

**School of Commerce and Management**  
**Program: Masters of Business Administration (Two**  
**Years Course)**

**Programme Educational Objective (PEO)**  
**Programme Outcomes (POs)**  
**Programme Specific Outcomes (PSOs)**  
**Course Outcomes (COs)**  
**and**  
**Lesson Plans**

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**RNB GLOBAL UNIVERSITY**

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# **MASTERS OF BUSINESS ADMINISTRATION (M.B.A)- 2 Years**

## **1. Vision**

To educate and inspire capable and competent leaders with a futuristic business acumen & entrepreneurial spirit.

## **2. Mission**

To equip the students of school of commerce & management with the ability to explore, examine, think critically and develop professional skills to become responsible global leaders who can contribute meaningfully to the industry and society through excellence in learning and practice-oriented research.

## **3. Program Educational Objectives**

**PEO1:** To acquire the contemporary knowledge of the Business Concepts and their application in problem solving.

**PEO2:** To develop and apply different tools for decision making required for solving complex managerial problems with a passion to innovate.

**PEO3:** To develop the leaders who are able to adapt to the needs of the domestic and global Business requirements.

#### 4. Programme Outcomes (POs)

After completing the program students will be able to

**PO1: Exhibit memory** of previously learned management knowledge by recalling facts, terms, basic concepts and answers.

**PO2: Demonstrate** understanding of management facts and ideas by organizing, comparing, translating, interpreting, giving descriptions and stating main ideas.

**PO3: Explain** contemporary management issues and their implications in real life situations.

**PO4: Identify solutions to the problems** relating to new situations by applying acquired knowledge, facts, techniques and rules in a different way.

**PO5: Apply** effective strategies to solve future problems and constraints, and devise feasible solutions.

**PO6: Utilize** the knowledge of statistics, accounting, finance, marketing and HR for devising effective business models,

**PO7: Analyze** and break information into parts by identifying motives or causes. Make inferences and find evidence to support generalizations.

**PO8: Appraise** techniques, skills and latest management tools to meet the competition,

**PO9: Present** and defend opinions clearly and effectively in the corporate and business world,

**PO10: Develop** the right social, ethical and legal knowledge and value systems to become responsible citizens of the country.

**PO11: Create** innovative strategies in their chosen field of specialization like Finance, HR, Operations and Marketing.

**PO12: Engage** in a lifelong learning process

#### 5. Programme Specific Outcomes (PSOs):

After completing the program students will be able to:

- **PSO 1: Demonstrate** effective leadership skills and **build** the ability to face the challenges of corporate world.
- **PSO 2: Develop** judgements about information, validity of ideas, or quality of work based on a set of criteria,
- **PSO 3: Improve** their competency in working with and managing multi-disciplinary teams.

## COURSE OUTCOMES (COs):

Course	Course outcomes: - After completion of these courses' students should be able to
<b>6.1 Semester - I</b>	
11007900 - Thinking and Communication Skills	<p><b>CO1:</b> Find how development of the students' ability to think critically, reason through a problem.</p> <p><b>CO2:</b> Explain &amp; develop a cogent argument or explanation for all types of daily communication.</p> <p><b>CO3:</b> Identify &amp; understand the need of effective communication &amp; apply requires clarity of thought, ability to listen intentionally and deliver messages in the most optimal way.</p> <p><b>CO4:</b> Categorise the communication skills for variety of communication activities like discussion, presentation, task – based activities, such as group work, task work.</p> <p><b>CO5:</b> Evaluating the learnings of the students about how to communicate effectively.</p>
11008001 - Accounting for Decision Making	<p><b>CO1:</b> Remember the students with the basic cost and management accounting concepts and their applications in managerial decision making.</p> <p><b>CO2:</b> Understand the basics of financial market of India, focused on the Stock Market (Capital Market), various theories of portfolio, risk-return concepts and behavioral finance.</p> <p><b>CO3:</b> Apply the practical aspects of share market i.e. how to trade and how to be a good investor.</p> <p><b>CO4:</b> Categorise the accounting process- Recording-Classifying and Summarizing &amp; understanding the use of accounting software.</p> <p><b>CO5:</b> Evaluate the techniques of Managerial Accounting in Decision Making.</p>
11000901 – Principles of Management	<p><b>CO1:</b> Define the nature of management and the planning and decision making.</p> <p><b>CO2:</b> Develop the knowledge and capacities related to management concepts</p> <p><b>CO3:</b> Apply the concepts Organizing, Directing, Leadership, Co-ordination and Controlling in the different organizational situations.</p> <p><b>CO4:</b> Analyse employees behaviour, from a corporate, Dynamism.</p> <p><b>CO5:</b> Evaluate Directing, Leadership, Co-ordination and Controlling.</p>
11008200 – Economics for Managers	<p><b>CO1:</b> Understand the application of modern economic concepts, tools and techniques in valuating business decisions taken by a firm.</p> <p><b>CO2:</b> Identify needs of businessman to locate various factors affecting demand and supply of his product and plan marketing &amp; business strategies accordingly.</p> <p><b>CO3:</b> Apply the concepts and economic theories for practical use in business decision making.</p>

	<p><b>C04:</b> Compare and contrast the causes of inflation and deflation; National Income, business cycle, fiscal and monetary policy and plan accordingly to overcome the challenges.</p> <p><b>C05:</b> Evaluate the principals of Economics in Managerial Decision Making.</p>
11008300 – Managerial Statistics	<p><b>C01:</b> Define data and various data collection techniques, which will enable them to make evidence based decisions.</p> <p><b>C02:</b> Apply the various Statistical tools &amp; techniques in field.</p> <p><b>C03:</b> Construct a research design.</p> <p><b>C04:</b> Analyse the primary and secondary data for arriving at a conclusive decision.</p> <p><b>C05:</b> Decide the use of suitable statistical tools and techniques to assist in managerial decision making.</p>
11008401 – Business Environment	<p><b>C01:</b> Define various laws &amp; force, explain regulatory measures governing business operations in India.</p> <p><b>C02:</b> Identify the latest developments in business Environment.</p> <p><b>C03:</b> Examine Political and Legal environment, Social and Cultural Environment, Technological environment and Competitive Environment</p> <p><b>C04:</b> Determine International Environment, evaluate the complexities of business environment and their impact on business &amp; to analyze the relationship between Government and business and understand the Political, Economic, legal and social policies of the country.</p> <p><b>C05:</b> Evaluate the student’s cognizance about the concepts of business environment and its application practically.</p>
11016600 – Organizational Behavior	<p><b>C01:</b> Define the various behavioural aspects when working in an organization at any level.</p> <p><b>C02:</b> Explain the implications of individual and group behaviour in organizational Context.</p> <p><b>C03:</b> Identify the components of individual and group behaviour at various work, situations and apply behavioral techniques.</p> <p><b>C04:</b> Analyse &amp; implement the importance of attitude, values, beliefs, assumptions and Motivation &amp; to make aware about dynamic nature of groups in the organisation.</p> <p><b>C05:</b> Apply and create good organization culture and manage cultural diversity.</p>
11016700 – Information Technology for Managers	<p><b>C01:</b> Define the basic concepts of information technology and their applications to business processes.</p> <p><b>C02:</b> Explain the Basic Framework of Information Technology &amp; its Security.</p> <p><b>C03:</b> Apply the Practical aspect of MS Excel usage. Using practical of MS Excel</p> <p><b>C04:</b> Make use of various Functions of information technology for reporting purpose.</p> <p><b>C05:</b> Prioritize the data and information required for decision making.</p>

11018300 – Social Interactions & LSWR Skills	<p><b>C01:</b> Understand the importance of having good interpersonal skills to be effective as a manager.</p> <p><b>C02:</b> Demonstrate leadership traits essential for achieving the given targets.</p> <p><b>C03:</b> Develop professional skills like critical thinking and problem solving</p> <p><b>C04:</b> Build assertiveness and confidence in facing job interviews by attempting various mock interviews and group discussions.</p> <p><b>C05:</b> Create and enhance analytical skills amongst students to comprehend the information at hand in a structured way.</p>
99002800 – Workshops and Seminars	<p><b>C01:</b> Relate to the concept of cognitive development and Big Five personality characteristics.</p> <p><b>C02:</b> Explain the basic fundamentals of Emotional Intelligence.</p> <p><b>C03:</b> Develop ability to practise new problem-solving skills in a group and use these skills in personal life.</p> <p><b>C04:</b> Build coping strategies and adapt balanced self- determined behaviour.</p> <p><b>C05:</b> Create leadership skills to be effective as a manager.</p>
99002700 - Human Values & Social Service/NCC / NSS	<p><b>C01:</b> Relate the understanding of human nature and group behaviour with organisational working.</p> <p><b>C02:</b> Interpret the changes taking place in organisational settings and develop understanding of creativity and stress.</p> <p><b>C03:</b> Solve ethical dilemmas in real world situations.</p> <p><b>C04:</b> Discover the impact of human values in its day to day working in real work situations.</p> <p><b>C05:</b> Evaluate the hierarchy of human values.</p>

## 6.2 Mapping: Semester - I

11007900	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01		2	2		3		2	3				3
C02	3	2		3			3	3	2			3
C03	3	3		2		3			3	3	3	3
C04	2	3	3		3			3	3	2	3	3
C05	3	3	3	3			3			3		

11008001	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01	3	2	2	3	2	2	1	2	2	-	2	2
C02	2	2	2	-	2	3	2	2	2	-	-	3
C03	2	2	3	3	3	2	2	-	-	-	2	2
C04	3	3	1	2	1	2	2	-	-	2	2	3
C05	3	3	2	3	3	2	3	2	3	-	2	3

11000901	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01	2	-	2	2	3	3	1	2	3	-	1	3
C02	3	2	3	3	3	1	2	3	1	2	3	3
C03	2	3	1	2	-	3	3	3	3	3	2	3
C04	3	3	3	1	2	2	2	-	2	3	3	3
C05	-	1	-	2	3	1	1	3	-	3	2	-

11008200	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01	2	2	3	3	2	2	2	2	-	2	-	3
C02	3	3	2	3	3	-	2	2	2	-	2	3
C03	2	3	2	2	3	2	-	1	-	-	-	3
C04	3	2	3	3	2	2	-	2	1	-	-	3
C05	3	3	3	3	2	3	2	3	2	2	2	3

11008300	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01	3	1	2	-	2	1	3	2	3	2	1	3
C02	3	3	1	2	1	3	3	3		3	2	3
C03	2	2	3	3	2	3	1	3	3	-	3	3
C04	2	2	3	2	2	-	3		2	3	3	3
C05	3	3	3	3	3	3	3	3	3	3	3	3

11008401	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01		2		2	3		2		2		3	3
C02	3		2	2	3	2		2	3	2		3
C03	2	3	1	1		3	2	2	3	2	2	3
C04	2	2	2		3	3	2	2		3	3	3
C05	2	3	3	3		1	3	3				



11016600	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01		3	2	2		3	2		2	2	2	3
C02	2		3		3	2		3		3	2	3
C03	2	2		3	2		3	2	3	1		3
C04		2	2	2		2	2		2		2	3
C05	3	3	3	3	3	3	3	3	3	3	3	3

11016700	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01	3	3	1	2		2		2	2	2	2	3
C02	3	2	3	3	2	3	2		2	3	3	3
C03	2		2	2		3	2	2	3	2	2	3
C04	1	2	2	2	2	2		2	2		2	3
C05	3	3	2	3	3	2	3	3	2		3	3

11018300	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01	1	3	3	2	3	1	2	2	2	-	3	1
C02	-	2	3	2	1	-	-	2	2	-	2	-
C03	3	-	2	3	2	-	3	2	-	2	3	2
C04	2	1	2	1	-	-	-	-	2	2	3	2
C05	2	3	-	3	2	2	-	2	3	3	2	-

99002800	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01	3	3	2	-	2	3	2	-	2	3	3	3
C02	2	3	3	1	2	1	3	2	-	2	2	3
C03	1	3	2	-	-	-	2	3	1	2	2	3
C04	2	1	3	-	-	2	3	-	2	2	2	3
C05	3	1	2	3	2	1	2	2	2	3	1	2

99002700	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01	3		2	3	2	3	2	3	2	-	3	3
C02	2	3	2	2	3	2	3	2	3	3	2	3
C03	3	2	3	2	-	3	2	3	3	2	3	3
C04	2	3	2	2	3	2	2	-	2	3	2	3
C05	2	2	-	3	2	2	2	3	2	2	-	3

### 6.3 Lesson Plan: Semester - I

#### 11007900 - Thinking and Communication Skills

Unit	Particulars	Class No.	Pedagogy of Class
Unit I	Introduction to course	C1	Lecture
Unit I	Recognizing, analyzing and responding to arguments	C2	Lecture
Unit I	Recognizing, analyzing and responding to arguments	C3	Lecture
Unit I	supporting and expanding, arguments with explanation and evidence -	C4	Lecture
Unit I	supporting and expanding, arguments with explanation and evidence -	C5	Lecture
Unit -I	Applying analytical skills and critically,	C6	Lecture
Unit -I	Applying analytical skills and critically,	C7	Activity
Unit -I	Evaluating - conclusion and inference;	C8	Lecture
Unit -I	Evaluating - conclusion and inference;	C9	Class Room Assignment
Unit -I	Clarification Class I	C10	Clarification Class
Unit -II	Developing problem solving approach	C11	Lecture
Unit -II	Developing problem solving approach	C12	Lecture
Unit -II	Problem solving using information, processing data	C13	Lecture
Unit -II	Data finding and solutions	C14	Lecture
Unit -II	Spatial reasoning	C15	Lecture
Unit -II	Spatial reasoning using models,	C16	Presentation
Unit -II	Spatial reasoning hypothesis, reasons and inference	C17	Lecture
	Clarification Class II	C18	Clarification Class
Unit-III	Speaking in English - Exercises on common mistakes	C19	Activity
Unit -III	Understanding one self and one's value	C20	Activity
Unit-III	self-introduction-expressing confidently ones ambition, attitude towards society and life	C21	Class Room Assignment
Unit-III	self-introduction-expressing confidently ones ambition, attitude towards society and life	C22	Activity
Unit-III	Role Plays and Self-Critic exercises	C23	Activity
Unit-III	Role Plays and Self-Critic exercises	C24	Activity
Unit-III	News paper reading /comprehension exercise - developing rapid reading skills	C25	Class Room Assignment
Unit-III	News paper reading /comprehension exercise - developing rapid reading skills	C26	Quiz
Unit III	Clarification Class III	C27	Clarification Class
Unit III	Listening skills	C28	Presentation
Unit IV	Developing and reading body language,	C29	Activity
Unit IV	Communicating in a group - role play	C30	Role Play
Unit IV	Managerial etiquettes	C31	Presentation
Unit IV	Email etiquettes	C32	Presentation
Unit IV	Telephone etiquettes	C33	Presentation
Unit-IV	Managing meetings	C34	Presentation

Unit-IV	Effective Group discussions	C35	Group discussions
Unit-IV	Interview Skills	C36	Presentation
Unit-IV	Clarification Class IV	C37	Clarification Class
Unit-IV	Case analysis	C38	Lecture
Unit-IV	Letter writing - Enquiry letter, sales Letter	C39	Class Room Assignment
Unit -IV	Letter writing - complaint letter, job application	C40	Class Room Assignment
Unit -V	Resume Writing	C41	Class Room Assignment
Unit -V	Resume Writing	C42	Class Room Assignment
Unit -V	Report writing	C43	Lecture
Unit-V	Report writing	C44	Class Room Assignment
Unit -V	Clarification Class V	C45	Clarification Class

## 11008001 - Accounting for Decision Making

Unit	Particulars	Class No.	Pedagogy of Class
Unit-I	Accounting concepts, conventions and principal;	C1	Lecture
Unit-I	International Accounting principles and standards; Objectives of Accounting	C2	Lecture
Unit-I	Matching of Indian Accounting Standards with International Accounting Standards.	C3	Lecture
Unit-I	Accounting Equation- Case Study	C4	Lecture
Unit-I	Accounting Cycle	C5,6	PPT (Self Study Based)
	Unit-I	C7	Clarification Class
Unit-II	National E- Summit on Non-Banking Finance	C8	Activity
Unit-II	Mechanics of Accounting		
Unit-II	Double entry system of accounting, journalizing of transactions	C9	Lecture
Unit-II	Journalizing of transactions; ledger posting and trial balance, preparation of final accounts, Profit & Loss Account, Profit & Loss Appropriation account and Balance Sheet of Companies,	C10	Lecture
Unit-II	Final Accounts- Case Study	C11	Lecture
Unit-II	Policies related with depreciation,	C12	Lecture
Unit-II	Inventory and intangible assets like copyright, trademark, patents and goodwill	C13	Lecture
	Unit-II	C14	Clarification Class
	Activity	C15	Activity
Unit-III	Analysis of financial statement		
Unit-III	Ratio Analysis- solvency ratios, profitability ratios, activity ratios.	C16	Lecture
Unit-III	liquidity ratios, market capitalization ratios	C17	Lecture
Unit-III	Common Size Statement; Comparative Balance Sheet and Trend, Analysis of manufacturing, service & banking organizations.	C18	Lecture
Unit-III	Funds Flow Statement: Meaning, Concept of Gross and Net Working Capital,	C19	Lecture
Unit-III	Preparation of Schedule of Changes in Working Capital, Preparation of Funds Flow Statement and its analysis	C20	Lecture
Unit-III	Funds flow statement-Case Study	C21	Lecture
Unit-III	Cash Flow Statement: Various cash and non-cash transactions, flow of cash.	C22	Lecture
Unit-III	Cash flow Statement.	C23,24	PPT (Self Study Based)
Unit-III	Difference Between cash flow and fund flow, preparation of Cash Flow Statement and its analysis.	C25	Lecture
Unit-III	Case Study-cash flow	C26,27	Lecture
Unit-III	Fund Flow& Cash Flow Statement	C28,29	PPT (Case Study Based)
	Unit-III	C30	Clarification Class

	Role Play	C31	Role Play
Unit-IV	Shares, Share Capital, Accounting Entries, Under subscription, Oversubscription,	C32	Lecture
Unit-IV	Calls in -Advance, Calls in Arrears,	C33	Lecture
Unit-IV	Issue of Share at Premium, Issue of Share at Discount, Forfeiture of Shares,	C34	Lecture
	Workshop	C35	Workshop
Unit-IV	Surrender of Shares, Issue of Two Classes of Shares, Right Shares, Re-issue of shares.	C36	Lecture
Unit-IV	Debentures: Classification of Debentures, Issue of Debentures,	C37	Lecture
Unit-IV	Different Terms of Issue of Debentures,	C38	Lecture
Unit-IV	Writing off Loss on Issue of Debentures, Accounting Entries, Redemption of Debentures - Case Based	C39,40	Lecture
	Quiz	C41	Quiz
	HR Conclave	C42,43	Activity
Unit-IV	Share and Share capital	C44	PPT (Case Study Based)
	Clarification Class	C45	Clarification Class

## 11000901 - Principles of Management

Unit	Particulars	Class No.	Pedagogy of Class
Unit I	Introduction and Definition, nature, scope, importance	C1	Lecture
Unit I	Functions of management and manager, concept, need, tools and strategies.	C2	Lecture
Unit I	Managerial roles and skills, Managerial ethics: need, importance, classification and ethical dilemma. Corporate social responsibility: concept, need, tools and strategies.	C3	Lecture
Unit I	Evolution of management thought and Management thinkers; Scientific Management	C4	Lecture
Unit I	Evolution of management thought and Management thinkers; Bureaucratic approach & General administrative theories	C5	Lecture
Unit I	Evolution of management thought and Management thinkers; Behavioral approach – Hawthorne Studies,	C6	Lecture
Unit I	Evolution of management thought and Management thinkers; Quantitative approach & Systems approach – Closed System vs. Open System Subsystem, System Boundary., Contingency approach.	C7	Lecture
Unit I	Clarification Class-1	C8	Clarification Class-I
Unit II	Planning Importance, types of plans, and process of planning	C9	Lecture
Unit II	Business forecasting, Concept, importance, benefits, limitations.	C10	Lecture
Unit II	Business forecasting, Concept, importance, benefits, limitations.	C11	Lecture
Unit II	Process of Managing by Objectives (MBO)	C12	Lecture
Unit II	Decision- Making: Importance, types, steps and approaches	C13	Lecture
Unit II	Decision Making in various conditions – under certainty vs Uncertainty	C14	Presentation-1
Unit II	Planned vs, Non-planned decision; decision tree	C15	Lecture
Unit II	Planned vs, Non-planned decision; decision tree	C16	Lecture
Unit II	Clarification Class	C17	Clarification Class-II
Unit III	Organizing-Concepts, types, structure and process of organization	C18	Lecture
Unit III	Line and Staff concept-problems and use of staff & ways to avoid staff conflict	C19	Lecture
Unit III	Authority & Power-concept, responsibility and accountability	C20	Lecture
Unit III	Delegation: concept, importance, factors affecting delegation	C21	Case Study
Unit III	Reasons for failure and ways to make delegation effective, Span of Management.	C22	Case Study

