type: none"> To provide students with ability to apply the Principles of Store Design, Layout, and Visual Merchandising to Retail Outlets 		
Units	Contents	Hours
1.	Store Layout Management: Introduction, Key Components, Store Image, Space Productivity, Elements of Store Environment, Objectives of Store Environment.	15
2.	Non-store retailing, Layout in e-tailing, Role of Layout in Retailing – Effects on Customers, Store Planning: Allocating Space, Types of Space required- back room, offices and other functional spaces, aisles, service areas, non-selling areas	15
3.	Merchandise Space –Wall Merchandise Space, Space Allocation Planning – Improving Space Productivity in Existing Stores, Space Productivity Index, Space Allocation for a Store, Circulation, Free Flow, Grid, Loop, Spine Layout. Shrinkage Prevention	10
4.	Planning Fixtures and Merchandise Presentation: Fixture Types- Hard lines fixtures. Soft lines fixtures, Wall fixtures, Merchandise Presentation Planning	10
5.	Visual Merchandising, Store Design- front, interior, lighting, sound and smell, Visual Communication – name, logo, retail identity, Institutional Signage.	12
Course Outcomes		
At the end of the course student would be able to:		
CO1	Identify concepts of visual merchandising and store layout and its importance.	
CO2	Explain the elements of store layout and space planning.	
CO3	Describe and apply store front and interior presentation techniques	
CO4	Evaluate the role of merchandise presentation methods to retail industry.	
CO5	Explain the visual communication and sensory marketing techniques.	
Books:		
Text Books	<ul style="list-style-type: none"> Levy and Weitz - Managing the Store Levy and Weitz - Store Layout, Design and Visual Merchandising PR Smith, Ze.Zook Marketing Communications (2019). 	
Reference Books	<ul style="list-style-type: none"> Berman and Evans - Retail Image and Promotional Strategy Berman and Evans - Customer Service Terence A. Advertising & Promotion: An IMC approach. Shimp Pub., Cengage Learning 	


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Course Name	International Retailing	Theory Lectures: 60 Practical: 0
Course Code: MG23RM012		4-0-0-4

Course Objectives:

- To enable the student evaluate, motivation, methods, market appraisal considerations and theoretical models used domestic retailers when developing into international retail market.

Units	Contents	Hours
1.	Introduction: International Retailing- meaning; Reasons for internationalization; Development of International Retailing; National to International Retailing.	15
2.	Determinants of International Expansion: Expansion Patterns; Trends in International Retailing, Criteria for Classifying Markets- On the Basis of Stages of Demand, Stages of Development.	15
3.	Market Entry Strategies: Prevailing practices, case studies, recent trends, implications. Licensing, Franchising, Collaborations, Tie-ups, Investments, Alliances, Mergers and Acquisitions etc.	10
4.	International Market Intelligence and Market Selection Process: Information requirements – sources- MIS- marketing Research- Determinants of Market Selection, Market Profiling and Market Segment Selection.	10
5.	International Promotion and Distribution: Media Selection, Scheduling, Promotion Mistakes, Evaluating the results, International Channel System, Types of intermediaries,	12

Course Outcomes

At the end of the course student would be able to:

CO1	Identify and evaluate the range and scope of the internationalization of retailing
CO2	Investigate the theoretical models associated with international retailing.
CO3	Critically analyze retailer motivation for international market entry with consideration of the retailers.
CO4	Undertake market appraisal techniques employed by retailers entering the international markets.
CO5	Explain the international marketing and sensory marketing techniques.

Books:

Text Books	<ul style="list-style-type: none"> Bajaj C., Tuli, R., Srivastava N. (2017): Retail Management, New Delhi Oxford University Press. Gibson. (2017): Retail Management .United Sates:Pearson. 5th Ed Pradhan S. (2020): Retailing Management. Uttar Pradesh: Tata McGraw Hill
Reference Books	<ul style="list-style-type: none"> Jain J.N., Singh P.P. (New Delhi): Modern Retail Management –Principles and Techniques, Regal Publications. Pradhan S. (2004): Retailing Management–Text and Cases. Uttar Pradesh: Tata McGraw Hill, 2nd Ed. Barry Bermans and Joel Evans (2012), Retail Management-A Strategic Approach, Pearson Education

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