Unit III	Centralization vs Decentralization	C23	Group discussions-1
Unit III	concept, reasons types and advantages and disadvantages of decentralization.	C24	Case Study
Unit III	reasons types and advantages and disadvantages of decentralization.	C25	Presentation-2
Unit III	Coordination: Co-ordination functions in Organization - Human Factors and Motivation	C26	Lecture
Unit III	Maslow's Theory, McGregor's Theory. And other Motivational Theories;	C27	Case Study
Unit III	Maslow's Theory, McGregor's Theory. And other Motivational Theories;	C28	Quiz
Unit III	Leadership - Committees and group Decision Making	C29	Case Study
Unit III	Communication - Global Leading.	C30	Case Study
Unit III	Leadership - Committees and group Decision Making	C31	Presentation-3
Unit III	Directing - Concept, importance, difficulties and techniques to ensure effective coordination.	C32	Lecture
Unit III	Clarification Class	C33	Clarification . Class-III
Unit IV	Control Concept, importance, characteristics, planning-control relationship	C34	Lecture
Unit IV	Control Concept, importance, characteristics, planning-control relationship	C35	Lecture
Unit IV	process of control – setting objectives, establishing standards,	C36	Case Study
Unit IV	measuring performance, correcting deviations	C37	Case Study
Unit IV	types, process and techniques of control.	C38	Case Study
Unit V	Clarification Class	C39	Clarification Class-IV
Unit V	Comparative study of main features of Japanese Management and Z-culture of American Companies, Chinese Style Management	C40	Case Study
Unit V	Comparative study of main features of Japanese Management and Z-culture of American Companies, Chinese Style Management	C41	Case Study
Unit V	Modern management techniques: an overview of various latest techniques: Business process Re-engineering, business outsourcing,	C42	Lecture
Unit V	Modern management techniques: an overview of various latest techniques: Business process Re-engineering, business outsourcing,	C43	Activity
Unit V	Modern management techniques: benchmarking, knowledge management, total quality management process,	C44	Group discussions
Unit V	McKinsey's 7- S Approach, E-Business Management.	C45	Presentation-4

## 11008200 - Economics for Managers

Unit	Particulars	Class No.	Pedagogy of Class
Unit I	Introduction of the Subject	C1	Lecture
Unit I	Meaning, importance and limitations of economics and its relevance in Management decision Making	C2	Lecture
Unit I	Circular flow of income	C3	Lecture
Unit I	Circular flow of income	C4	Lecture
Unit I	Economic Equilibrium Analysis	C5	Lecture
Unit II	Clarification Class	C6	Clarification Class
Unit II	Individual decision making, and introduction of market	C7	Lecture
Unit II	Decisions influence by demand and supply	C8	Lecture
Unit II	Elasticity of demand and supply, Application of the concept	C9	Lecture
Unit II	Demand Forecasting	C10	Lecture
Unit II	Demand Forecasting	C11	Lecture
Unit II	production and resource procurement decision in short run and long run	C12	Lecture
Unit II	Clarification Class	C13	Lecture
Unit II	Returns to scale and cost decision, Economies of Scale	C14	Lecture
Unit II	Different kind of cost's and cost decision making	C15	Lecture
Unit III	GD	C16	Lecture
Unit III	Classification of revenue curves, and their usefulness	C17	Lecture
Unit III	Types of market competition, and pricing	C18	Lecture
Unit III	Types of market competition, and pricing	C19	Quiz
Unit III	Presentation Case Study Based	C20	PPT Case study based
Unit III	Presentation Case Study Based	C21	PPT Case study based
Unit III	determination of price in various degrees of competition	C22	Lecture
Unit III	price discrimination, and discrimination policies	C23	Quiz
Unit III	price discrimination, and discrimination policies	C24	Lecture
Unit III	issues in price discrimination and pricing policies	C25	Lecture
Unit III	issues in price discrimination and pricing policies	C26	Lecture
Unit IV	Seminar	C27	Seminar
Unit IV	price discrimination, and discrimination policies	C28	Clarification Class
Unit IV	Brea Evan analysis	C29	Lecture
Unit IV	Role of Government	C30	Lecture
Unit IV	Economic Growth	C31	Quiz
Unit IV	Development Indicators- GDP GNP NNP NDP	C32	GD
Unit IV	Employment	C33	GD
Unit IV	Money Supply and Inflation	C34	Lecture
Unit V	Exchange Rate	C35	Lecture
Unit V	Indexes and NIFT, NSE and BSE	C36	PPT Self study based
Unit V	FDI FII and macro factors	C37	PPT Self study based
Unit V	Fiscal Policy	C38	Seminar



Unit V	Industrial Visit	C39	Industrial Visit
Unit V	critical assessment of LPG	C40	Lecture
Unit V	impact of FDI on Indian economic development	C41	Lecture
	Clarification Class	C42	Clarification Class
	Activity	C43	Activity
	Activity	C44	Activity
	Activity	C45	Activity

**11008300 - Managerial Statistics**

<b>Unit</b>	<b>Particulars</b>	<b>Class No.</b>	<b>Pedagogy of Class</b>
Unit I	Explanation on Measure of central tendency and Mean	C 1	Lecture
Unit I	Geometric and Harmonic Mean	C 2	Lecture
Unit I	Median	C3	Lecture
Unit I	Quartile, Decile and Percentile	C4	Lecture
Unit I	Mode	C5	Lecture
Unit I	Range, quartile and Standard deviation	C6	Lecture
Unit II	Introduction to Correlation and Scatter Diagram Method	C7	Lecture
Unit II	Karl Pearson's Coefficient of correlation	C 08-C 09	Lecture
Unit II	Spearman Rank Difference Method	C 10	Lecture
Unit II	simple regression and Multiple & Partial Correlation	C 11	Lecture
Unit II	Time Series Analysis	C 12	Lecture
Unit II	Trend Analysis, Seasonal, Cyclical and irregular variations	C 13	Lecture
Unit II	Multiple Regression Concepts	C 14	Lecture
Unit II	Workshop	C 15	Workshop
Unit II	Clarification Class	C 16	Clarification Class
Unit II	Self study presentation	C 17	Activity
Unit III	Hypothesis testing	C 18	Lecture
Unit III	T- test	C 19	Lecture
Unit III	Z- test	C 20	Lecture
Unit III	One way Anova	C 21 -C 22	Lecture
Unit III	Two way Anova	C 23-C 24	Lecture
Unit III	Chi-square test	C 25	Lecture
Unit III	Non- parametric tests	C 26	Lecture
Unit III	self study presentation	C 27	Activity
Unit III	Clarification Class	C 28	Clarification Class
Unit IV	Probability and probability distributions	C 29 - 30	Lecture
Unit IV	Basic probability - Addition theorem	C 31	Lecture
Unit IV	Multiplication theorem	C 32	Lecture
Unit IV	Conditional Probability	C 33	Lecture
Unit IV	Baye's theorem	C 34	Lecture
Unit IV	Binomial, Poisson and Normal Distribution	C 35	Lecture
Unit IV	workshop	C 36	Workshop
Unit IV	Clarification Class	C 37	Clarification Class
Unit IV	Case study Presentation	C 38	Presentation
Unit IV	Case study Presentation	C 39	Presentation
Unit V	Decisions under Uncertainty	C 40	Lecture
Unit V	Maximax, Maximin, Minimax regret, Laplace	C 41	Lecture
Unit V	Decisions under Risk	C 42	Lecture
Unit V	Decision tree analysis	C 43	Lecture
Unit V	Clarification Class	C 44	Clarification Class
Unit V	Quiz	C-45	

## 11008401 - Business Environment

Unit	Particulars	Class No.	Pedagogy of Class
Unit I	Meaning and introduction Business Environment	C 1	Lecture
Unit I	Type of Environment - internal & external	C 2	Lecture
Unit I	Type of Environment - internal & external	C 3	Lecture
Unit I	Competitive Structure of Industries	C 4	Lecture
Unit I	Clarification Class	C 5	Clarification Class
Unit I	Clarification Class	C 5	Clarification Class
Unit II	Managing Diversity	C 6	Lecture
Unit II	Scope & Characteristics of Business	C 7	Lecture
Unit II	Environmental Scanning	C 8	Lecture
Unit II	Presentation Self Study Based	C 11	Presentation
Unit II	Clarification Class	C 12	Clarification Class
Unit II	Clarification Class	C 9	Clarification Class
Unit II	Banking Scams	C 15	Group Discussion
Unit III	Case Study	C 10	Case Study
Unit III	Quiz	C11	Quiz
Unit III	social responsibility of business and business and society	C 18	PPT
Unit III	social audit	C 19	Workshop
Unit III	Economic Factors affecting Environment	C 12	Lecture
Unit III	Basic Economic Systems	C 13	Lecture
Unit III	Economic Planning	C 14	Lecture
Unit III	Nature and Structure of Economy	C 15	Lecture
Unit III	Quiz	C 24	Activity
Unit III	Clarification Class	C 25	Clarification Class
Unit III	Economic Policies - Industrial Policy 1991	C 16	Lecture
Unit IV	Economic Policies - Industrial Policy 1991	C 17	Lecture
Unit IV	innovation, technological leadership and fellowship, technological dynamics	C 28	Activity
Unit IV	Clarification Class	C 18	Clarification Class
	Presentation	C 19	Presentation
	Presentation	C 20	Presentation
Unit IV	Presentation	C 21	Presentation
Unit IV	Technology -Management, features and impact	C 31	Activity
Unit IV	Clarification Class	C 32	Clarification Class
Unit IV	FEMA	C 22	Lecture
Unit IV	Demographic environment- birth rate, death rate and structure	C 34	GD
Unit IV	Monetary Policy	C 23	Lecture
Unit V	Fiscal Policy	C 24	Lecture
Unit V	Nature and Impact of Culture on Business & Culture and Globalization	C 25	Lecture
Unit V	Social Responsibility of business and business and society	C 26	Lecture
Unit V	Business Ethics and Corporate Governance	C 27	Lecture
Unit V	Business Ethics and Corporate Governance	C 39	
	Clarification Class	C 28	Clarification Class
Unit V	Technology - time lags, transfer, & status of	C 42	Clarification Class

	technology in India		
Unit V	Demographic environment - birth rate, death rate and age structure	C 43	Activity
Unit V	Demographic environment - birth rate, death rate and age structure	C 44	Activity
Unit V	Social Audit	C 45	Activity
	Case Study	C 29	Case Study
Unit V	Political Environment	C 30	Lecture
Unit V	Economic Roles of Government	C 31	Lecture
Unit V	Government and Legal Environment	C 32	Lecture
Unit V	Constitutional Environment: rationale and extent of state intervention	C 33	Lecture
Unit V	Constitutional environment: rationale and extent of state intervention	C 34	Lecture
	Case Study	C 35	Case Study
Unit V	Clarification Class	C 36	Clarification Class
Unit V	Technological Environment: Innovation, followership & technological Leadership	C 37	Lecture
Unit V	Technological environment: dynamics & impact, transfer, status of technology in India	C 38	Lecture
Unit V	Technological environment: dynamics & impact, transfer, status of technology in India	C 39	Lecture
	Group Discussion	C 40	Group Discussion
Unit V	Demographic Environment: population size, migration, Ethnic aspects	C41	Lecture
Unit V	Demographic Environment: birth rate, death rate and age structure.	C42	Lecture
Unit V	Demographic Environment: Death rate, Birth Rate, etc.	C43	Lecture
	Case Study	C44	Case Study
	Clarification Class	C45	Clarification Class

## 11016600 - Organizational Behavior

Unit	Particulars	Class No.	Pedagogy of Class
Unit I	Definition of OB, Contributing Disciplines to OB; Challenges and Opportunities for OB	C1, C2	Lecture
Unit I	Managing Diversity	C3	Lecture
Unit I	Foundations of Individual Behavior: Personal and Biographical Characteristics	C4, C5	Lecture
Unit I	Theories of Learning;	C6/ C7	Lecture
Unit I	Values: Types of Values	C 4	Lecture
Unit 1	PPT Presentation	C 12	Presentation
Unit I	Attitude: Components and Types of Attitude; Cognitive Dissonance Theory	C10	Lecture
Unit I	Emotional Intelligence and its Dimensions, Influence of EQ on Managerial Performance	C8/C9	Lecture
Unit I	Personality: Determinants of Personality, Major Personality Traits	C 15	Lecture
Unit I	Job Fit Theory	C 13	Lecture
Unit I	Perception: Meaning and Person's Perception,	C 16	Lecture
Unit I	Attribution Theory; Perceptual Errors	C 16/C17	Lecture
Unit I	Case	C 18	Presentation
Unit I	Clarification Class	C21 & C22	Presentation
Unit II	Motivation: Definition, Process and Importance; Motivation: Early Theories of Motivation	C23	Lecture
Unit II	Contemporary Theories of Motivation; Application Concept of Motivation	C 28	Lecture
Unit II	Contemporary Theories of Motivation; Application Concept of Motivation	C 28	Lecture
Unit II	Job Satisfaction: Meaning, Factors Determining Job Satisfaction; Effect of Job Satisfaction on Performance	C 26	Lecture
Unit II	Motivation and Job Satisfaction	C 26	Lecture
Unit II	Leadership Traits, Skills and Styles;	C 24 / C 25	Lecture
Unit II	Leadership in Indian Culture; Life Position	C 27	Presentation
Unit II	Leadership in Indian Culture; Life Position	C 27	Lecture
Unit II	Early Theories of Motivation	C 28	Lecture
Unit II	Theories of Leadership	C 24	Lecture
Unit II	Theories of Leadership	C 24	Lecture
Unit II	Negotiation Sills and Process	C 30	Lecture
Unit III	Foundations of Group Behavior: Types of Groups; Group Dynamics	C 29	Lecture
Unit III	Stages of Group Formation; Transactional Analysis; Johari Window Model	C 31	Lecture
Unit III	Transactional Analysis; Johari Window Model	C 31	Lecture
Unit III	Team: Difference between a Group and a Team	C 29	Lecture
Unit III	Decision Making Styles: Advantages and Disadvantages; Techniques of Decision Making	C32/ C33	Group discussions
Unit III	Conflict: Definition, Transitions in Conflict Thought	C 34	Lecture
Unit III	Functional and Dysfunctional Conflict; Conflict	C35 / C36	Group discussions

	Process		
Unit III	Individual and Group Level Conflict	C37/38	Presentation
Unit III	Organizational Level Conflict and Conflict Management	C 37 / C38	Presentation
Unit III	Negotiations: Meaning, Definition, Process and Issues	C30	Lecture
Unit III	Clarification Class		Clarification Class
Unit IV	Stress Management: Meaning & Concept; Stress in Organization and Stress Management	C39	Lecture
Unit IV	Power and Politics in Organization: Meaning, Nature and Concepts	C40	Lecture
Unit IV	Sources and Types of Power; Techniques of Politics	C40	Lecture
Unit IV	Organizational Change & Development: Meaning & Definition, Change Agents	C41	Lecture
Unit IV	Change Models, Resistance to Change	C41	Lecture
Unit IV	Organizational Change & Development	C41	Lecture
Unit IV	Meaning & Definition of Learning Organization; Creating a Learning Organization	C 42	Lecture
Unit IV	Meaning, Concept & Levels of Organizational Climate	C43	Lecture
Unit IV	Organization Reshuffling	C44	Lecture
	Clarification Class	C45	Clarification Class

## 11016700 - Information Technology for Managers

Unit	Particulars	Class No.	Pedagogy of Class
Unit I	CPU, Computer Memory, Input Technologies, Output Technologies	C1	Lecture
Unit I	Application and System Software, Programming Languages and their Classification	C2	Lecture
Unit I	Assemblers, Compilers and Interpreters	C3	Lecture
Unit I	Operating Systems- Functions of Operating Systems	C4	Lecture
Unit I	Types of Operating Systems (Batch Processing, Multitasking, Multiprogramming and Real time Systems)	C5	Lecture
Unit I	Strategies for deciding H/W & S/W in a Business Organization	C6	Lecture
	Clarification Class-1	C7	Clarification Class
	Group discussions-1	C8	Group discussions
Unit II	Data Communication Components of Data Communication, Data Flow- Simplex, Half Duplex, Full Duplex	C9	Lecture
Unit II	Computer Network- Network topologies, Network Types (LAN, WAN and MAN)	C10	Lecture
Unit II	Intranet, Extranet, Protocol- Elements of a Protocol, Networking Standards	C11	Lecture
Unit II	Reference Models- OSI Model, TCP/IP Model	C12	Lecture
Unit II	Internet Terminologies: URL, Worldwide Web	C13	Lecture
Unit II	Web. Overview of various services on Internet: E-mail, FTP, Telnet, Chat, Instant Messaging	C14	Lecture
	Clarification Class-2	C15	Lecture
	Presentation-1	C16	Presentation
	Mngt. Games-1	C17	Mngt. Games
	Industry Visit-1	C18	Industry Visit
Unit III	Introduction to Cryptography	C19	Lecture
Unit III	Encryption and Decryption, Symmetric and Asymmetric	C20	Lecture
Unit III	Public Key and Private Key	C21	Lecture
Unit III	Digital Signatures, System Securities: Intruders, Virus	C22	Lecture
Unit III	Firewall and Strategies to develop digital Security in an Business Organizations	C23	Lecture
Unit III	Firewall and Strategies to develop digital Security in an Business Organizations	C24	Lecture
	Clarification Class-3	C25	Clarification Class
	Group discussions-2	C26	Group discussions
	Quiz-1	C27	Quiz
	Mngt. Games-2	C28	Mngt. Games
	Workshop-1	C29	Workshop
Unit IV	The Excel 2007 Ribbon	C30	Lecture
Unit IV	The Quick Access Toolbar	C31	Lecture
Unit IV	Worksheets	C32	Lecture

Unit IV	Worksheets	C33	Lecture
Unit IV	Moving around a Worksheet and Workbook	C34	Lecture
Unit IV	Printing a Worksheet	C35	Lecture
	Clarification Class-4	C36	Clarification Class
	Case-let-1	C37	Case-let
	Role Play-1	C38	Role Play
Unit V	Basic Techniques Cells and Ranges	C39	Lecture
Unit V	Selecting Ranges, Filling Series	C40	Lecture
Unit V	Copying and Moving Cell Entries, Working with Rows and Columns Basic Cell Formatting	C41	Lecture
Unit V	Basic Number Formats / Conditional Formatting	C42	Lecture
Unit V	Formatting and Other Options with Paste Special, Setting Up a Worksheet for Printing	C43	Lecture
Unit V	Formatting and Other Options with Paste Special, Setting Up a Worksheet for Printing	C44	Lecture
	Clarification Class-5	C45	Clarification Class



## 11018300- Social Interactions & LSWR Skills

Unit	Particulars	Class No.	Pedagogy of Class
UNIT I	Ice Breaking Session	C-1	Lecture
UNIT I	Ice Breaking Session	C-2	Lecture
UNIT I	Formation of Sentences	C-3	Lecture
UNIT I	Formation of Sentences	C-4	Lecture
UNIT I	Correction of sentences	C-5	Lecture
UNIT I	Correction of sentences	C-6	Lecture
UNIT I	Tenses	C-7	Lecture
UNIT I	Tenses	C-8	Lecture
UNIT I	Tenses	C-9	Lecture
UNIT I	Common Errors in English Language.	C-10	Lecture
UNIT I	Common Errors in English Language.	C-11	Lecture
UNIT I	clarification class	C-12	Lecture
UNIT I	Class room assignment	C-13	Class room assignment
	Take Home assignment		Take Home assignment
Unit II	Social Communication Skills	C-14	Lecture
Unit II	Activity	C-15	Activity
Unit II	Activity	C-16	Activity
Unit II	Socialising	C-17	Lecture
Unit II	Socialising	C-18	Lecture
Unit II	Ice Breaker	C-19	Lecture
Unit II	Informal conversation Vs Formal	C-20	Lecture
Unit II	Public speaking	C-21	Lecture
Unit II	Informal conversation Vs Formal	C-22	Lecture
Unit II	expression small talk – dialogue	C-23	Lecture
Unit II	overcoming hesitation	C-24	Lecture
Unit II	understanding cultural codes	C-25	Lecture
Unit II	clarification class	C-26	clarification class
Unit II	Class room assignment	C-27	Class room assignment
	Take Home assignment		Take Home assignment
UNIT III	Reading For a purpose	C-28	Lecture
UNIT III	presentation	C-29	presentation
	Activity	C-30	Activity
Unit III	distinguishing facts and opinions	C-31	Lecture
UNIT III	identifying author's Purpose, tone, bias	C-32	Lecture
UNIT III	clarification class	C-33	clarification class
Unit IV	Writing Skill : differences between spoken and written communication	C-34	Lecture
UNIT IV	features of effective writing such as clarity brevity	C-35	Lecture
UNIT IV	Reading stories and fiction	C-36	Lecture
UNITIV	Story Writing (through pictures/videos	C-37	Lecture
UNITIV	Features of effective writing /Email writing	C-38	Lecture
UNIT IV	clarification class	C-39	clarification class

UNIT V	Listening & Speaking Skills	C-40	Lecture
UNIT V	Listening and speaking skills	C-41	Lecture
UNIT V	Listening and speaking skills	C42	Lecture
UNIT V	Listening and speaking skills	C-43	Lecture
UNIT V	Webinar	C-44	Webinar
UNIT V	clarification class	C-45	clarification class

Course	Course outcomes: - After completion of these courses' students should be able to
<b>7.1 Semester - II</b>	
11003001 - Financial Management	<p><b>C01:</b> Define the concepts, vital tools and techniques applicable for financial decision making by a business firm.</p> <p><b>C02:</b> Explain the functions of Finance in organization and methods in managing funds for business</p> <p><b>C03:</b> Apply the concepts of budgeting, working capital, cost of capital including the choice of source of funds.</p> <p><b>C04:</b> Analyse the practical problems relating to the financing of funds including pricing and dividend theories.</p> <p><b>C05:</b> Select the methods and techniques for analysing the data for financial decision making.</p>
11010701 - Management Information System	<p><b>C01:</b> Explain the Information Systems used in Business.</p> <p><b>C02:</b> Make use of design, development, and security of Management Information System &amp; its utility.</p> <p><b>C03:</b> Classify the ethical and social issues in using information system.</p> <p><b>C04:</b> Compile the utility of Decision Support System.</p> <p><b>C05:</b> Prioritise the use and analysis of data and information for decision making.</p>
11001201 - Marketing Management	<p><b>C01:</b> Relate the concepts, philosophies, processes and techniques of Marketing Management to real operations of a firm.</p> <p><b>C02:</b> Interpret &amp; relate the fundamental concepts &amp; practices from business perspective in the organisation.</p> <p><b>C03:</b> Make use of various opportunities available in various sectors in the field of marketing management &amp; apply the concepts related to market research.</p> <p><b>C04:</b> Analyse the consumer buying behavioural process &amp; take part in the process of developing new product &amp; market segmentation.</p> <p><b>C05:</b> Evaluate various marketing campaigns and could decide on effective strategies.</p>
11001301 - Human Resource Management	<p><b>C01:</b> Define the concepts, methods and techniques and issues involved in managing human resource.</p> <p><b>C02:</b> Understand the concept of Managing Human Resources and work situations.</p> <p><b>C03:</b> Apply the effective Human Resources and working environment of the organizations, the importance of Management; Training, performance appraisal.</p> <p><b>C04:</b> Analyse the need of employing, maintaining and promoting a motivated force in an organization.</p>

	<p><b>CO5:</b> Impart knowledge on Industrial Relations- Trade unions, Grievance Management, Contemporary Issues in HRM and Strategic Issues confronting IR.</p>
11010800 - Production and Operations Management	<p><b>CO1:</b> Define the basic concepts and theories of the production management &amp; comprehend the operations management situations with greater confidence.</p> <p><b>CO2:</b> Understand the strategic significance of Production &amp; Operation management.</p> <p><b>CO3:</b> Understand quality management and the evolution of practice; assess the relationship between quality and capability, and between quality and competitiveness;</p> <p><b>CO4:</b> Apply Planning, Scheduling and Control of Production and Operations Management functions in both manufacturing and Services.</p> <p><b>CO5:</b> Analyse the effectiveness of operations by job &amp; work design, process design, layout design, design &amp; control system.</p>
11003100 - Legal Aspects of Business	<p><b>CO1:</b> Relate the rights and liabilities of a person based on the contract under Indian contract Act, Companies Act, 2013,</p> <p><b>CO2:</b> Explain the utility of negotiable instrument Act and Partnership Act with new concept of limited liability partnership.</p> <p><b>CO3:</b> Develop with case law studies related to Business Laws, labor laws.</p> <p><b>CO4:</b> Analyse and define the concept of business law, its application and source. Rights of customers and seller under Sale of Goods Act, different provisions. Negotiable instruments Act and Partnership Act etc.</p> <p><b>CO5:</b> Evaluate the major law enactments in India.</p>
11010900 - Research Methodology	<p><b>CO1:</b> Understand the research process, tools and techniques in order to facilitate managerial decision-making.</p> <p><b>CO2:</b> Explain the basic concepts of research methods and its usefulness in business situations.</p> <p><b>CO3:</b> Apply research design, sample design and sampling methods &amp; apply appropriate methods for data collection for research work by implementation of statistical tools for data analysis and interpretation for business decision making.</p> <p><b>CO4:</b> Discover the analytical abilities and research skills with hands on experience and learning in Business Research.</p> <p><b>CO5:</b> Interpret the various research methods and its usefulness in real business situations.</p>
11011000 - Career Advancement Course Module	<p><b>CO1:</b> Understand etiquette requirements for office, telephone, and Internet business interaction scenarios.</p> <p><b>CO2:</b> Explain the need for etiquette to be followed in the professional world.</p> <p><b>CO3:</b> Develop confidence and enhance competitiveness by projecting</p>

	<p>positive image of themselves and of their future.</p> <p><b>C04:</b> Build employability skills like critical thinking, team work, conflict management and leadership skills</p> <p><b>C05:</b> Create cognitive skills amongst the management graduates so that they can decipher the context of subject properly.</p>
11018500 - Skill Enhancement & Digital Footprints	<p><b>C01:</b> Define the importance of digital media &amp; footprints, blog writing etc.</p> <p><b>C02:</b> Interpret the need of the reading &amp; writing skills.</p> <p><b>C03:</b> Develop the skills of conducting the workshop which can enhance their managerial skills.</p> <p><b>C04:</b> Analyse the learned skills in making a documentary on the assigned title.</p> <p><b>C05:</b> Create a perspective on digital advancement which would help them shape their domain skills.</p>

## 7.2 Mapping: Semester - II

11003001	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01	3	2	2	2	2	2	2	2			3	3
C02	2	2	2	2	3		2	2	3	3	2	3
C03	1		2	2	3	3	3		2		2	3
C04			2	2	3	2		2			2	3
C05	3	3	3	3	3	3	3	3	3	3	3	3

11010701	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01	3	3	2	2		2		3	2	3	2	3
C02	3	2	3	3	2	3	2		2	3	3	3
C03	2		2	2		3	2	2	3	2	2	3
C04	2	2	2	2	2	2		2	2		2	3
C05	3		3	3		3			3	3	3	3

11001201	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01	3	3	3	3	2	3	-	-	3	2	2	3
C02	2	2	2	3	3	3	3	2	2	-	2	3
C03	2	3	3	-	3	2	3	3	3	3	3	3
C04	2	-	2	3	2	2	2	3	-	3	3	3
C05	3	3	2	2	2	2	3	2	3	2	2	3

11001301	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01	3	2	2	2		2	2	2		3	2	3
C02	2	2	3	2	2	3	3	3	3	3	3	2
C03	3	2	3	1	3	2	2		2	2	2	2
C04	2			3	3	1	3	3	3	2	2	2
C05		3	2	2	1	2		2	3	1		

11010800	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01	3	2	2	2	-	2	2	2	-	3	2	3
C02	-	2	3	2	2	3	3	3	3	3	3	2
C03	3	2	3	1	3	2	2	-	2	2	2	2
C04	2	-	-	3	3	1	3	3	3	2	2	2
C05	3	2	1	3	3	1	2	3	3	3	2	2

11003100	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01	3	2	2	3		2	2	2		3	2	3
C02		3	3	2	2	3	3	3	3	3	3	2
C03	3	3	3	2	3	3	2		3	2	2	2
C04	2			3	3	1	3	3	3	2	2	2
C05	1	2	1		2		1	1	2		2	2

11010900	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
C01	2	1	-	3	2	3	2	2	1	2	2	2
C02	2	2	3	1	1	-	-	-	2	-	2	2
C03	3	3	2	3	3	2	-	3	-	-	2	3
C04	2	2	1	1	2	2	2	-	-	2	-	3
C05	3	3	2	2	3	3	2	3	3	3	3	3

11011000	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
C01	1	2	3	3	2	2	1	2	2	1	3	1
C02	1	1	2	1	2	-	-	2	2	2	2	1
C03	1	-	1	3	2	-	3	2	-	2	3	1
C04	2	1	2	3	-	2	-	1	3	1	2	3
C05	2	1	2	3	-	2	3	2	2	3	2	2

11018500	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
C01	3	2	2	1		3			3	3	3	3
C02	3	2	3		2	3	2	2	3	3	3	3
C03	2	2	3	3	1	1	2	3		3	2	3
C04	1	2	3	2	3	2	3	2	3	2	2	3
C05	2	1	2	3	1	2	3	2	3	3	2	2

### 7.3 Lesson Plan: Semester - II

#### 11003001 - Financial Management

Unit	Particulars	Class No.	Pedagogy of Class
I	Concept of Finance, Scope and objectives of Finance	C1	Lecture
I	Profit maximization vs. Wealth maximization	C2	Lecture
I	Functions of Finance Manager in Modern Age and Financial Decisions areas	C3	Lecture
I	Time Value of Money	C4	Lecture
I	Risk and Return Analysis	C5	Lecture
I	Clarification Class 1	C6	Clarification Class
II	Capital Budgeting - Introduction, Process and overview to techniques	C7	Lecture
II	Risk and Uncertainty in Capital Budgeting - Overview	C8	Lecture
II	Risk and Uncertainty in Capital Budgeting - Techniques of Appraisal	C9	Lecture
II	Leverage Analysis	C10	Lecture
II	Leverage Analysis	C11	Lecture
II	EBIT-EPS Analysis	C12	Lecture
II	Indifference Point Analysis	C13	Lecture
II	Clarification Class 2	C14	Clarification Class
II	Presentation 1	C15	Presentation
	Test 1	C16	Test
III	Sources of Finance	C17	Lecture
III	Overview of Long Term Sources of Finance	C18	Lecture
III	Overview of Concept of Capital Structure	C19	Lecture
III	Net Income Approach and Net Operating Income Approach	C20	Lecture
III	MM Approach of Capital Structure	C21	Lecture
III	Cost of Capital - Overview and Cost of Equity	C22	Lecture
III	Cost of Preference Shares and Debentures	C23	Lecture
III	Weighted Average Cost of Capital	C24	Lecture
III	Clarification Class 3	C25	Clarification Class
	Activity Classroom - Stock Market and Financial Operations	C26	Activity
	Seminar	C27	Seminar
IV	Concept of Dividend Policy	C28	Lecture
IV	Relevance and Irrelevance Theories	C29	Lecture
IV	Walter Model and Gordon Model	C30	Lecture
IV	MM Approach	C31	Lecture
IV	Clarification Class 4	C32	Clarification Class
	Quiz 1	C33	Quiz
	Test 2	C34	Test
V	Working Capital Estimations	C35	Lecture
V	Operating Cycle Method	C36	Lecture
V	Cash Management	C37	Lecture
V	Inventory Management	C38	Lecture
V	Receivables Management	C39	Lecture
	Quiz 2	C40	Quiz



	Presentation 2	C41	Presentation
V	Financing of Working Capital	C42	Lecture
V	Overview of Financial Instruments and Institutions	C43	Lecture
	Test 3	C44	Test
	Clarification Class 5	C45	Clarification Class

## 11010701 - Management Information System

Unit	Particulars	Class No.	Pedagogy of Class
Unit 1	Definition, Purpose	C1	Lecture
Unit 1	Objectives and Role of MIS in Business Organization	C2	Lecture
Unit 1	particular reference to Management Levels	C3	Lecture
Unit 1	MIS in the Organization	C4	Lecture
Unit 1	Transaction Processing System, Decision Support System	C5	Lecture
Unit 1	Executive Information system, Expert System	C6	Lecture
	Clarification Class-1	C7	Clarification Class
	Class Room Assignment-1	C8	Class Room Assignment
	Presentation-1	C9	Presentation
	Quiz-1	C10	Quiz
Unit 2	Data and Information	C11	Lecture
Unit 2	Meaning and importance of MIS	C12	Lecture
Unit 2	Sources and Types of Information	C13	Lecture
Unit 2	Cost Benefit Analysis	C14	Lecture
Unit 2	Quantitative and Qualitative Aspects	C15	Lecture
Unit 2	Assessing Information needs of the Organization	C16	Lecture
	Clarification Class-2	C17	Clarification Class
	Class Room Assignment-2	C18	Class Room Assignment
	Presentation-2	C19	Presentation
	Quiz-2	C20	Quiz
Unit 3	Take Home Assignments-1		Take Home Assignments
Unit 3	Relevance of Information in Decision Making	C21	Lecture
Unit 3	Decision Types	C22	Lecture
Unit 3	Decision Structure	C23	Lecture
Unit 3	Decision Making Process	C24	Lecture
Unit 3	Decision Support System	C25	Lecture
Unit 3	Decision Support System	C26	Lecture
	Clarification Class -3	C27	Clarification Class
	Guest lecture-1	C28	Guest lecture
	Activity-1	C29	Webinar
Unit 4	Concept of System	C30	Lecture
Unit 4	Types of Systems: Open, Closed, Deterministic, Probabilistic, etc	C31	Lecture
Unit 4	System Development Life Cycle	C32	Lecture
Unit 4	System Analysis, Design and Implementation	C33	Lecture
Unit 4	System Analysis, Design and Implementation	C34	Lecture
Unit 4	MIS Applications in Business	C35	Lecture
Unit 4	MIS Applications in Business	C36	Lecture
	Clarification Class-4	C37	Clarification Class
Unit 5	Recent Developments in the Field of Information Technology	C38	Lecture
Unit 5	Recent Developments in the Field of Information Technology	C39	Lecture
Unit 5	Choice of appropriate IT Systems	C40	Lecture
Unit 5	Choice of appropriate IT Systems	C41	Lecture

Unit 5	Database, Data warehousing & Data mining Concepts	C42	Lecture
Unit 5	Database, Data warehousing & Data mining Concepts	C43	Lecture
Unit 5	Centralized and Distributed Processing	C44	Lecture
	Clarification Class-5	C45	Clarification Class

## 11001201 - Marketing Management

Unit	Particulars	Class No.	Pedagogy of Class
Unit I	Introductory Class	C 1	Lecture
Unit I	Introduction to Marketing-Defining Marketing, Understanding significance, Evolution of marketing concept	C 2	Lecture
Unit I	A brief description of Marketing-mix. Concept of 4Ps, 4Cs,	C 3	Lecture
Unit I	4As,7Ps Concept	C 4	Lecture
Unit I	Theodore Levitt's classic "Marketing Myopia"	C 5	Lecture
Unit I	Understanding Marketing Environment	C 6	Lecture
Unit I	PPT - Self Study Based	C 7	PPT
Unit I	Clarification Class	C 8	Clarification Class
Unit II	Consumer Behavior, Segmentation Targeting and Positioning Strategies-Understanding consumer behavior, Types of consumers	C 9	Lecture
Unit II	the consumer decision-making Process	C 10	Lecture
Unit II	Levels of Market Segmentation, Segmenting Consumer Markets	C 11	Lecture
Unit II	Bases for Segmenting Business Markets	C 12	Lecture
Unit II	Market Targeting, concept of positioning	C 13	Lecture
Unit II	Ansoff's strategy classification	C 14	Lecture
Unit II	PPT - Self Study Based	C 15	PPT
Unit II	Clarification Class	C 16	Clarification Class
Unit III	Marketing Mix and Product Strategy Product Characteristics and Classifications	C 17	Lecture
Unit III	PLC and Strategies at each stage of PLC	C 18	Lecture
Unit III	Product Differentiation, Product and Brand Relationship-Line Decisions	C 19	Lecture
Unit III	Brand equity models; Managing brand equity, Measuring Brand equity	C 20	Lecture
Unit III	Packaging and Labeling	C 21	Lecture
Unit III	New Product Development: Managing New Product Development, idea generation, concept development, product development	C 22	Lecture
Unit III	test marketing, commercialization and adaptation process	C 23	Lecture
Unit III	G.D.	C 24	G.D.
Unit III	Clarification Class	C 25	Clarification Class
Unit IV	Pricing strategy-Understanding pricing, Initiating and responding to price change	C 26	Lecture
Unit IV	PPT- Case Study Based after sessional	C 27	PPT
Unit IV	Clarification Class	C 28	Clarification Class
Unit V	Distribution strategy-Importance of Marketing Channel; Role of Marketing Channels; Channel-design Decisions	C 29	Lecture
Unit V	Channel- Management Decisions; Managing Channel conflict, cooperation, competition, Physical Distribution	C 30	Lecture

Unit V	Video Demo Analysis	C 31	Video Demo Analysis
Unit V	Quiz	C 32	Quiz
Unit V	Clarification Class	C 33	Clarification Class
Unit VI	Promotion Strategy-Designing Integrated Marketing Communications	C 34	Lecture
Unit VI	Developing effective communication, deciding on communication mix	C 35	Lecture
Unit VI	Managing Mass Communication	C 36	Lecture
Unit VI	Developing and managing advertisement	C 37	Lecture
Unit VI	Deciding on media and measuring effectiveness of advertisement	C 38	Lecture
Unit VI	Surprise Case Analysis Test	C 39	Surprise Case Analysis Test
Unit VI	Project Based Assignment	C 40	Project Based Assignment
Unit VI	G.D.	C 41	G.D.
Unit VI	Clarification Class	C 42	Clarification Class
Unit VII	Contemporary Issues in Marketing-Green Marketing	C 43	Lecture
Unit VII	Social marketing Digital marketing; e-Retailing	C 44	Lecture
Unit VII	Clarification Class	C 45	Clarification Class

## 11001301 - Human Resource Management

Unit	Particulars	Class No.	Pedagogy of Class
Unit I	Introduction to HRM: Perspective for the new era	C1	Lecture
Unit I	Introduction to HRM: Perspective for the new era	C2	Lecture
Unit I	Difference between PM and HRM, Competencies of HR Professionals	C3	Lecture
Unit I	Strategic HRM	C4	Lecture
Unit I	Clarification Class-UNIT-I	C5	Clarification Class
Unit II	Human Resource Planning, Concept of HRP	C6	Lecture
Unit II	HRP and Strategy	C7	Group Discussion
Unit II	Objectives, process of HRP	C8	Case Study
Unit II	methods of HRP (demand and supply forecasting)	C9	Case Study
Unit II	Career Planning	C10	Case Study
Unit II	Clarification Class-UNIT-II	C11	Clarification Class
Unit III	Job Analysis and Job Design	C12	Lecture
Unit III	Concept of Job analysis uses of job analysis,	C13	Lecture
Unit III	methods of job analysis	C14	Group Discussion
Unit III	methods of job analysis	C15	Case Study
Unit III	Job description: Job specification,	C16	Case Study
Unit III	Concept of job evaluation	C17	Case Study
Unit III	Competency mapping	C18	Project Based Assignment
Unit III	Clarification Class-UNIT-III	C19	Clarification Class
Unit IV	Recruitment and Selection	C20	Lecture
Unit IV	Placement and Induction	C21	Lecture
Unit IV	Introduction to recruitment, factors affecting recruitment	C22	Group Discussion
Unit IV	sources of recruitment, methods of recruitment	C23	Case Study
Unit IV	Introduction to selection, process of selection, tools of selection	C24	Presentation
Unit IV	concept of Induction and Placement, Process of Induction.	C25	Case Study
Unit IV	Training and development Introduction	C26	Lecture
Unit IV	difference between training and development	C27	Lecture
Unit IV	Training Process, learning principles that are applied	C28	Presentation
Unit IV	Training need analysis	C29	Lecture
Unit IV	methods of training	C30	Lecture
Unit IV	Training Evaluation	C31	Case Study
Unit IV	Methods of Development	C32	Case Study
Unit IV	Clarification Class-UNIT-IV	C33	Clarification Class
Unit V	Performance Management	C34	Case Study
Unit V	Importance, process of performance appraisal	C35	Case Study
Unit V	methods used for performance evaluation	C36	Case Study

Unit V	Errors in Performance Appraisal, Counselling	C37	Case Study
Unit V	Compensation management - Concept and Elements of Compensation	C38	Video Demonstration Analysis
Unit V	Components of compensation system, 3P's of Compensation	C39	Case Study
Unit V	Concept of Job Evaluation	C40	Case Study
Unit V	Industrial Relations- Introduction to IR, concept of Industrial Relations	C41	Lecture
Unit V	Industrial Relation in India through different ages	C42	Quiz
Unit V	Trade unions, Grievance Management	C43	Surprise Case Analysis
Unit V	contemporary Issues in HRM and strategic issues confronting IR	C44	Presentation
Unit V	Clarification Class-UNIT-V	C45	Clarification Class

## 11010800 - Production and Operations Management

Unit	Particulars	Class No.	Pedagogy of Class
I	Introduction to Operation Management, Nature & Scope of Operation/ Production	C1	Lecture
I	Introduction to Operation Management, Nature & Scope of Operation/ Production Management	C2	Lecture
I	Operations Management, Relationship with other functional areas, Recent trend in Operation Management	C3	Lecture
I	Manufacturing & Theory of Constraint,	C4	Lecture
I	Types of Production System,	C5	Lecture
I	Just in Time (JIT)	C6	Lecture
I	lean system.	C7	Lecture
I	Clarification Class	C8	Clarification Class
	Activity	C9	Activity
II	Product Design & Process Selection, Stages in Product Design process, Value Analysis,	C10	Lecture
II	Product Design & Process Selection, Stages in Product Design process, Value Analysis,	C11	Lecture
	Case Study based Presentation	C12	Case Study based Presentation
II	Facility Location & Layout: Types, Characteristics, Advantages and Disadvantages	C13	Lecture
II	Facility Location & Layout: Types, Characteristics, Advantages and Disadvantages	C14	Lecture
II	Work measurement, Job design.	C15	Lecture
II	Project Based Assignment	C16	Project Based Assignment
II	Clarification Class	C17	Clarification Class
III	Maintenance Management Types of Maintenance; Maintenance Model; Techniques;	C18	Lecture
III	Maintenance Management Types of Maintenance; Maintenance Model; Techniques;	C19	Lecture
III	Introduction to TPM; Machine Scheduling;	C20	Lecture
III	Techniques for Machine Scheduling;	C21	Lecture
III	Surprise Case Analysis	C22	Surprise Case Analysis
	Activity	C23	Activity
III	Clarification Class	C24	Clarification Class
IV	Forecasting & Capacity Planning, Methods of Forecasting, Overview of Operation	C25	Lecture
IV	Planning, Aggregate Production Planning, Production strategies, Capacity Requirement Planning	C26	Lecture
IV	Planning, Aggregate Production Planning, Production strategies, Capacity Requirement Planning	C27	Lecture
IV	MRP, Scheduling,	C28	Lecture
IV	Supply Chain Management,	C29	Lecture
	Self Study based presentation	C30	Self Study based



			presentation
	Group Discussion	C31	Group Discussion
	Project Based Assignment (Presentation)	C32	Project Based Assignment
IV	Purchase Management	C33	Lecture
IV	Inventory Management	C34	Lecture
	Webinar	C35	Webinar
IV	Clarification Class	C36	Clarification Class
V	Quality Management, Quality: Definition, Dimension, Cost of Quality,	C37	Lecture
V	Continuous improvement (Kaizen),	C38	Lecture
V	Total Quality Management (TQM)	C39	Lecture
	Clarification Class	C40	Clarification Class
V	Revision/Queries Unit-I	C41	Lecture
IV	Revision/Queries Unit-II	C42	Lecture
IV	Revision/Queries Unit-III	C43	Lecture
IV	Revision/Queries Unit-IV	C44	Lecture
IV	Revision/Queries Unit-V	C45	Lecture

## 11003100 - Legal Aspects of Business

Unit	Particulars	Class No.	Pedagogy of Class
UNIT I	Introduction to Indian Contract Act,1872	C1	Lecture
UNIT I	Proposal- its communication, acceptance and revocation, Agreement vis-à-vis contract	C2	Lecture
UNIT I	void agreement & voidable contract	C3	Lecture
UNIT I	Consideration – essential elements, exception to rule- No consideration no contract privity of contract and consideration	C4	Case Study
UNIT I	Capacity to contract, Free consent – coercion, undue influence, misrepresentation, fraud, Mistake – of fact and of law	C5	Case Study
UNIT I	Capacity to contract, Free consent – coercion, undue influence, misrepresentation, fraud, Mistake – of fact and of law	C6	Case Study
UNIT I	Legality of object – agreements opposed to public policy and in restraint of marriage, trade & legal proceedings,	C7	Case Study
UNIT I	Performance of contract–liability of joint promisor	C8	Presentation
UNIT I	Consequences of breach of contract–liquidated damages and penalty	C9	Lecture
UNIT I	Quasi contract.	C10	Case Study
UNIT I	Clarification Class	C11	Clarification Class
UNIT II	Introduction to Indian Partnership Act, 1932- Meaning and Essential Elements	C12	Lecture
UNIT II	Formation of Partnership, Registration, Types of Partners and Partnership	C13	Case Study
UNIT II	Rights and Duties of Partners	C14	Presentation
UNIT II	Dissolution of Partnership Firm	C15	Assignment
UNIT II	Recent Amendments to Partnership Act.	C16	Case Study
UNIT II	Clarification Class	C17	Clarification Class
UNIT III	Introduction to Limited Liability Partnership Act, 2008	C18	Lecture
UNIT III	Salient features of LLP; difference between LLP, partnership and a company	C19	Lecture
UNIT III	LLP agreement; nature of LLP; partners and designated partners	C20	Case Study
UNIT III	Incorporation document, incorporation by registration	C21	Presentation
UNIT III	registered office of LLP and change therein, change of name partners and their relations	C22	Lecture
UNIT III	extent and limitation of liability of LLP and partners, Whistle -blowing	C23	Quiz
UNIT III	contributions, financial disclosures, annual return	C24	Presentation
UNIT III	taxation of LLP; conversion to LLP	C25	Lecture
UNIT III	winding up and dissolution.	C26	Group Discussion
UNIT III	Clarification Class	C27	Clarification Class
UNIT IV	Introduction to The Companies Act, 2013,	C28	Lecture

	Meaning and Essential Features of Company		
UNIT IV	Introduction to The Companies Act, 2013, Meaning and Essential Features of Company	C29	Group Discussion
UNIT IV	Types of Companies, Formation of Company	C30	Lecture
UNIT IV	Types of Companies, Formation of Company	C31	Presentation
UNIT IV	Memorandum and Articles of Association	C32	Lecture
UNIT IV	Memorandum and Articles of Association	C33	Case Analysis
UNIT IV	Prospectus, Types of shares	C34	Presentation
UNIT IV	Issue of shares.	C35	Presentation
UNIT IV	Clarification Class	C36	Clarification Class
UNIT V	Introduction to Negotiable Instruments Act, 1881, Meaning and Essential Features	C37	Lecture
UNIT V	Types, Endorsement of NI, Presentment of NI	C38	Lecture
UNIT V	Discharge of Parties, Liabilities of Banker and Dishonor of NI	C39	Case Study
UNIT V	Discharge of Parties, Liabilities of Banker and Dishonor of NI	C40	Case Study
UNIT V	Introduction to Consumer Protection Act, 1986	C41	Activity
UNIT V	Securities Exchange Board of India Act, 1992	C42	Presentation
UNIT V	The Competition Act, 2002	C43	Group Discussion
UNIT V	The Foreign Exchange Management Act, 1999	C44	Presentation
UNIT V	Clarification Class	C45	Clarification Class

## 11010900 - Research Methodology

Unit	Particulars	Class No.	Pedagogy of Class
Unit 1	Meaning, Scope and Importance	C1	Lecture
Unit 1	Research Process	C2	Lecture
Unit 1	Research Methods vs. Methodology,	C3 / C4	Lecture
Unit 1	Types of Research	C5	Lecture
Unit 1	Criteria of a good research, Qualities of a good researcher,	C6, C7, C8	Lecture
Unit 1	Research Problem: Introduction to research problem, Components of Research Problem,	C12	Lecture
Unit-1	SPSS Workshop	C9/C10/C11	Practical Training
Unit-1	Sources of selecting a suitable Research Problem, Defining the Research Problem	C12	Lecture
Unit-1	Set the Research Objectives	C13	Lecture
Unit-2	Concepts and meaning, Factors to be considered in preparing of Research Design research design, Steps/components of research design,	C14	Lecture
Unit-2	Exploratory, Descriptive and Casual research design	C14	Lecture
Unit-2	Sampling Design Introduction to Sampling, Definitions	C15	Lecture
Unit-2	Reasons for sampling Basics of sampling design,	C16	Lecture
Unit-2	Considerations to be kept in mind before choosing a Sample Design,	C17	Lecture
Unit-2	Clarification Class	C18	Clarification Class
Unit-2	Parameter and sample static, Sampling Frame	C19	Lecture
Unit-2	Types of Sample- Probability sample and Non-probability sample	C18	Presentation
Unit-2	Questionnaire and its Structure	C20	Lecture
Unit-2	Scheduling	C21	Lecture
Unit-3	Primary and Secondary data - Primary Data-objective, Advantages and Disadvantages,	C21	Lecture
Unit-3	Survey methods; Interview Method, Telephonic Interview, Observation Method,	C23/ C24	Lecture
Unit-3	Distinction between questionnaire and Schedule,	C21 C22	Lecture
Unit-3	Questionnaire Design Process	C20	Lecture
Unit-3	Sequencing and Layout, Question Structure, Content, Reproduction of Questionnaire.	C21	Lecture
Unit-3	Secondary data- objective, Uses, Sources, Advantages and Disadvantages,	C22,23	Lecture
Unit-3	Activity	C24	Activity
Unit-3	Clarification Class	C25	Clarification Class
Unit-4	Descriptive analysis; Tabulation, Data transformations,	C26	Lecture
Unit-4	Univariate analysis: Hypothesis testing, Choosing the appropriate statistical techniques,	C27, 28	Lecture
Unit-4	t-distribution,	C29. 30	Lecture
Unit-4	Chi-square for goodness of fit.	C31,32	Lecture
Unit-4	ANOVA,	C33	Lecture

Unit-4	ANOVA,	C34	Lecture
Unit-4	F-test	C35	Lecture
Unit-4	Clarification Class	C36	Clarification Class
Unit-5	Introduction, Report writing,	C37	Lecture
Unit-5	purpose of a report, components, Important Characteristics	C38	Lecture
Unit-5	Essentials of a Good Report	C39,40	Lecture
Unit-5	Contents of Research Report,	C41	Lecture
Unit-5	Format of the research report.	C42	Lecture
Unit-5	Format of the research report.	C43	Lecture
Unit-5	Clarification Class	C44	Clarification Class
Unit-5	Clarification Class	C45	Clarification Class

## 11011000 - Career Advancement Course Module

Unit	Particulars	Class No.	Pedagogy of Class
Unit I	Introduction to syllabus Resume/CV,	C1	Lecture
Unit I	Job application letters	C2	Class Room Assignment
Unit I	Job application letters	C3	Class Room Assignment
Unit I	Maintaining a Diary	C4	Lecture
	Clarification Class I	C5	Clarification Class
Unit II	Office Etiquette	C6	Quiz
Unit II	Office Etiquette Greetings, Punctuality, Space, Time, Play the Host,	C7	Lecture
Unit II	Compliments, Speak well of your co-workers	C8	Activity
Unit II	Compliments, Speak well of your co-workers	C9	Activity
Unit II	Get the first impression well, Greet others & introduce yourself, Body language- speak well	C10	Lecture
Unit II	Get the first impression well, Greet others& introduce yourself, Body language- speak well	C11	Presentation
Unit II	Get the first impression well, Greet others& introduce yourself , Body language- speak well	C12	Activity
Unit II	Get the first impression well, Greet others& introduce yourself , Body language- speak well	C13	Activity
Unit II	Dressing sense- appeals to others	C14	Presentation
Unit II	Tele – etiquette · Receiving Calls, Transferring calls,	C15	Activity
Unit II	Tele – etiquette · Taking Message/ Voice Mails, Making Outgoing Calls, Receiving Fax,·	C16	Activity
Unit II	Tele – etiquette ·, Receiving Fax,·	C17	Webinar
Unit II	Working principle of Mini exchange	C18	Activity
Unit III	Logical Reasoning-Analytical (identifying the correct relationships or the correct logical order/sequence	C19	Class Room Assignment
Unit II	Series Completion, Seating Arrangement, Direction Sense Test,	C20	Class Room Assignment
	Clarification Class II	C21	Clarification Class
Unit III	Verification of Truth etc.	C22	Class Room Assignment
Unit III	Aptitude Training-Arithmetic (Types and Properties of numbers, percentages profit and loss,	C23	Class Room Assignment
Unit III	Aptitude Training. Arithmetic (LCM, GCD, averages, speed distance, time, work, ratio)	C24	Class Room Assignment
Unit III	Arithmetic (Types and Properties of numbers, percentages profit and loss, LCM,	C25	Class Room Assignment
Unit III	Arithmetic (Types and Properties of numbers, percentages profit and loss, LCM,	C26	Class Room Assignment
Unit III	Aptitude Test	C27	Test
Unit III	Resume preparation	C28	Class Room Assignment
Unit III	Group Discussion Techniques	C29	Group discussions
Unit III	Group Discussion Techniques	C30	Group discussions

Unit III	Group Discussion	C31	Group discussions
Unit III	Interview Skills: Mastering the art of giving interviews in - selection or placement interviews	C32	Surprise Case analysis
	Clarification Class III	C33	Clarification Class
Unit IV	Interview Skills: Mastering the art of giving interviews in - selection or placement interviews	C34	Role Play
Unit IV	Interview Skills: web /video conferencing.	C35	Activity
Unit IV	Interview Skills: web /video conferencing.	C36	Activity
Unit IV	Interview Skills: web /video conferencing.	C37	Activity
Unit IV	Survey and Study of an organization by studying about its customers, present market position, future goals and careers. Prepare a report and presentation.	C38	Project Based Assignment
Unit IV	Survey and Study of an organization by studying about its customers, present market position, future goals and careers. Prepare a report and presentation.	C39	Presentation
	Clarification Class IV	C40	Clarification Class
Unit V	Objectives of report, types of report,	C41	Lecture
Unit V	Report Planning, outline, Nature of Headings, Ordering of Points, Logical Sequencing	C42	Class Room Assignment
Unit V	Nature of Headings, Ordering of Points, Logical Sequencing, Graphs, Charts,	C43	Lecture
Unit V	Executive Summary. List of Illustration	C44	Class Room Assignment
	Clarification Class V	C45	Clarification Class

## 11018500 - Skill Enhancement & Digital Footprints

Unit	Particulars	Class No.	Pedagogy of Class
UNIT I	Phonetics	C1	Lecture
UNIT I	Phonetic symbols and the International Phonetic Alphabets (IPA)	C2	Lecture
UNIT I	Phonetic symbols and the International Phonetic Alphabets (IPA)	C3	Lecture
UNIT I	The Description and Classification of Vowels (Monophthongs & Diphthong) Consonants,	C4	Lecture
UNIT I	Phonetic Transcription & Phonology	C5	Activity
UNIT I	Phonetic Transcription & Phonology	C6	Activity
UNIT I	Syllable	C7	Activity
UNIT I	Stress & Intonations	C8	Activity
UNIT I	Reading aloud	C9	Activity
UNIT I	recording audio clips.	C10	Activity
UNIT I	Clarification Class	C11	Clarification Class
UNIT II	Vocabulary Building	C12	Lecture
UNIT II	Idioms and Phrases Words Often Confused,	C13	Activity
UNIT II	One Word Substitutes,	C14	Activity
UNIT II	One Word Substitutes,	C15	Quiz
UNIT II	Word Formation: Prefixes, Bases and Suffixes.	C16	Activity
UNIT II	Clarification Class	C17	Clarification Class
UNIT III	Digital Footprints, Social Media & Personal Branding	C18	Lecture
UNIT III	Unit Digital Footprints, Social Media & Personal Branding	C19	Lecture
UNIT III	Unit Digital Footprints, Social Media & Personal Branding	C20	Lecture
UNIT III	Introduction to Social Media, Target audience and influencers, networking through Social Networks, LinkedIn - Joining LinkedIn, Keywords for LinkedIn Profiles, Completing an Individual Profile, Headline and Picture, Summary, Experience, Contact Information, Skills and recommendations, Optional sections & managing profiles.	C21	Lecture
UNIT III	Introduction to Social Media, Target audience and influencers, networking through Social Networks, LinkedIn - Joining LinkedIn, Keywords for LinkedIn Profiles, Completing an Individual Profile, Headline and Picture, Summary, Experience, Contact Information, Skills and recommendations, Optional sections & managing profiles.	C22	Lecture
UNIT III	Introduction to Social Media, Target audience and influencers, networking through Social Networks, LinkedIn - Joining LinkedIn, Keywords for LinkedIn Profiles, Completing an Individual Profile, Headline and Picture,	C23	Lecture



	Summary, Experience, Contact Information, Skills and recommendations, Optional sections & managing profiles.		
UNIT III	Blogging- Types of blogs—diary, opinion, news/updates, reviews/advice, other, Reasons to blog—money, platform, express/share/be heard, Blog names, Good blog writing - Ideas. Preparing Blog account, Voice, spicing up your posts, Mixing it up - images/ video/ audio/ cited sources, Professionalism.	C24	Presentation
UNIT III	Blogging- Types of blogs—diary, opinion, news/updates, reviews/advice, other, Reasons to blog—money, platform, express/share/be heard, Blog names, Good blog writing - Ideas. Preparing Blog account, Voice, spicing up your posts, Mixing it up - images/ video/ audio/ cited sources, Professionalism.	C25	Presentation
UNIT III	Blogging- Types of blogs—diary, opinion, news/updates, reviews/advice, other, Reasons to blog—money, platform, express/share/be heard, Blog names, Good blog writing - Ideas. Preparing Blog account, Voice, spicing up your posts, Mixing it up - images/ video/ audio/ cited sources, Professionalism.	C26	Presentation
UNIT III	Clarification Class	C27	Clarification Class
UNIT IV	Conducting Workshops - Workshop: Definition, Importance, Concept, Planning & Execution, Conducting a Workshop.	C28	Lecture
UNIT IV	Conducting Workshops - Workshop: Definition, Importance, Concept, Planning & Execution, Conducting a Workshop.	C29	Lecture
UNIT IV	Conducting Workshops - Workshop: Definition, Importance, Concept, Planning & Execution, Conducting a Workshop.	C30	Lecture
UNIT IV	Conducting Workshops - Workshop: Definition, Importance, Concept, Planning & Execution, Conducting a Workshop.	C31	Activity
UNIT IV	Conducting Workshops - Workshop: Definition, Importance, Concept, Planning & Execution, Conducting a Workshop.	C32	Activity
UNIT IV	Conducting Workshops - Workshop: Definition, Importance, Concept, Planning & Execution, Conducting a Workshop.	C33	Activity
UNIT IV	Conducting Workshops - Workshop: Definition, Importance, Concept, Planning & Execution, Conducting a Workshop.	C34	Activity
UNIT IV	Conducting Workshops - Workshop: Definition, Importance, Concept, Planning & Execution, Conducting a Workshop.	C35	Activity
UNIT IV	Clarification Class	C36	Clarification Class
UNIT V	Documentary Making: What is documentary	C37	Lecture

UNIT V	Documentary Making aims & objectives, documentary for social cause	C38	Lecture
UNIT V	Documentary Making Documentary/Movie Screening & Reviews	C39	Presentation
UNIT V	Documentary Making Documentary/Movie Screening & Reviews	C40	Activity
UNIT V	Documentary Making Documentary/Movie Screening & Reviews	C41	Quiz
UNIT V	Documentary Making Documentary/Movie Screening & Reviews	C42	Project Based Assignment
UNIT V	Documentary Making preparing a documentary, Narration.	C43	Presentation
UNIT V	Documentary Making preparing a documentary, Narration.	C44	Activity
UNIT V	Documentary Making preparing a documentary, Narration.	C45	Activity

Course	Course outcomes: - After completion of these courses' students should be able to
<b>8.1 Semester - III</b>	
11005400 - Summer Internship and Report	<p><b>C01:</b> Understand the real-time working of organizations.</p> <p><b>C02:</b> Demonstrate professional knowledge, skills and attitude along with the experience needed to constitute a successful career.</p> <p><b>C03:</b> Analyse career opportunities in their areas of interest.</p> <p><b>C04:</b> Build aptitude for gaining supervised professional experiences.</p> <p><b>C05:</b> Create a clear understanding of industry trends and advancements</p>
11005601 - Strategic Management	<p><b>C01:</b> Define &amp; understand of the Strategic Management process in a dynamic and Competitive global environment.</p> <p><b>C02:</b> Explain the growing importance of strategies in uncertain business Environment &amp; learn the unique challenges faced by firms in competitive environment.</p> <p><b>C03:</b> Identify the applicability of various Strategies in varied situations &amp; also in general and competitive business environments.</p> <p><b>C04:</b> Examine how to resolve cases through strategic decision making, &amp; the use strategic management concepts and techniques.</p> <p><b>C05:</b> Evaluate the understanding of the students about the application of various strategic models through different business perspectives.</p>
11005501 - Entrepreneurship	<p><b>C01:</b> Define how to search financing alternatives for specific new concepts /idea of being an entrepreneur.</p> <p><b>C02:</b> Develop Entrepreneurship Skills by explaining different stories of some leading entrepreneurs are and develop competences are needed to become an entrepreneur.</p> <p><b>C03:</b> Apply 3S Model: Stimulate Sustain and Support so that a spirit of Entrepreneurship &amp; explain about Management of Small Family Business.</p> <p><b>C04:</b> Analyse management function of a company with special reference to SME sector, start-ups and Entrepreneurship along with government subsidies available to them &amp; also understand the role of entrepreneurship in the economic development.</p> <p><b>C05:</b> Analyze the entrepreneurial skills within individual by correlating the concepts &amp; models taught.</p>
99002900 - Centre for Leadership Development -I	<p><b>C01:</b> Understand the important attributes which make a good leader</p> <p><b>C02:</b> Demonstrate competitiveness by preparing themselves for public speaking and group discussion.</p> <p><b>C03:</b> Develop team building skills, goal setting strategy, time management &amp; conflict management.</p> <p><b>C04:</b> Build employability skills for successful placements in corporate sector</p>

	<b>C05:</b> Create critical thinking ability so as to perform successfully at higher positions of organization.
11018100 - Managerial & Interviewing Skills	<b>C01:</b> Understand the managerial skills required for organizing and coordinating organizational activities. <b>C02:</b> Demonstrate leadership traits essential for achieving the given targets. <b>C03:</b> Develop professional skills like critical thinking and problem solving <b>C04:</b> Build assertiveness and confidence in facing job interviews by attempting various mock interviews and group discussions. <b>C05:</b> Create knowledge of industry trends in which the student aspires to function .

### 8.2 Mapping: Semester - III

11005400	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01	2	2	3	3	2	3	3	3	2	2	2	2
C02	-	3	3	2	1	-	1	2	1	-	2	-
C03	1	1	2	3	3	-	2	-	-	2	3	1
C04	1	1	2	1	-	2	3	3	2	1	1	1
C05	2	2	3	1	-	2	3	3	2	1	2	1

11005601	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01	2		2			2	1	2	2			
C02		2	1	3	1				2	2		
C03				2	2			2	1		2	2
C04		2		1			2	2	1			2
C05	3	3	3	3	3	3	3	3	3	3	3	3

11005501	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01	1	2	3	2	1	3		1	1	2	2	2
C02	1	3	2	3		3	3	2	2	3	3	2
C03	3	2	3	1	3	2	3	3	2	2	2	3
C04	2			3	3	1	3	3	2	2	2	2
C05	3	1	1	3	3	1	3	2	3	2	2	2

99002900	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01	3	3	2	2	2	3	2	3	2	3	3	3
C02	-	2	3	2	1	-	-	2	2	-	2	1
C03	1	-	1	3	2	3	3	2	-	1	3	1
C04	2	1	2	-	-	1	-	1	2	-	1	2
C05	2	1	2	-	-	3	-	3	3	-	2	2

11018100	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01	1	3	2	1	1	1	2	1	1	-	3	1
C02	-	2	3	2	1	2	-	2	3	1	1	-
C03	1	-	1	-	2	-	3	2	-	1	3	1
C04	3	3	2	1	-	-	2	-	3	1	2	3
C05	3	2	2	-	3	2	-	2	3	-	3	2

### 8.3 Lesson Plan: Semester - III

#### 11005601 - Strategic Management

Unit	Particulars	Class No.	Pedagogy of Class
Unit I	Introduction of SM. Crafting a Strategy	C1 & C2	Lecture
Unit I	Organization's Strategic Intent—Mission— Values, Goal and Objective.	C3	Lecture
Unit I	Culture and Ethics Underpinning Strategic Intent and Strategy— Stakeholders' Approach to Strategic Management,	C4	Lecture
Unit I	Managing by Strategy - Mckinsey's 7'S Framework,	C5	Lecture
Unit I	Ansoff's Model & I/O Model	C6	Lecture
Unit I	Resource Base View	C7	Lecture
Unit I	Overview of the concept of corporate Governance	C8	
Unit I	Case Study	C9	PPT Case Based Presentation RBV
Unit 1	Self PPT Presentation	C10	Group discussions
Unit 1	Clarification	C 11	Guest lecture
Unit II	Industry and Competitive Analysis- Porter's 5 Forces Model,	C 12	Lecture
Unit II	The Global Environment—Internal Analysis— Concept of Core Competencies	C 13	Lecture
Unit II	RBV and VRIO Matrix.	C 14	Lecture
Unit II	Value-Chain Analysis	C 15	Lecture
Unit II	Balance Score Card	C 16	Lecture
Unit II	Blue Ocean Strategy	C 17/C18	Lecture
Unit II	BCG Matrix Case Study	C19	Lecture
Unit II	PPT Presentation on Case Study	C20	Presentation
Unit II	GD- Group Discussion	C21	Group Discussion
Unit II	Case Study PPT Presentation/ Perfect Foods	C22	Presentation
Unit III	Generic Strategies—Strategies for competing in Globalizing Markets,	C23	Lecture
Unit III	Core Competency and Sustainable Development	C 24/C25	Lecture
Unit III	Merger & Acquisition & Restructuring,	C26	Lecture
Unit III	VRIO Model/ Benchmarking	C27	Lecture
Unit III	Strategy and Competitive Advantage in Diversified Organizations	C28	Lecture
Unit III	Case Study	C29	Presentation
Unit III	PPT Presentation on Case Study	C30	Presentation
Unit III	Competitive Intelligence	C31	Lecture
Unit III	Clarification Class	C32	Lecture
Unit 4	Generating and Selecting Strategies—Portfolio Analysis,	C33	Lecture
Unit 4	BCG Matrix	C34	Lecture
Unit 4	GE (Cell Matrix.	C35	Lecture
Unit 4	TOWS Matrix, Strategic Position and Action Evaluation (SPACE)	C36,C37	Lecture
Unit 4	PISM Matrix	C38	Lecture
Unit 4	Case Study	C 39 & C 40	Presentation

Unit 4	Clarification Class	C41	Clarification Class
Unit 5	Resource Allocation, Managing Conflict and Resistance to Change	C 42	Lecture
Unit 5	Restructuring, Reengineering, E-engineering, Strategic Evaluation, Strategy Audit	C43	Lecture
Unit 5	Managing Conflict and Resistance to Change, Process of Evaluating Strategy	C44	Lecture
Unit 5	Clarification Class	C45	Lecture

## 11005501 - Entrepreneurship

Unit	Particulars	Class No.	Pedagogy of Class
I	Introduction about subject & basics of Understanding the Meaning of Entrepreneur; Characteristics and Qualities of an Entrepreneur;	C1	Lecture
I	Classification of Entrepreneurs; Factors Influencing Entrepreneurship	C2	Lecture
I	Problems and Challenges of Entrepreneurs	C3	Lecture
I	Entrepreneurial Scenario in India	C4	Lecture
I	Entrepreneurial Environment; Entrepreneurial Growth	C5	Lecture
I	Clarification Class	C6	Clarification Class
II	Starting an Enterprise- Identifying a Problem, Recognizing Opportunities	C7	Lecture
II	Identifying a Problem, Recognizing Opportunities and Generating Ideas, Five Steps to Generating Creative Ideas. Different sets	C8	Lecture
II	Identifying a Problem, Recognizing Opportunities and Generating Ideas, Five Steps to Generating Creative Ideas. Different sets	C9	Lecture
	Activity	C10	Activity
II	Feasibility Analysis; Develop a Business Plan; Writing a Business Plan;	C11	Case Study
II	Industry and Competitor Analysis. Assessing a New, Venture's Financial Strength and Viability	C12	Lecture
II	Industry and Competitor Analysis. Assessing a New, Venture's Financial Strength and Viability	C13	Lecture
II	Getting Funding or Financing; Building a New- Venture Team	C14	Lecture
II	Project Based Assignment	C15	Project Based Assignment
II	Quiz-Unit I & II Based	C16	Quiz
II	Clarification Class	C17	Clarification Class
III	The concept of Strategic Business model innovation	C18	Lecture
III	Ostwalder's CANVAS Model	C19	Lecture
III	Business Models Characteristics of a robust business model. Lifecycle of a business model and renewal of business models	C20	Video Demonstration Analysis
III	Types of Innovation: Technical, Service Oriented, Manufacturing, IT, etc and real life cases of Business model innovation	C21	Lecture
III	Pitfalls and risks in innovation, Innovation: why it fails	C22	Activity
III	Discuss the processes of innovation and alternative process models	C23	Lecture



III	Surprise Case Analysis	C24	Surprise Case Analysis
III	Activity	C25	Activity
III	Clarification Class	C26	Clarification Class
IV	Definition of SMEs, Characteristics, Role in Economic Development, Needs of SMEs benefits	C27	Lecture
IV	Incentives for MSME's Forms of Organizations	C28	Lecture
IV	Proprietary, Partnership,	C29	Lecture
IV	Project Identification and Selection,	C30	Lecture
	Project Based Assignment (Presentation)	C31	Project Based Assignment
	Project Based Assignment (Presentation)	C32	Project Based Assignment
IV	Family Business Company	C33	Lecture
IV	Establishing SMEs	C34	Lecture
	Webinar	C35	Webinar
IV	Environmental Scanning	C36	Lecture
IV	Market Assessment, Technology,	C37	Lecture
IV	Selection of Site, Different Govt policies	C38	Lecture
IV	MSMED Act	C39	Lecture
IV	Group Discussion	C40	Group Discussion
IV	Framework-Laws and Regulations for SMEs. SME, Development Bill,2005	C41	Lecture
IV	SSI Board, SIDO, SISI, PPDCs, RTCs, CFTI, NISIET, NIESBUD, NSIC State	C42	Lecture
IV	Government: Directorate of Industries, DICs, SFCs, SIDC/IIC, SSIDC Financial Institutions and Banks	C43	Self Study based presentation
IV	SIDBI, Commercial Banks, RRBs and Co-op. Banks etc.-Enterprise Perspective-Banker's Perspective	C44	Lecture
IV	Clarification Class	C45	Clarification Class

**99002900 - Centre for Leadership Development -I**

<b>Unit</b>	<b>Particulars</b>	<b>Class No.</b>	<b>Pedagogy of Class</b>
UNIT I	Internship report preparation	C1	Lecture
UNIT I	Internship report presentation	C2	Presentation
UNIT I	Internship report Viva	C3	Presentation
UNIT II	Organizing a Summit-HR/MM/Finance	C4	Activity
UNIT II	Organizing a Summit-HR/MM/Finance	C5	Activity
UNIT II	Organizing a Summit-HR/MM/Finance	C6	Activity
UNIT III	Industry related Project- Incubation Centre	C7	Activity
UNIT III	Conduct a desk research to developing a list of local, national and international companies	C8	Activity
UNIT III	Conduct a desk research to developing a list of local, national and international companies	C9	Activity
UNIT III	Conduct a desk research to developing a list of local, national and international companies	C10	Activity
UNIT IV	SWOT Analysis of Self	C11	Lecture
UNIT IV	SWOT Analysis of Self	C12	Activity
UNIT IV	Understanding oneself and one's value	C13	Lecture
UNIT IV	Understanding oneself and one's value	C14	Presentation
UNIT IV	Updating CV and PI kit	C15	Lecture
UNIT IV	Updating CV and PI kit	C16	Presentation
UNIT IV	Updating CV and PI kit	C17	Presentation
UNIT IV	Attitude Building	C18	Case Study
UNIT IV	GD (General and Domain)	C19	Presentation
UNIT IV	Case Analysis	C20	Lecture
UNIT IV	Case Analysis	C21	Presentation
UNIT IV	FAQs Domain related questions	C22	Activity
UNIT IV	Interview Techniques-Telephonic, PI, Skype, Stress, Psychological	C23	Activity
UNIT IV	Prepare Placement Brochure	C24	Lecture
UNIT IV	Prepare Placement Brochure	C25	Activity
UNIT IV	Prepare Placement Brochure	C26	Activity
UNIT IV	Finalize Placement Brochure	C27	Activity
UNIT IV	Reconcile Company Data Bank	C28	Activity
UNIT IV	Mock Interview( General and Domain)	C29	Activity (Group Discussion)
UNIT IV	HR Expert Mock Interview	C30	Activity (Group Discussion)
UNIT V	Developing leadership skills	C31	Activity (Group Discussion)
UNIT V	Raising awareness of group and people skills	C32	Activity (Group Discussion)
UNIT V	Developing empowering style of leadership	C33	Lecture
UNIT V	Developing empowering style of leadership	C34	Activity (Role Play)
UNIT V	Developing empowering style of leadership	C35	Activity (Role Play)
UNIT V	Identify Leaders at different levels from industry, contact them in person, prepare their profiles by interviews and observations and present it to the class	C36	Activity (Role Play)

UNIT V	Identify Leaders at different levels from industry, contact them in person, prepare their profiles by interviews and observations and present it to the class	C37	Activity (Role Play)
UNIT V	Identify Leaders at different levels from industry, contact them in person, prepare their profiles by interviews and observations and present it to the class	C38	Activity (Role Play)
UNIT V	Write reviews on articles / books written by or on leaders from various fields and debate and discuss the same in the class (Bring out the leadership traits, styles and strengths)	C39	Presentation
UNIT V	Write reviews on articles / books written by or on leaders from various fields and debate and discuss the same in the class (Bring out the leadership traits, styles and strengths)	C40	Presentation
UNIT III	Write reviews on articles / books written by or on leaders from various fields and debate and discuss the same in the class (Bring out the leadership traits, styles and strengths)	C41	Presentation
UNIT IV	Activity (Group Discussion)	C42	Activity
UNIT IV	Activity (Group Discussion)	C43	Activity
UNIT IV	Write reviews on articles / books	C44	Lecture
UNIT IV	Clarification Class	C45	Clarification Class

## 11018100 - Managerial & Interviewing Skills

Unit	Particulars	Class No.	Pedagogy of Class
Unit I	Introduction to Unit 1: Event Management, Script Writing & Stage Handling	C1	Lecture
Unit I	Planning an event - itinerary, budget, requisition	C2	Lecture
Unit I	Stage Presentation Skills & Preparing the Speech, Organising the Speech, Special Occasion Speeches	C3	Lecture
Unit I	Script Writing - Comparing, Introduction, Welcome of the Guest, Vote of Thanks	C4	Lecture
Unit I	Activity	C5	Activity-1
Unit I	Writing News article for the event, Event Report Writing, recording (audio clips)	C6	Lecture
Unit I	Writing News article for the event, Event Report Writing, recording (audio clips)	C7	Lecture
Unit I	Clarification Class	C8	Clarification Class-1
Unit 1	Class Room Assignment	C9	Class Assignment-1
Unit 2	What is leadership? Traits of Leadership, Identifying leaders and traits of Leadership	C10	Lecture
Unit 2	Movie-Identify leadership qualities	C11	Lecture
Unit 2	Role Play	C12	Role Play-1
Unit 2	Story-Identify leadership qualities	C13	Lecture
Unit 2	Group Discussion	C14	Group Discussion-1
Unit 2	Interviews of leaders: Identify leadership qualities	C15	Lecture
Unit 2	Presentation	C16	Presentation-1
Unit 2	Debate/Discussion' presentation on leaders	C17	Lecture
Unit 2	Debate/Discussion' presentation on leaders	C18	Lecture
Unit 2	Class Room Assignment	C19	Class Assignment-2
Unit 2	Clarification Class	C20	Clarification Class-2
Unit 3	What is Entrepreneurship, Traits of Successful Entrepreneurs	C21	Lecture
Unit 3	Case Study	C22	Case Study-1
Unit 3	Movie/ Story/Interviews of Entrepreneurs: Identify Entrepreneurial qualities	C23	Lecture
Unit 3	Movie/ Story/Interviews of Entrepreneurs: Identify Entrepreneurial qualities	C24	Lecture
Unit 3	Presentation	C25	Presentation-2
Unit 3	Debate/ Discussion/Presentation on Entrepreneurs	C26	Lecture
Unit 3	Debate/ Discussion/Presentation on Entrepreneurs	C27	Lecture
Unit 3	Quiz	C28	Quiz-1
Unit 3	Project	C29	Project-1
Unit 3	Clarification Class	C30	Clarification Class-3
Unit 4	Conducting Interviews with Leaders/ Entrepreneurs, do's & don'ts while taking interview, Preparing Questions	C31	Lecture
Unit 4	Activity	C32	Activity 2
Unit 4	Interviewing the fellow person,	C33	Lecture
Unit 4	Role play	C34	Role play 2
Unit 4	Presentation	C35	Presentation 3
Unit 4	Case Study ppt	C36	case Study ppt-2

Unit 4	Clarification Class	C37	Clarification Class-4
Unit 5	LSWR Skills-Rewriting Mythology/Folklore	C38	Lecture
Unit 5	Reading Comprehensions, News Analysis	C39	Lecture
Unit 5	Class Room Assignment	C40	Class Room Assignment-3
Unit 5	Video Demonstration Analysis	C41	Video Analysis-1
Unit 5	Debate, Group Discussions, Role Play	C42	Lecture
Unit 5	Group Discussion	C43	Group Discussion-2
Unit 5	Clarification Class	C44	Clarification Class-5
Unit 5	Webinar	C45	Webinar

Course	Course outcomes: - After completion of these courses' students should be able to
<b>9.1 Semester - IV</b>	
11009800 - International Business	<p><b>C01:</b> Define the concepts of international business management.</p> <p><b>C02:</b> Explain the scope of international business creating awareness about international finance decisions and impact on operations.</p> <p><b>C03:</b> Identify basics of WTO, SRC&amp; different investment theories from the perspective of a business manager.</p> <p><b>C04:</b> Analyse &amp; inform the Modes of Entry in international market, Marketing mix, Factors affecting Decisions for International Business &amp; define the Finance aspects of International Business, Capital Movement, Risk in international operations, international investment, Financing for foreign trade.</p> <p><b>C05:</b> Evaluate the learning of the students about the various aspects of the international business concepts.</p>
11010600 - Final Project & dissertation	<p><b>C01:</b> Understand the relevance of learned concepts and its applicability in real-life corporate environment.</p> <p><b>C02:</b> Apply his learning of subjects in writing the dissertation report on the problem undertaken for study.</p> <p><b>C03:</b> Analyse &amp; prepare tabulation for the data collected.</p> <p><b>C04:</b> formulate the analysis and interpretation of data &amp; also know about its correct presentation to use in professional manner.</p> <p><b>C05:</b> Create the logical and critical skills for correctly analysing the industrial progress</p>
11018600 - Critical Thinking and Research Analysis	<p><b>C01:</b> Define &amp; Show Critical Thinking in their working.</p> <p><b>C02:</b> Interpret the primary data &amp; relate the research articles with their research.</p> <p><b>C03:</b> Interview respondents for data collection &amp; organize discussions and chat shows.</p> <p><b>C04:</b> Analyse the primary &amp; secondary data and will be able to prepare a meaningful interpretation</p> <p><b>C05:</b> Explain critical thinking process and decide the right course of action.</p>
99002600 - Centre for Leadership Development - II	<p><b>C01:</b> Understand the etiquette requirements for office, telephone, and Internet business interaction scenarios.</p> <p><b>C02:</b> Demonstrate competitiveness by preparing themselves for internships.</p> <p><b>C03:</b> Develop team building skills, goal setting strategy, time management &amp; conflict management.</p> <p><b>C04:</b> Build employability skills for placements.</p> <p><b>C05:</b> Create critical thinking ability so as to perform successfully as a leader and entrepreneur.</p>

### 9.2 Mapping: Semester - IV

11009800	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01	2	2	-	-	-	-	2	-	2	2	-	2
C02	-	2	2	3	-	-	-	2	2	2	2	-
C03	-	-	2	-	-	3	2	-	1	-	1	2
C04	2	1	-	-	3	1	-	2	1	-	2	-
C05	3	3	3	3	3	3	3	3	3	3	3	3

11010600	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01	3	3	2	2	1	3	-	2	2	2	2	2
C02	-	2	-	2	2	-	-	2	2	-	2	-
C03	2	-	1	3	2	-	3	3	-	2	3	2
C04	2	3	2	-	-	-	-	-	2	2	2	3
C05	3	3	3	3	3	3	3	3	3	3	3	3

11018600	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01	3	-	3	-	3	-	3	2	3	2	-	3
C02	-	3	-	3	2	3	3	3	-	3	3	3
C03	2	3	3	3	-	3	-	3	3	-	3	3
C04	3	2	3	2	3	2	3	-	2	3	3	3
C05	2	3	2	2	2	2	-	2	2	2	2	3

99002600	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01	2	3	1	2	3	3	1	1	2	2	3	2
C02	1	2	2	2	1	1	-	2	1	2	2	1
C03	2	2	1	2	1	-	3	2	-	3	-	2
C04	3	1	2	-	-	3	2	-	3	-	3	3
C05	2	3	4	2	3	2	3	1	-	-	2	1

### 9.3 Lesson Plan: Semester - IV

#### 11009800 - International Business

Unit	Particulars	Class No.	Pedagogy of Class
Unit1	Meaning of Globalization, Doing Business Globally: Pros and Cons of International Business,	C1	Lecture
Unit1	EPRG effect, what is culture, Effect of Culture in Business	C2 / C3	Lecture
Unit1	Hofstede Theory;	C4	Lecture
Unit1	Role of MNCs in International Business & RCEP	C7 C10 / C11	Lecture
Unit1	Clarification	C7 / C9	Lecture
Unit1	Role of MNCs in International Business	C8	Lecture
Unit- 2	Overview of the concept of Corporate Governance		
Unit-2	Mercantile Theory,	C12	Lecture
Unit-2	Absolute Advantage Theory,	C13	Lecture
Unit 2	Porters Diamond Model for Nations competitive Advantage	C17	Lecture
Unit 2	Country Similarity Theory	C14	Lecture
Unit-2	Country Similarity Theory	C 14	Lecture
Unit-2	International PLC Theory	C15 /C16	Lecture
Unit-2	Porters Diamond Model for Nations competitive Advantage	C17	Lecture
Unit-2	Monopolistic Theory, Oligopolistic Theory, Eclectic Theory,	C18	Lecture
Unit 2	Monopolistic Theory, Oligopolistic Theory, Eclectic Theory,	C18	Lecture
Unit 2	Case Study	C22	Lecture
Unit-3	IMF, World Bank, WTO,	C22/C23/C24	Lecture
Unit-3	FDI; Balance of Payment	C21	Lecture
Unit -3	Clarification - RCEP and India's Stand	C26	Lecture
Unit -4	Presentation on World Bank, IMF and WTO	C27/ C28	Presentation
Unit-4	Functional areas Modes of Entry Strategy,	C29/ C30	Lecture
Unit-4	Import; Global Monetary System and Forex	C31 / C32	Lecture
Unit-4	Global Operations and supply chain;	C33	Lecture
Unit-4	JIT & Kanban in International Supply Chain Management	C34	Lecture
Unit 4	Entry Barriers in IB	C35	Lecture
Unit 4	Presentation on IHRM	C36	Lecture
Unit-5	Effect of BREXIT on European Union	C37	Lecture
Unit-5	Letter of Credit	C38	Lecture
Unit-5	IB Documentation & LCs	C39	Lecture
Unit-5	IB Quotation & Invoicing	C40	Lecture
Unit-5	IB Quotation & Invoicing	C41	Lecture
Unit-5	IB Bill of Lading	C42	Lecture
Unit-5	IB Insurance	C43	Lecture
Unit-5	FOB VS CIF	C44	Lecture
	Clarification	C45	Clarification Class



**11018600 – Critical Thinking and Research Analysis**

<b>Unit</b>	<b>Particulars</b>	<b>Class No.</b>	<b>Pedagogy of Class</b>
Unit I	Project: Definition, Importance, Objective, Scope	C 1	Lecture
Unit I	Presentation -PPT (Discussion on project works- done by others) after sessional	C 2	Presentation PPT
Unit I	Presentation -PPT (Discussion on project works- done by others) after sessional	C 3	Presentation PPT
Unit I	Perform a research project according to an individual study plan, Show independence	C 4	Lecture
Unit I	Critical Thinking	C 5	Lecture
Unit I	Creative Thinking	C 6	Lecture
Unit I	Joining Hands – Coordinating with NGO's & Govt. Departments (State/ National/ International Level)	C 7	Lecture
Unit I	Collecting Information & Data	C 8	Lecture
Unit I	Group Discussion	C 9	G.D.
Unit I	Presentation (PPT) self study Research Proposal	C 10	Presentation PPT
Unit I	Searching the relevant work done world wide	C 11	Lecture
Unit I	Searching Research Papers/Articles (No wiki reference)	C 12	Lecture
Unit I	Clarification Class	C 13	Clarification Class
Unit II	RESEARCH PROJECT - Phase I: PLANNING Understanding the concept, short listing the topics	C 14	Lecture
Unit II	RESEARCH PROJECT - Phase I: PLANNING Understanding the concept, short listing the topics	C 15	Lecture
Unit II	identifying feasibilities, finalising the topic	C 16	Lecture
Unit II	identifying feasibilities, finalising the topic	C 17	Lecture
Unit II	identifying relevant organisation, concerned people,	C 18	Lecture
Unit II	data required and collecting information regarding relevant work done (research paper and articles)	C 19	Lecture
Unit II	data required and collecting information regarding relevant work done (research paper and articles)	C 20	Lecture
Unit II	Expectations: Preparing Synopsis	C 21	Lecture
Unit II	Presentation PPT self study (Preparing Synopsis)	C 22	Presentation PPT
Unit II	Presentation PPT self study (Preparing Synopsis)	C 23	Presentation PPT
Unit II	Group Discussion - Contribution of Business families of Rajasthan in Indian Economy	C 24	G.D.
Unit II	Clarification Class	C 25	Clarification Class
Unit III	RESEARCH PROJECT - PHASE 2: DEVELOPING A PROJECT Format Briefing	C 26	Lecture
Unit III	Progress Analysis	C 27	Lecture
Unit III	Field Work	C 28	Lecture
Unit III	Clarification Class	C 29	Clarification Class

Unit IV	Interaction Work with audience – ice-breaking	C 30	Lecture
Unit IV	get them in the mood, work with emotions	C 31	Lecture
Unit IV	unprepared presentations	C 32	Lecture
Unit IV	unprepared presentations (presentation)	C 33	Presentation
Unit IV	unprepared presentations (presentation)	C 34	Presentation
Unit IV	Presentation PPT self study - Findings of Research	C 35	Presentation PPT
Unit IV	Conducting Chat Shows	C 36	Lecture
Unit IV	Conducting Chat Shows (Video Demo Analysis)	C 37	Video Demo Analysis
Unit IV	News Debates	C 38	Lecture
Unit IV	Group Discussion Role of news channels in social harmony	C 39	G.D.
Unit IV	Clarification Class	C 40	Clarification Class
Unit V	RESEARCH PROJECT - PHASE 3: CONCLUDING A PROJECT Compiling	C 41	Lecture
Unit V	Proof Reading	C 42	Lecture
Unit V	Proof Reading	C 43	Lecture
Unit V	Submission	C 44	Lecture
Unit V	Clarification Class	C 45	Clarification Class

**99002600 - Centre for Leadership Development - II**

<b>Unit</b>	<b>Particulars</b>	<b>Class No.</b>	<b>Pedagogy of Class</b>
UNIT I	Introduction to Company Specific Research and presentation	C1	Lecture
UNIT I	Introduction to Company Specific Research and presentation	C2	Lecture
UNIT I	Introduction to Company Specific Research and presentation	C3	Lecture
UNIT I	Industry analysis	C4	Case Study
UNIT I	Industry analysis	C5	Case Study
UNIT I	Industry analysis	C6	Case Study
UNIT I	Industry analysis	C7	Case Study
UNIT I	Report writing	C8	Lecture
UNIT I	Report writing	C9	Lecture
UNIT I	Report writing	C10	Lecture
UNIT I	Clarification Class I	C11	Clarification Class-I
UNIT II	Introduction to Industry and Competitive Analysis	C12	Case Study
UNIT II	Introduction to Industry and Competitive Analysis	C13	Case Study
UNIT II	Introduction to Industry and Competitive Analysis	C14	Case Study
UNIT II	Preparing a presentation on an industry/organization: why study this industry, life cycle stage, industry driving forces, porter's five force model	C15	Presentation
UNIT II	Prepare a presentation on an industry/organization: why study this industry, life cycle stage, industry driving forces, porter's five force model	C16	Presentation
UNIT II	Prepare a presentation on an industry/organization: why study this industry, life cycle stage, industry driving forces, porter's five force model	C17	Presentation
UNIT II	Prepare a presentation on an industry/organization: why study this industry, life cycle stage, industry driving forces, porter's five force model	C18	Presentation
UNIT II	Prepare a presentation on an industry/organization: competitor comparisons (Revenues and profits, market share, product or service characteristics, critical success factors (CSF), Degree of diversification)	C19	Presentation
UNIT II	Prepare a presentation on an industry/organization: competitor comparisons (Revenues and profits, market share, product or service characteristics, critical success factors (CSF), Degree of diversification)	C20	Presentation
UNIT II	Prepare a presentation on an industry/organization: competitor comparisons	C21	Presentation

	(Revenues and profits, market share, product or service characteristics, critical success factors (CSF), Degree of diversification)		
UNIT II	Clarification Class II	C22	Clarification Class-II
UNIT III	Introduction to Group Discussion Skills	C23	Lecture
UNIT III	Introduction to Group Discussion Skills	C24	Lecture
UNIT III	Leadership Skills	C25	Case Study
UNIT III	Leadership Skills	C26	Case Study
UNIT III	Interpersonal Skills	C27	Lecture
UNIT III	Persuasive Skills	C28	Group Discussion
UNIT III	Problem Solving Skills	C29	Lecture
UNIT III	Problem Solving Skills	C30	Group Discussion
UNIT III	Conceptualization Skills	C31	Lecture
UNIT III	Conceptualization Skills	C32	Lecture
UNIT III	Clarification Class III	C33	Clarification Class-III
UNIT IV	Introduction to Placement preparation	C34	Lecture
UNIT IV	Mock Interview	C35	Activity
UNIT IV	HR Expert Mock Interview	C36	Activity
UNIT IV	HR Expert Mock Interview	C37	Activity
UNIT V	Introduction to Team Building and Leadership	C38	Surprise Case Study
UNIT V	Goal setting based on principle of SMART	C39	Presentation
UNIT V	Stress Management: Introduction to Stress, Causes of Stress	C40	Presentation
UNIT V	Stress Management: Impact Management Stress, Managing Stress	C41	Presentation
UNIT V	Conflict Management: Introduction to Conflict, Causes of Conflict,	C42	Presentation
UNIT V	Conflict Management: Management Managing Conflict	C43	Video Demonstration Analysis
UNIT V	Time Management: Time as a Resource, Identify Important Time Management Wasters, Individual Time Management Styles, Techniques for better Time Management.	C44	Presentation
UNIT V	Clarification Class IV	C45	Clarification Class-IV

Course	Course outcomes: - After completion of these courses' students should be able to
<b>10.1 Open Electives</b>	
11005700 - Business Analytics (OE1)	<p><b>C01:</b> Define the basic understanding of business analytics concepts.</p> <p><b>C02:</b> Understand, classify theory, and models of business analytics.</p> <p><b>C03:</b> Apply &amp; interpret the results by using different Software tool.</p> <p><b>C04:</b> Classify &amp; implement the relevant technical skills &amp; software concepts involved and be able to use appropriate techniques in using them for decision making.</p> <p><b>C05:</b> Formulate appropriate techniques in using them for decision making.</p>
11009900 - Business Ethics & Corporate Governance (OE2)	<p><b>C01:</b> Find about business ethics, emerging trends in good governance practices and corporate social responsibility in the global and Indian context.</p> <p><b>C02:</b> Explain the significance of ethics and ethical practices in businesses which are indispensable for progress of a country &amp; recite the applicability of ethics in functional areas of management.</p> <p><b>C03:</b> Identify the emerging need and growing importance of effective governance by the management of organizations.</p> <p><b>C04:</b> Analyse ethical issues related to business and suitable corporate governance necessary for long term survival of business by applying integrates contemporary Ethics in business.</p> <p><b>C05:</b> Evaluate the learning of various business ethics concepts that can be applied in the business models and decisions.</p>

### 10.2 Mapping: Open Electives

11005700	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
C01	2	3		3	3		3		3	3	3	3
C02	3			3	3	3		2			2	
C03	1		3		3	2	3	3	3	3		3
C04	3	3	3	3	3		3		3		3	3
C05		3		3		3	3	3		3	3	3

11009900	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
C01	2	2	2	1		2	2					
C02		2	2						3	2	2	2
C03			2	2	3	2	2	3				
C04					1		2	2	2	2		2
C05	3	3	3	3	3	3	3	3	3	3	3	3

### 10.3 Lesson Plan: Open Electives

#### 11005700 - Business Analytics (OE1)

Unit	Particulars	Class No.	Pedagogy of Class
Unit-I	Overview of Business analytics	C-1	Lecture
Unit-I	Components of Business analytics	C-2	Lecture
Unit-I	Components of Business analytics	C-3	Lecture
Unit-I	Data ware housing	C-4	Lecture
Unit-I	Data mining	C-5	Lecture
Unit-I	Mind-set required for a business analytics profession	C-6	Lecture
Unit-I	Mind-set required for a business analytics profession	C-7	Lecture
Unit-I	Assignment 1	C-8	Class Room Assignment
Unit-II	CONCEPTS OF DATA WAREHOUSING		
Unit-II	Concepts of Data Warehousing	C-9	Lecture
Unit-II	Online analytical processing	C-10	Lecture
Unit-II	Business Analytics and Data visualization	C-11	Lecture
Unit-II	Business Analytics and Data visualization	C-12	Lecture
Unit-II	Clarification of problems on Unit-II	C-13	Clarification Class
Unit-II	Presentation on various topics of Unit-II	C-14	Presentation
Unit-II	Assignment 2		Take Home Assignments
Unit-III	Introduction to Data	C-15	Lecture
Unit-III	Text and Web mining	C-16	Lecture
Unit-III	Text and Web mining	C-17	Lecture
Unit-III	Performance Management	C-18	Lecture
Unit-III	Performance Management	C-19	Lecture
Unit-III	Guest Lecture by .....	C-20	Guest Lecture
Unit-III	Clarification of problems on Unit-III	C-21	Clarification Class
Unit-III	Assignment-2	C-22	Class Room Assignment
Unit-III	Presentation on various topics of Unit-II & III	C-23	Presentation
Unit-IV	Data mining methods and Applications	C-24	Lecture
Unit-IV	Frequency analysis	C-25	Lecture
Unit-IV	Correlation	C-26	Lecture
Unit-IV	Regression,	C-27	Lecture
Unit-IV	Chi square	C-28	Lecture
Unit-IV	Forecasting	C-29	Lecture
Unit-IV	Factor analysis	C-30	Lecture
Unit-IV	T-Test	C-31	Lecture
Unit-IV	Cluster analysis using Analytics Software;	C-32	Lecture
Unit-IV	Webinar on .....	C-33	Webinar
Unit-IV	Presentation on various topics of Unit-IV	C-34	Presentation
Unit-IV	Clarification of problems on Unit-IV	C-35	Clarification Class
UNIT-V	Finance	C-36	Lecture
UNIT-V	Marketing	C-37	Lecture
UNIT-V	Operations	C-38	Lecture
UNIT-V	Operations	C-39	Lecture

UNIT-V	Human Resource analytics using analytics software.	C-40	Lecture
UNIT-V	Seminar	C-41	Seminar
UNIT-V	Clarification of problems on Unit-V	C-42	Clarification Class
UNIT-V	Presentation on various topics of Unit-V	C-43	Presentation
UNIT-V	Assignment-3	C-44	Class Room Assignment
UNIT-V	Assignment-4	C-45	Class Room Assignment

**11009900 - Business Ethics & Corporate Governance (OE2)**

<b>Unit</b>	<b>Particulars</b>	<b>Class No.</b>	<b>Pedagogy of Class</b>
Unit I	Meaning and introduction Business Ethics	C-1	Lecture
Unit I	What is Ethics? Values, Morality and Legality	C-2	Lecture
Unit I	Business ethics	C-3	Lecture
Unit I	Relation between business and morality, subjective and objective morality	C-4	Lecture
Unit I	Clarification Class	C-5	Clarification Class
Unit I	Clarification Class	C-6	Clarification Class
Unit II	Moral Development (Kohlberg's 6 Stages of Moral Development)	C-7	Lecture
Unit II	Moral Development (Kohlberg's 6 Stages of Moral Development)	C-8	Lecture
Unit II	Moral pluralism and International business		Lecture
Unit II	Presentation Self Study Based	C-9	Presentation
Unit II	Clarification Class	C-10	Clarification Class
Unit II	Clarification Class	C-11	Clarification Class
Unit II	Banking Scams	C-12	Group Discussion
Unit III	Case Study	C-13	Case Study
Unit III	Quiz	C-14	Quiz
Unit III	social responsibility of business and business and society		PPT
Unit III	social audit	C-15	Workshop
Unit III	ethics related with - economics, finance and laws	C-16	Lecture
Unit III	ethics related with - economics, finance and laws	C-17	Lecture
Unit III	ethical theories - Utilitarianism & Deontology	C-18	Lecture
Unit III	Rights Theory & Justice Theory	C-19	Lecture
Unit III	Quiz	C-20	Activity
Unit III	Clarification Class	C-21	Clarification Class
Unit III	Virtue Theory & Moral reasoning and responsibility	C-22	Lecture
Unit IV	Organizational influence on ethical behavior & creating an ethical organization	C-23	Lecture
Unit IV	innovation, technological leadership and fellowship, technological dynamics	C-24	Activity
Unit IV	Clarification Class	C-25	Clarification Class
	Presentation	C-26	Presentation
	Presentation	C-27	Presentation
Unit IV	Presentation	C-28	Presentation
Unit IV	Technology - Management, features and impact	C-29	Activity
Unit IV	Clarification Class	C-30	Clarification Class
Unit IV	Justice and economic system & morale valuation of contemporary economic system	C-31	Lecture
Unit IV	Demographic environment- birth rate, death rate and structure	C-32	GD
Unit IV	corporation and morality	C-33	Lecture



Unit V	Morality and Social Audit	C-34	Lecture
Unit V	Ethical issues in Functional areas of Business	C-35	Lecture
Unit V	Ethical issues in Functional areas of Business	C-36	Lecture
Unit V	CSR of a business firm	C-37	Lecture
Unit V	Clarification Class	C-38	Clarification Class
Unit V	Technology - time lags, transfer, & status of technology in India	C-39	Clarification Class
Unit V	Demographic environment - birth rate, death rate and age structure	C-40	Activity
Unit V	Demographic environment - birth rate, death rate and age structure	C-41	Activity
Unit V	Social Audit	C-42	Activity
Unit II	Case Study	C-43	Case Study
Unit V	Friedman's Theory	C-44	Lecture
Unit V	Carroll's Theory	C-45	Lecture
Unit V	Social Responsibility and Profit Maximization & Stakeholder Theory	C 32	Lecture
Unit V	Environmental concerns and role of Corporations	C 33	Lecture
Unit V	Corporate Governance-an overview	C 34	Lecture
Unit V	Case Study	C 35	Case Study
Unit V	Clarification Class	C 36	Clarification Class
Unit V	Theory and practices of Corporate governance	C 37	Lecture
Unit V	corporate governance mechanisms and systems & Indian Model of Corporate governance	C 38	Lecture
Unit V	landmarks in emergence of corporate governance	C 39	Lecture
Unit V	Group Discussion	C 40	Group Discussion
Unit V	Monitoring and Control	C41	Lecture
Unit V	Monitoring and Control	C42	Lecture
Unit V	Role of SEBI for the growth of Corporate Governance in India	C43	Lecture
Unit V	Case Study	C44	Case Study
Unit V	Clarification Class	C45	Clarification Class

Course	Course outcomes: - After completion of these courses' students should be able to
<b>11.1 Specialisations Electives: Marketing</b>	
11007001 - Consumer Behaviour (SE1)	<p><b>C01:</b> Understand environmental variables affecting consumer behavior</p> <p><b>C02:</b> Explain the process of consumer behavior, the various external and internal factors that influence consumer behaviour and to apply this understanding to the development of marketing strategy.</p> <p><b>C03:</b> Utilize the knowledge of consumer decision making process and its applications in marketing function of firms &amp; examine influence of social class, group dynamics on consumer behavior.</p> <p><b>C04:</b> Create consumer-oriented marketing strategies &amp; correlate the impact of personality, perception, learning, motivation and attitude to the choices consumers make.</p> <p><b>C05:</b> Create an ability to strategize and execute marketing strategies as per the preferences of customers</p>
11016400 - Sales and Distribution Management (SE2)	<p><b>C01:</b> Find the necessary skills and knowledge needed to manage sales force, distribution management.</p> <p><b>C02:</b> Relate the theoretical concepts of sales and distribution to real working in field.</p> <p><b>C03:</b> Apply sales forecasting methods, sales budgeting techniques and methods to manage selling expenses.</p> <p><b>C04:</b> Analyse personal selling strategies and will be able to function as a team member in sales meetings &amp; could build relationship with its team members.</p> <p><b>C05:</b> Choose appropriate selling strategies in professional life.</p>
11010200 - Digital Marketing (SE3)	<p><b>C01:</b> Define the importance of the digital marketing for marketing success.</p> <p><b>C02:</b> Demonstrate customer relationships across all digital channels and build better customer relationships.</p> <p><b>C03:</b> Identify a digital marketing plan, starting from the SWOT analysis and defining a target group.</p> <p><b>C04:</b> Classify digital channels, their advantages and limitations, to perceiving ways of their integration taking into consideration the available budget.</p> <p><b>C05:</b> Propose different ways of their integration taking into consideration the available budget.</p>

## 11.2 Mapping: Specializations Electives (Marketing)

11007001	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01	3	3	2	2	3	3	2	3	2	2	3	3
C02	1	-	2	-	-	1	-	2	3	3	2	2
C03	-	2	2	2	3	-	3	2	-	3	-	-
C04	-	2	2	2	-	3	2	-	3	-	3	-
C05	-	2	2	2	-	3	2	-	3	-	3	3

11016400	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01	2	-	2	2	3	3	2	2	3	-	2	3
C02	3	2	3	3	3	2	2	3	2	2	3	3
C03	2	3	2	2	-	3	3	3	3	3	2	3
C04	3	3	3	2	2	2	2	-	2	3	3	3
C05	-	2	2	-	3	3	2	3	2	3	2	3

11010200	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01	3	3	3		3			3	2	2		2
C02	3		3	3		3	3	3	3		3	3
C03		3		3		3			3	2	3	3
C04	3	3	3	3				3	3	3	3	
C05	2		2		3	3	3		3		3	3

### 11.3 Lesson Plan: Specializations Electives (Marketing)

#### 11007001 - Consumer Behaviour (SE1)

Unit	Particulars	Class No.	Pedagogy of Class
UNIT I	Consumer Behaviour	C1	Lecture
UNIT I	Recapitulate basic marketing concepts, Segmentation targeting positioning,	C2	Lecture
UNIT I	Customer value, satisfaction and retention. Marshallian Utility Theory, Hicksian Indifference Approach,	C3	Lecture
UNIT I	MIT Samuelson Revealed Preference Theory.	C4	Lecture
UNIT I	Consumer's decision-making process, Models of Consumer Behaviour:- four views of decision making	C5	Lecture
UNIT I	Contd.	C6	Lecture
UNIT I	Project Based Assignment	C7	Project Based Assignment
UNIT I	Consumer Behaviour importance & Basics etc.	C8	Lecture
	Clarification class	C9	Clarification class
UNIT II	Consumer Motivation-Arousal of motives, type of needs,	C10	Lecture
UNIT II	measurement of motives and customer involvement.	C11	Lecture
UNIT II	Presentation	C12	Self Study based Presentation
UNIT II	Personality and Lifestyle: theories of personality,	C13	Lecture
UNIT II	case study	C14	Self Study based Presentation
UNIT II	self and self-image, lifestyle profiles: VALS, AIO.	C15	Lecture
UNIT II	consumer diversity, brand personality,	C16	Lecture
	Video Demonstration Analysis	C17	Video Demonstration Analysis
	Activity	C18	Activity
UNIT II	CASE STUDY	C19	Case study based Presentation
UNIT II	Consumer Perception: Elements of perception,	C20	Lecture
UNIT II	Group Discussion	C21	Group Discussion
UNIT II	consumer imagery, perceived risk and consumer perception.	C22	Lecture
	Clarification class	C23	Clarification class
	CASE STUDY-Presentation	C24	Case study based Presentation
UNIT III	Consumer Learning	C25	Lecture
	Activity	C26	Activity
UNIT III	Behavioral learning, cognitive learning theories, measures of consumer learning	C27	Lecture
UNIT III	Consumer Attitude formation and change: Models of attitude, attitude formation,	C28	Lecture

	Presentation	C29	Self Study based Presentation
	Industrial Visit	C30	visit
UNIT III	strategies of attitude change.	C31	Lecture
UNIT III	Workshop	C32	Workshop
	Clarification class	C33	Clarification Class
	case study	C34	Surprise case Presentation
UNIT IV	Reference groups, family and social class influences,	C35	Lecture
	Group Discussion	C36	Group Discussion
UNIT IV	Types of reference groups and their influence on consumer behavior, families and households and their decision making, family life cycle	C37	Lecture
	Presentation	C38	Self Study based Presentation
UNIT IV	forms of influence, social class influences–affluent consumer.	C39	Lecture
	Seminar	C40	Seminar
	Clarification class	C41	Clarification Class
	Quiz	C42	Quiz
UNIT V	Consumer culture, sub-culture and cross-cultural factors and their influence on consumer behaviour	C43	Lecture
UNIT V	cross cultural values, myths, symbols and rituals.	C44	Lecture
	Clarification class	C45	Clarification Class

## 11016400 - Sales and Distribution Management (SE2)

Unit	Particulars	Class No.	Pedagogy of Class
Unit I	Meaning, Nature and Importance of Sales Management	C 1	Lecture
Unit I	Sales objectives, Strategies and Tactics, Emerging trends in sales	C 2	Lecture
Unit I	The Selling Process, Buyer-Seller Dyads,	C 3	Lecture
Unit I	Sales as a Career. Characteristics of a successful salesman	C 4	Lecture
Unit I	Sales Organization –Need for Sales Organizations, their structure	C 5	Lecture
Unit I	Sales Managers Functions and responsibilities	C 6	Lecture
Unit I	PPT (Self Study Based)	C 7	PPT
Unit I	Group Discussion	C 8	Group Discussion
Unit I	Clarification Class	C 9	Clarification Class
Unit II	Sales Force Management-Recruiting and selecting the sales force, Planning sales training programs	C 10	Lecture
Unit II	Motivating the sales force and Compensating the sales force. Devising a Sales Compensation plan	C 11	Lecture
Unit II	Sales meetings and Sales contests, Supervising	C 12	Lecture
Unit II	Video Demo Analysis	C 13	Video Demo Analysis
Unit II	Evaluating Sales Force Performance and Controlling Sales activities (Sales Records and Reporting Systems), Improving Sales Productivity	C 14	Lecture
Unit II	PPT ( Self Study Based)	C 15	PPT
Unit II	Group Discussion	C 16	Group Discussion
Unit II	Clarification Class	C 17	Clarification Class
Unit III	Sales Forecasting methods	C 18	Lecture
Unit III	PPT ( Case Study Based After Sessional)	C 19	PPT
Unit III	determining size of sales force/ Planning the sales effort	C 20	Lecture
Unit III	Effective Selling Theories	C 21	Lecture
Unit III	Sales Quota setting and Administration	C 22	Lecture
Unit III	Procedure for designing sales territories, managing territorial coverage	C 23	Lecture
Unit III	Sales Budget; Purpose, Forms, Contents and Procedure	C 24	Lecture
Unit III	Surprise Case Analysis	C 25	Surprise Case Analysis
Unit III	Clarification Class	C 26	Clarification Class
Unit III	Quiz	C 27	Quiz
Unit IV	Meaning and Definition of Distribution Channel, Characteristics/Features of Marketing Channel, Setting Distribution Objectives	C 28	Lecture
Unit IV	Channel of Distribution for–Consumer Products, Industrial Products and Services	C 29	Lecture

Unit IV	Channel Functions and Flows, Levels of Channel of Distribution; Types of Distribution Channel, Intensity of Marketing Coverage	C 30	Lecture
Unit IV	Channel conflict and its management & Channel Cooperation	C 31	Lecture
Unit IV	Channel design and planning process, Selecting channel partners, Channel design implementation and electronic channels, Factors affecting Channel Selection	C 32	Lecture
Unit IV	Retailing: Retailer, Role of the retailer, Classification of retailers	C 33	Lecture
Unit IV	Project Based Assignment	C 34	Project Based Assignment
Unit IV	Retail strategies, E-tailing	C 35	Lecture
Unit IV	Wholesaling: Wholesaler, Function and Classification of Wholesalers. Strategic Issues in Wholesaling	C 36	Lecture
Unit IV	PPT (Case Study Based After Sessional)	C 37	PPT
Unit IV	Distributors/Dealers/Stockiest,	C 38	Lecture
Unit IV	Role of C&F and Cash & Carry	C 39	Lecture
Unit IV	Group Discussion	C 40	Group Discussion
Unit IV	Clarification Class	C 41	Clarification Class
Unit V	Concepts, Meaning, Objectives of Physical Distribution Management	C 42	Lecture
Unit V	Physical Distribution Decision Areas. Physical Distribution (Logistics) Management	C 43	Lecture
Unit V	Transportation Management and Warehousing Management	C 44	Lecture
Unit V	Clarification Class	C 45	Clarification Class

### 11010200 - Digital Marketing (SE3)

Unit	Particulars	Class No.	Pedagogy of Class
Unit-1	Introduction to digital marketing	C1	Lecture
Unit-1	Introduction to digital marketing	C2	Lecture
Unit-1	Digital Marketing Overview	C3	Lecture
Unit-1	Digital Marketing Overview	C4	Lecture
Unit-1	Digital Marketing Strategy	C5	Lecture
Unit-1	Digital Marketing Strategy	C6	Lecture
Unit-1	Digital Marketing Strategy	C7	Lecture
Unit-1	Inbound Vs. Outbound Marketing	C8	Lecture
Unit-1	Inbound Vs. Outbound Marketing	C9	Lecture
Unit-1	Inbound Vs. Outbound Marketing	C10	Lecture
Unit-1	Inbound Vs. Outbound Marketing	C11	Lecture
Unit-1	Clarification Class	C12	Lecture
Unit-1	Classroom Assignment	C13	Class Room Assignment
Unit-1	Guest lecture	C14	Guest lecture
Unit-2	Content Marketing Strategies	C15	Lecture
Unit-2	Content Marketing Strategies	C16	Lecture
Unit-2	Email Marketing	C17	Lecture
Unit-2	Mobile Marketing	C18	Lecture
Unit-2	Affiliate Marketing	C19	Lecture
Unit-2	Online Advertising: Display Advertising	C20	Lecture
Unit-2	Online Advertising: Display Advertising	C21	Lecture
Unit-2	Online Advertising: Display Advertising	C22	Lecture
Unit-2	Online Advertising: Display Advertising	C23	Lecture
Unit-2	Clarification Class	C24	Clarification Class
Unit-2	Classroom Assignment	C25	Class Room Assignment
Unit-2	Take Home Assignment		Take Home Assignments
Unit-3	Social Media & Social Network Marketing (SMM)	C26	Lecture
Unit-3	Social Media & Social Network Marketing (SMM)	C27	Lecture
Unit-3	Lead Generation for Business (Pricing and Distribution Strategies on the net)	C28	Lecture
Unit-3	Lead Generation for Business (Pricing and Distribution Strategies on the net)	C29	Lecture
Unit-3	Clarification Class	C30	Clarification Class
Unit-3	Classroom Assignment	C31	Class Room Assignment
Unit-3	Take Home Assignment		Take Home Assignments
Unit-3	Presentation	C32	Presentation
Unit-4	Google Analytics	C33	Lecture
Unit-4	Search Engine Optimization (Marketing)	C34	Lecture
Unit-4	Trust in Internet Marketing	C35	Lecture
Unit-4	Clarification Class	C36	Clarification Class
Unit-4	Classroom Assignment	C37	Class Room Assignment
Unit-4	Presentation	C38	Presentation
Unit-5	Legal and ethical issues pertaining to the internet	C39	Lecture
Unit-5	Legal and ethical issues pertaining to the	C40	Lecture



	internet		
Unit-5	Legal and ethical issues pertaining to the internet	C41	Lecture
Unit-5	Clarification Class	C42	Clarification Class
	Activity	C43	Activity
	Activity	C44	Activity
	Activity	C45	Activity

Course	Course outcomes: - After completion of these courses' students should be able to
<b>12.1 Specialisation Electives: Finance</b>	
11006300 - Insurance and Risk Management (SE2)	<p><b>C01:</b> Remembering the basics of Insurance with the basic focus on risk management techniques.</p> <p><b>C02:</b> Understanding the practical applicability of about the various terminologies and concepts of the Risk Management.</p> <p><b>C03:</b> Apply the fundamentals and various types of risk to relate the types of insurance risk policy.</p> <p><b>C04:</b> Analyse the insurance operation, including functions of insurance, insurance markets, insurance regulations &amp; understand the pricing, financing and diversification strategies of insurance companies.</p> <p><b>C05:</b> Evaluate the risk adjusted performance measures for risk management and value creation.</p>
11006401 - Security Analysis and Portfolio Management (SE1)	<p><b>C01:</b> Remember the basics of financial market of India, focused on the Stock Market (Capital Market), various theories of portfolio, risk-return concepts and behavioural finance.</p> <p><b>C02:</b> Understand the various investment &amp; revenues &amp; to understand the functions and importance of Indian security market.</p> <p><b>C03:</b> Apply the concepts of TVM (Time Value of Money) concepts and calculations; including future value of a present sum, present value, and present and future values of annuities to management decision making.</p> <p><b>C04:</b> Analyse and predict the trend of stock price movement &amp; design portfolio of investment to reduce risk and earn profit &amp; interpret the evidence relating to market efficiency.</p> <p><b>C05:</b> Formulate the portfolio and evaluate the performance with revision if required.</p>
11017000 - Corporate Taxation (SE3)	<p><b>C01:</b> What are the fundamental provisions of the concept of corporate tax planning and to equip with a reasonable knowledge of tax planning devices?</p> <p><b>C02:</b> Understand the intricacies relating to the filling of various forms and returns &amp; to understand the relevance of GST in present Indian Tax Scenario.</p> <p><b>C03:</b> Applying the concepts of taxation to the corporate tax planning.</p> <p><b>C04:</b> Analysing the skill of independent thinking and creativity in the field of direct tax law &amp; evaluate the impact of laws on companies and on individuals &amp; also, to make capable to understand amendments made from time to time in Acts related to the Tax.</p> <p><b>C05:</b> Measure the tax liability of an individual or organisation.</p>

## 12.2 Mapping: Specializations Electives (Finance)

11006300	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01	3	3	2	3	1	2	.	2	3	2	1	3
C02	3	3	2	2	2	-	3	-	2	2	2	3
C03	2	2	1	-	2	-	1	2	3	1	2	3
C04	2	1	3	1	2	1	-	1	3	2	3	3
C05	3	3	2	2	3	3	2	3	3	3	3	3

11006401	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01	2	-	2	-	2	-	2	1	-	1	1	3
C02	-	1	3	-	2	2	2	2	2	-	3	3
C03	2	2	3	2	-	-	-	3	2	2	-	3
C04	2	2	1	3	3	-	3	2	-	1	2	3
C05	3	3	2	3	2	3	3	2	3	2	3	3

11017000	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01	3	3	1	-	3	1	3	3	3	1	1	3
C02	-	-	3	1	1	3	2	2	2	-	3	3
C03	3	2	3	2	-	1	1	2	-	3	2	3
C04	2	2	-	3	3	2	3	2	1	2	2	3
C05	3	3	3	3	2	3	2	3	2	3	3	3

## 12.3 Lesson Plan: Specializations Electives (Finance)

### 11006300 - Insurance and Risk Management (SE2)

Unit	Particulars	Class No.	Pedagogy of Class
I	Differentiate Risk and Uncertainty	C 1	Lecture
I	Types of Risks and Financial risk	C 2	Lecture
I	Steps in Risk management	C 3	Lecture
I	Risk avoidance –Risk reduction, Risk management Information systems(RMIS)	C 4	Lecture
I	Risk Management system and Financial risk	C 5	Lecture
I	Case Study	C 6	Project
II	Enterprise Risk management	C 7	Group discussions
II	Enterprise Risk management	C 8	Lecture
II	Framework for ERM	C 9	Lecture
II	Interest rate risk or asset liability management	C 10	Lecture
II	Credit risk management	C 11	Presentation
II	Market risk management	C 12	Lecture
II	Operation risk management, components of operation risk management	C 13	Lecture
II	Strategic risk management – role of Chief Risk Officer (CRO) .	C 14	Lecture
II	Revision of the unit	C 15	Clarification Class
III	Project risk management –risk associated with new projects	C 16	Lecture
III	The risk involved in contracting plant – Risk involved in erection and installations	C 17	Group discussions
III	Management of risk in supervision of a project	C 18	Lecture
III	Risk involved in kickoff an IT project	C 19	Lecture
III	Various tools used in project risk management	C 20	Lecture
III	Project risk management – Role Play	C 21	Webinar
III	Process of project Risk management	C 22	Lecture
III	Disclosure of project risk management.	C 23	Lecture
III	Project risk management.	C 24	Lecture
III	Revision of the unit	C 25	Clarification Class
IV	Concept of Financial risk management	C 26	Group discussions
IV	Drivers of financial risk management	C 27	Lecture
	Surprise Test	C 28	Test
IV	Sources of solving financial risks of an organization	C 29	Lecture
IV	Tools used in financial risk management	C 30	Lecture
IV	Evaluation of Students	C 31	Quiz
IV	Risk involved in Asset liability management(ALM) – Techniques of valuation including estimate and proxies	C 32	Lecture
IV	Hedgeable and non-hedgeable –treasury function	C 33	Lecture
IV	Revision of the unit	C 34	Clarification Class
V	Significance of Insurance – types of Insurance	C 35	Presentation
.	Basic principles of Insurances	C 36	Presentation

V	Salient features of Insurances	C 37	Lecture
V	Principles of Insurance: Case Analysis	C 38	Presentation
V	Insurance regulatory and development authority –duties of IRDA – explain the powers of IRDA	C 39	Lecture
V	Functions of IRDA are laid down in section 14 of IRDA Act, 1999	C 40	Lecture
V	Ombudsman –	C 41	Lecture
V	powers and functions of Ombudsman	C 42	Lecture
V	Revision of the unit	C 43	Clarification Class
	Industrial Visit	C 44	Industrial Visit
	Guest Lecture	C 45	Management Games

**11006401 - Security Analysis and Portfolio Management (SE1)**

Unit	Particulars	Class No.	Pedagogy of Class
Unit-I	Concepts of investment, Objectives of investment, various alternatives of investments, Investment vs speculation	C 1	Lecture
Unit-I	Financial Markets: Primary Markets and secondary markets	C 2	Lecture
Unit-I	Introduction to Primary Market, Primary Market Design and its Role, Types of Offers in the Primary Market, Major Eligibility Guidelines for the issuers in Primary Market, Contribution of Promoters, Issue of Sweat Equity;	C 3	Lecture
	Group Discussion		Group Discussion
Unit-I	Secondary Market: Introduction, Major players, Trading and settlement Mechanism,	C4	Lecture
Unit-I	Types of orders, Stop Loss, Trading on Margin and how margin works,	C5	Lecture
Unit-I	Short Selling Price freeze, Market Wide Circuit breaker, Basis of Market Wide Circuit Breaker	C6	Lecture
Unit-I	Insider Trading, Odd lot Trading, Bulk Deals, Block Deals, Arbitrage Opportunity in the market	C 7	Lecture
Unit-I	Risk and Return: Concept	C 9	Lecture
Unit-I	types and measurement of risk and return	C 10	Lecture
	Clarification Class	C 11	Clarification Class
Unit-II	Fundamental Analysis: International Environment: Global Economy Overview	C8	Lecture
Unit-II	Global Markets, And Global Market and Indian Market Inter linkages.	C 13	Lecture
Unit-II	Economic Analysis: GDP, Fiscal Policy, Monetary Policy and Liquidity,	C 14	Group Discussion
Unit-II	Inflation, Interest Rate, Unemployment, Individual Savings, Domestic corporate Tax Rate	C 15	Lecture
Unit-II	Balance of Trade. Industry Analysis: Tools for Industry Analysis, Cross Sectional Industry Performance over Time	C 16	Lecture
Unit-II	Life Cycle. Company Analysis: Analysis of Financial statements.	C 17	Lecture
	Case Study presentation	C 18	Case Study presentation
	Surprise Test	C 19	Surprise Test
Unit-II	Technical Analysis: Introduction, Basic Tenets of Dow Theory, Characteristic Phases of Bull and Bear Trends, Critical Appraisal of Dow theory	C 20	Lecture
	Project Based Assignment	C 21	Project Based Assignment

Unit-II	Different Types of charts, Concept of trend, Trend lines: support and resistance	C 22	Lecture
Unit-II	Importance of Volume, Reversal Patterns, Continuation Pattern, Moving averages, other market indicators	C 23	Lecture
	Case based Study presentation	C 24	Self based Study presentation
Unit-III	Meaning, Importance and Approaches of Portfolio Management	C 25	Lecture
Unit-III	Portfolio analysis, Portfolio evaluation and revision techniques;	C 26	Lecture
Unit-III	Portfolio theory: Markowitz Model	C 27	Lecture
Unit-III	Capital Asset Pricing Model,	C 28	Lecture
	webinar	C 29	webinar
Unit-III	Market Efficiency and Behavioral Finance.	C 30	Lecture
	clarification class	C 31	clarification class
	Quiz	C 32	Quiz
	Self based Presentation	C 33	Self based Presentation
Unit-IV	APT – Random Walk Hypothesis Mode of delivery	C 34	Lecture
	Group Discussion	C 35	Group Discussion
	Self based presentation	C 36	Self based presentation
	Role Play	C 37	Role Play
	clarification class	C 38	clarification class
Unit-V	Introduction, Meaning of Future contracts Forward Contracts, Difference, Trading of Stock futures.	C 39	Lecture
Unit-V	Option Contracts: Introduction, types	C 40	Lecture
Unit-V	Payoffs and option strategies	C 41-C42	Lecture
	Video demonstration analysis	C 43	Video demonstration analysis
	clarification class	C 44	clarification class
	Case based Study presentation	C 45	Case based Study presentation

### 11017000 - Corporate Taxation (SE3)

Unit	Particulars	Class No.	Pedagogy of Class
Unit-I	Direct Taxation Meaning – methods	C1	Lecture
Unit-I	Direct Tax System-Heads	C2	Lecture
Unit-I	Canons of Taxation	C3	Lecture
Unit-I	Benefits derived by Direct Taxation to Indian Society	C4	Lecture
Unit-I	Differentiation of Direct Tax from Sale Tax - Reduction in inequalities	C5	Lecture
Unit-I	Differences between Direct Tax and Indirect Tax	C6	Lecture
Unit-I	Features of good tax system	C7	Lecture
Unit-I	exemption in Income tax – tax avoidance	C8	Lecture
	Video Demonstration Analysis	C9	Video Demonstration Analysis
	Clarification Class	C10	Clarification class
Unit-II	Corporate Tax – meaning - differences between company tax and corporate tax	C11	Lecture
Unit-II	Importance of Corporate Taxation - taxable income in corporate tax	C12	Lecture
Unit-II	exemptions in corporate taxation- Non Taxable Income.	C13	Lecture
Unit-II	Partnership taxation- difference in Income tax on Individuals and Sole proprietors	C14	Lecture
Unit-II	Income tax of a company Corporate Income Tax Provision: MAT; AMT	C15	Lecture
Unit-II	Various exemptions available to corporate under Section 10 of Income Tax Act	C16	Lecture
	Clarification Class-II	C17	Clarification class
	PPT (Self Study Based)	C18	Presentation
	Surprise Case Analysis Test	C19	Surprise Case Analysis Test
Unit-III	Impact of carry forward losses in computation of corporate tax - TDS	C20	Lecture
Unit-III	TDS on contract workers	C21	Lecture
Unit-III	TDS on individual services engaged by a corporate	C22	Lecture
	GD-Case	C23	Group discussions
	PPT -Self study case	C24	Lecture
Unit-III	provision of Tax is being planned for replacement of existing asset	C25	Lecture
	PPT (CASE STUDY)	C26	Presentation
Unit-III	TDS liability of the Employer	C27	Lecture
Unit-III	Form 16 A	C28	Lecture
Unit-III	24 Q for TDS to Government.	C29	Lecture
	Clarification Class-iii	C30	Clarification class-
	PPT (Self Study Based)	C31	Presentation
Unit-IV	Income from Business and Profession	C32	Lecture
Unit-IV	Income from Business and Profession	C33	Lecture



Unit-IV	Income from Business and Profession	C34	Lecture
Unit-IV	Income from Business and Profession	C35	Lecture
Unit-IV	Income from Business and Profession	C36	Lecture
Unit-IV	Capital Gains (applicable to corporate entities);	C37	Lecture
	Workshop	C38	Workshop
	PPT (Self Study Based)	C39	Presentation
	GD	C40	Group discussions
	Clarification class-iv	C41	Clarification class-
Unit-V	Goods and Service Tax (Brief review; General provisions	C42	Lecture
	PPT CASE STUDY	C43	Presentation
Unit-V	Applicable Rates; the concept of reverse charge; Input Credit).	C44	Lecture
	PPT Self Study based	C45	Presentation

Course	Course outcomes: - After completion of these courses' students should be able to
<b>13.1 Specialisation Electives: HR</b>	
11006000 - Strategic Human Resource Management (SE2)	<p><b>C01:</b> Define the scope of strategic HRM, recruitment policy and procedure &amp; understand about types of interviews, dos and don'ts and able to conduct interview.</p> <p><b>C02:</b> Understand the need of training &amp; create training culture and climate &amp; evaluate the effective soft training &amp; suggest.</p> <p><b>C03:</b> Develop an understanding of connectivity between a specific strategy implementation with human resource strategy development at the same time; for specific projects or business units.</p> <p><b>C04:</b> Analyse &amp; identify how human resource is emerging as a key resource for competitive advantage and understanding the role of HRM in organizational performance.</p> <p><b>C05:</b> Appraise the strategic role of HR in executing various HR functions for business excellence</p>
11016900 - Performance appraisal & Compensation management (SE3)	<p><b>C01:</b> Define the of issues related to the compensation or rewarding Human Resources in the Corporate Sector, public services and other forms of organizations.</p> <p><b>C02:</b> Understand the importance of performance appraisal and informed them of how organizations manage performance.</p> <p><b>C03:</b> Apply the skills for handling the issues relating to not only appraising staff but also managing their performance.</p> <p><b>C04:</b> Analyse the skills in designing, analyzing and restructuring compensation packages related systems, policies and strategies.</p> <p><b>C05:</b> Evaluate the strategic role of HR in executing compensation packages for business excellence</p>
11017800 - Talent Acquisition, Training and Development (SE1)	<p><b>C01:</b> Define talent acquisition and differentiate between recruiting and selection processes.</p> <p><b>C02:</b> Understand the various talents acquisition organization models; analyse strategic talent priorities under the broad themes of market maturity,</p> <p><b>C03:</b> Apply the training methods for resolving issue of human resource development in organization then design training module as per the requirement</p> <p><b>C04:</b> Analyse the organization readiness, and organization aspiration; &amp; learn more about different aspects of talent acquisition organization modes: team structure, process and governance.</p> <p><b>C05:</b> Evaluate the students on how companies use training to equip employees for a certain task and acquire knowledge to do the task.</p>

### 13.2 Mapping: Specializations Electives (HR)

11006000	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01	2	2			2	2					2	2
C02	2		2	2		2	2		2		2	
C03			2		2		2	3		2		3
C04	2		3					2	2	2		2
C05	3	3	3		3	3	3		3		3	3

11016900	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01	3		3		3		3	2	3	2		3
C02		3		3	2	3	3	3		3	3	3
C03	2	3	3	3		3		3	3		3	3
C04	3	2	3	2	3	2	3		2	3	3	3
C05	2	2	1	1	1	3		3	1	2	1	

11017800	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01	3	3	3	3	2	3			3	2		3
C02	2	2	1	3	3	3	3	2	2		2	3
C03	2	3	3		3	1	3	3	3	3	3	3
C04	2		2	3	1	2	2	3		3	3	3
C05	1	3			1		3	2	3	3	3	1

### 13.3 Lesson Plan: Specializations Electives (HR)

#### 11006000 - Strategic Human Resource Management (SE2)

Unit	Particulars	Class No.	Pedagogy of Class
Unit I	Introduction to SHRM syllabus, Definition, need and importance and objectives of SHRM,	C1	Lecture
Unit I	Evolution of SHRM, theoretical perspectives of SHRM,	C2	Lecture
Unit I	SHRM approach: McDonald's Instilling a renewed sense of staff pride	C3	Case Study
Unit I	Approaches to SHRM ,SHRM approach: Indian context	C4	Lecture
Unit I	Introduction to Functional, business and corporate strategies,	C5	Lecture
Unit I	Difference between SHRM and HRM strategies	C6	Lecture
Unit I	Integrating HR strategy with business strategy, developing plans and policies.	C7	Case Study
Unit I	Clarification Class I	C8	Clarification Class
Unit II	Define HR Environment, Broad influences of technology,	C9	Case Study
Unit II	Influences of HRIS, Redeployment of human resource staff	C10	Lecture
Unit II	Management Trends: Workforce diversity, demographic changes, temporary and contract labours, employee leasing,	C11	Presentation
Unit II	dual-career couples, work life balance, down-sizing.	C12	Presentation
Unit II	Define Global Environment, Global competition, Global sourcing of labour	C13	Presentation
Unit II	WTO and labour standards	C14	Project
Unit II	Equal employment opportunity, compensation, employee relations	C15	Case Study
Unit II	Clarification Class II	C16	Clarification Class
Unit III	Developing planning for strategic leadership, strategic salary planning, selecting forecasting techniques	C17	Lecture
Unit III	Forecasting the supply of HR, Forecasting the demand for HR.	C18	Lecture
Unit III	Employer branding, special events recruiting,	C19	Presentation
Unit III	Contest recruiting, E-recruiting	C20	Case Study
Unit III	Outsourcing of recruiting function, head-hunting, virtual hiring	C21	Surprise Case Analysis
Unit III	Competency based approach to selection	C22	Activity
Unit III	Executive education, Flexi-hours, work from home policy, Telecommuting	C23	Case Study
Unit III	Employee empowerment, employee	C24	Lecture

	involvement, autonomous work teams		
Unit III	Clarification Class III	C25	Clarification Class
Unit IV	Planning and strategizing training, creating learning organizations,	C26	Case Study
Unit IV	Linkage between business strategy and training, need based training	C27	Case Study
Unit IV	training evaluation, Kirk-Patrik model, ROI approach	C28	Lecture
Unit IV	cross cultural training, Competency mapping, multi-skilling, succession planning	C29	Lecture
Unit IV	Clarification Class IV	C30	Clarification Class
Unit IV	Performance Management strategies-defining KRA's, trait based and Result/ Outcome based performance appraisals, promotions, project/process based and promotions,	C31	Lecture
Unit IV	linking performance to pay- merit and reward based promotions, project/process based and promotions,	C32	Seminar
Unit IV	competency based –performance, team or group appraisals, approaches to measuring managerial performance	C33	Activity
Unit IV	Pay for Performance approach, team/ group performance based pay,	C34	Presentation
Unit IV	Competency based pay-skill based pay, broad banding, variable compensation,	C35	Case Study
Unit IV	executive compensation, trends in top-level executive compensation, equity in reward decisions	C36	Case Study
Unit V	Retrenchment strategies, Early retirement plans, VRS, Project based employment, Downsizing, Pink-slip concept	C37	Case Study
Unit V	Behavioural issues in strategic implementation, matching culture with strategy,	C38	Activity
Unit V	Mergers and acquisitions	C39	Surprise Case Analysis
Unit V	leadership power and politics, employee morale, personal values and business ethics	C40	Case Study
Unit V	Introduction to global HR strategies, Difference between Global HRM and Domestic HRM,	C41	Video Demonstration Analysis
Unit V	Developing HR as a value added function, leadership power and politics,	C42	Quiz
Unit V	Employee morale, personal values and business ethics	C43	Presentation
Unit V	Strategic HR issues in global assignments.	C44	Webinar
Unit V	Clarification Class V	C45	Clarification Class

**11016900 - Performance appraisal & Compensation management (SE3)**

<b>Unit</b>	<b>Particulars</b>	<b>Class No.</b>	<b>Pedagogy of Class</b>
UNIT I	Introduction to Performance Management	C1	Lecture
UNIT I	Understanding changing business requirements and importance of excelling performance	C2	Case Study
UNIT I	Performance design	C3	Case Study
UNIT I	Difference between Performance Appraisal to Performance Management System.	C4	Lecture
UNIT I	Performance Management Systems	C5	Case Study
UNIT I	Performance Management Systems	C6	Case Study
UNIT I	Strategic planning and goal setting	C7	Case Study
UNIT I	Job analysis and performance planning	C8	Lecture
UNIT I	Job analysis and performance planning	C9	Lecture
UNIT I	performance execution	C10	Case Study
UNIT I	Clarification Class I	C11	Clarification Class
UNIT II	Traditional and modern methods	C12	Case Study
UNIT II	Traditional and modern methods	C13	Case Study
UNIT II	Competency based Performance assessment: KRA, KPA, KPIs	C14	Case Study
UNIT II	Balanced Scorecard, and Potential appraisal	C15	Case Study
UNIT II	performance assessment	C16	Case Study
UNIT II	performance review and performance renewal	C17	Case Study
UNIT II	Performance Coaching and Mentoring,	C18	Case Study
UNIT II	Performance Coaching and Mentoring	C19	Case Study
UNIT II	Counseling, Performance Evaluation and Feedback	C20	Case Study
UNIT II	Counseling, Performance Evaluation and Feedback	C21	Case Study
UNIT II	Clarification Class II	C22	Clarification Class
UNIT III	Introduction to Compensation Management , Philosophy and policy	C23	Lecture
UNIT III	Components of Compensation system	C24	Case Study
UNIT III	Components of Compensation system	C25	Case Study
UNIT III	Base pay, Incentives and benefits	C26	Lecture
UNIT III	Base pay, Incentives and benefits	C27	Lecture
UNIT III	Base pay, Incentives and benefits	C28	Presentation
UNIT III	Pay structure: Job evaluation methods	C29	Lecture
UNIT III	Pay structure: Job evaluation methods	C30	Lecture
UNIT III	Pay grades, Broad banding, Negotiating Pay	C31	Lecture
UNIT III	Pay grades, Broad banding, Negotiating Pay	C32	Surprise Case Analysis
UNIT III	Clarification Class III	C33	Clarification Class
UNIT IV	Introduction to Reward Systems, Reward planning and strategy	C34	Lecture
UNIT IV	Rewarding individual and team	C35	Case Study
UNIT IV	Rewarding individual and team	C36	Case Study
UNIT IV	Performance related pay, Skill and competence based pay	C37	Case Study

UNIT IV	Performance related pay, Skill and competence based pay	C38	Case Study
UNIT IV	Performance related pay, Skill and competence based pay	C39	Case Study
UNIT IV	Team rewards, Non- financial rewards	C40	Case Study
UNIT IV	Team rewards, Non- financial rewards	C41	Activity
UNIT IV	Team rewards, Non- financial rewards	C42	Presentation
UNIT IV	Compensation in 'Voluntary Retirement Scheme	C43	Presentation
UNIT IV	Compensation in 'Voluntary Retirement Scheme	C44	Presentation
UNIT IV	Clarification Class IV	C45	Clarification Class

## 11017800 - Talent Acquisition, Training and Development (SE1)

Unit	Particulars	Class No.	Pedagogy of Class
Unit I	Overview of Talent management	C1	Lecture
Unit I	Overview of Talent management	C2	Lecture
Unit I	Workforce analysis	C3	Case Study
Unit I	Talent management strategy aligned with business strategy.	C4	Case Study
Unit I	Introduction to Competency, concepts scope, Competency Frameworks-	C5	Lecture
Unit I	Generic competencies, Behavioral and Functional Competencies, Iceberg Model	C6	Case Study
Unit I	Generic competencies, Behavioral and Functional Competencies, Iceberg Model	C7	Presentation
Unit I	Intense war for Talent, Applying Supply Chain Logic to the Talent Management Process	C8	Case Study
Unit I	Forecasting Needs and Managing Internal talent Pipelines.	C9	Case Study
Unit I	Concept of Demand Supply.	C10	Presentation
Unit I	Clarification Class I	C11	Clarification Class I
Unit II	Internal Vs External Recruitment, various tools,	C12	Activity
Unit II	Internal Vs External Recruitment, various tools,	C13	Activity
Unit II	Steps in Selection Process, Assessment Centers,	C14	Case Study
Unit II	Competency based interview techniques, Retention and Engagement.	C15	Webinar
Unit II	Sourcing Strategy, Hiring scorecard, Lateral hiring, Campus and Leadership Hiring	C16	Case Study
Unit II	Appointment Letters, Compensation components,	C17	Case Study
Unit II	Statutory deductions, Fitment and Offer closure	C18	Case Study
Unit II	Current trends and best practices sharing on demand supply of Talent,	C19	Presentation
Unit II	NASSCOM Foundation and Current Employment outlook	C20	Video Demonstration Analysis
Unit II	Recruitment process outsourcing (RPO).	C21	Presentation
Unit II	Clarification Class II	C22	Clarification Class II
Unit III	Introduction to Employee Training and Development	C23	Case Study
Unit III	Strategic Training	C24	Case Study
Unit III	Strategic Training	C25	Case Study
Unit III	Designing Training - Needs Assessment -	C26	Case Study
Unit III	Designing Training - Needs Assessment -	C27	Case Study
Unit III	Learning: Theories	C28	Case Study
Unit III	Program Design	C29	Case Study
Unit III	Program Design	C30	Case Study



Unit III	Transfer of Training	C31	Surprise Case Analysis
Unit III	Training Evaluation,	C32	Case Study
Unit III	Training Evaluation,	C33	Case Study
Unit III	Traditional Training Methods	C34	Case Study
Unit III	Traditional Training Methods	C35	Case Study
Unit III	Traditional Training Methods	C36	Case Study
Unit III	Clarification Class III	C37	Clarification Class III
Unit IV	E -Learning and Use of Technology in Training	C38	Case Study
Unit IV	E -Learning and Use of Technology in Training	C39	Case Study
Unit IV	Employee Development	C40	Case Study
Unit IV	Special Issues in Training and Employee Development	C41	Quiz
Unit IV	Special Issues in Training and Employee Development	C42	Project Based Assignment
Unit IV	The Future of Training and Development	C43	Case Study
Unit IV	The Future of Training and Development	C44	Case Study
Unit IV	Clarification Class IV	C45	Clarification Class IV

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