

School of Commerce & Management
Program: Bachelor of Business Administration (Three
Years Course)

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

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BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)- 3 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 develop students to handle business issues as professional and solve the problems.

PEO2: To develop students to lead a team as well as work as member of team.

PEO3: To bridge the gap between theoretical and practical knowledge of the students by adopting innovative teaching pedagogy.

4. Programme Outcomes (POs):

After the completion of this program students will be able to:

PO1 Exhibit memory of previously learned management knowledge by correlating facts and terminologies.

PO2. Understand the impact of societal and environmental factors on business and corporate world and explain its relationship with sustainable development.

PO3. Demonstrate knowledge and understanding of the management principles to explore different functional aspects of business world.

PO4. Develop technical competence in domestic and global business through the study of major disciplines within the fields of business.

PO5. Apply the knowledge of business concepts and functions in an integrated manner to solve business problems.

PO6. Make use of ethical principles and commit to professional ethics and responsibilities and norms of the Management practice.

PO7. Organize a complex issue into a coherent written statement and plan its effective presentation.

PO8. Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.

PO9. Analyze, and devise solutions for structured and unstructured business, problems of law and issues using structured, cohesive and logical reasoning

PO10. Create and manage innovations, new business development, and high-growth potential entities. They will be able to create an additional avenue of self-employment and also to benefit industry by providing them with suitable trained person.

PO11. Examine and break information into parts to manage projects in multidisciplinary environments.

PO12. Build the ability to engage in independent and life-long learning in the broadest context of technological change.

5. Program Specific Outcome (PSO):

PSO1: Demonstrate understanding of a range of disciplines of Management, business, accounting, economics, finance and marketing.

PSO2: Develop the proficiency to adopt critical thinking by analysis & interpretation of the situations, cases & construct feasible solutions to solve problems and use decision making skills in business decisions.

PSO3: Apply the knowledge of academics in Industry and get trained to exhibit the relevance of conceptual knowledge gained in academics in real professional world through Internship and projects.

PSO4: Adapt business practices based on the opportunities and challenges of a growing business environment.

COURSE OUTCOMES (COs):

6.1 Semester - I	
Course	Course outcomes: - After completion of these courses' students should be able to
99001900 - Environmental Studies	<p>CO1: Understand theoretical & Practical aspect of environment studies. About various conservation strategies and problems with environment.</p> <p>CO2: Define the importance of Environmental education and ecosystem & acquire the knowledge about environmental pollution sources, effects and control measures of environmental pollution.</p> <p>CO3: Apply basic Environmental Concepts</p> <p>CO4: Analyze causes of Environment degradation & apply innovations in business- an environmental Perspective</p> <p>CO5: Explain different Environmental laws and policies.</p>
11007400 - Financial Accounting	<p>CO1: Define the basic concepts of accounting and financial statements.</p> <p>CO2: Remember the execution of the accounting process- Recording- Classifying and Summarizing.</p> <p>CO3: Apply the principles and concepts of accounting in preparing the financial statements.</p> <p>CO4: Apply the use of accounting software.</p> <p>CO5: Interpret financial results and use in decision making.</p>
11007500 - Principles of Management	<p>CO1: Define about basic management concepts, principles and practices understand Nature of Management.</p> <p>CO2: Understand “planning, organizing, coordinating, staffing, directing, budgeting, controlling, and evaluating functions of management; leadership roles and styles, and the human aspects of management”</p> <p>CO3: Apply the Planning and Decision Making & Organizing.</p> <p>CO4: Analyze the need of effective Directing, Leadership, Co-ordination and Controlling</p> <p>CO5: Analyze the concept of controlling with examples & implement.</p>
11007600 - Principles of Microeconomics	<p>CO1: Remember the concepts of microeconomics dealing with consumer behaviour and market.</p> <p>CO2: Understand the importance of Microeconomics in economic analysis.</p> <p>CO3: Apply the concepts of consumer behaviour and producer behaviour and determine the market equilibrium.</p> <p>CO4: Analyze how does a free market economy with its millions of consumers and producers work to decide about the allocation of productive resources among the thousands of goods and services & understand the analytics of supply and demand and its various uses.</p> <p>CO5: Interpret the effects of theories and tenets of microeconomics on</p>

	business concern.
11007700 - Computer Applications	<p>C01: Remember the computer characteristics and generation of computer</p> <p>C02: Understand utility aspects of computers in today's environment.</p> <p>C03: Compare & categorize the memory of computer its utility in the performance & functioning of system.</p> <p>C04: Apply the learning need of the various types of systems.</p> <p>C05: Select software for the purpose of fulfilment of required task.</p>
11007800 - Computer Applications Lab	<p>C01: Understand the use of MS Office & its application.</p> <p>C02: Remember the basics of Excel.</p> <p>C03: Apply the commands of formatting and editing tools to in Ms Office</p> <p>C04: Analyse the use of worksheets.</p> <p>C05: Solve practical problems using word, excel and power point.</p>
11003500 - Ability and Skill Enhancement-I	<p>C01: Understand the relevance and method of writing impactful and structured resume.</p> <p>C02: Explain the need for right etiquettes to be followed in the professional world.</p> <p>C03: Develop confidence in public speaking and expressing their opinions and ideas clearly and effectively.</p> <p>C04: Build employability skills like critical thinking, team work, conflict management and leadership skills.</p> <p>C05: Communicate effectively in English</p>
99002800 - Workshops and Seminars	<p>C01: Relate to the concept of cognitive development and Big Five personality characteristics.</p> <p>C02: Explain the basic fundamentals of Emotional Intelligence.</p> <p>C03: Develop ability to practice new problem-solving skills in a group and use these skills in personal life.</p> <p>C04: Build coping strategies and adapt balanced self- determined behaviour.</p> <p>C05: Create leadership skills to be effective as a manager.</p>
99002700 - Human Values & Social Service/NCC/NSS	<p>C01: Find about the working and mechanism of human nature.</p> <p>C02: Classify and explain group behavior at organizational level and individual level.</p> <p>C03: Organize and plan organizational change and stress management practices.</p> <p>C04: Discover various human values and their importance in real world.</p> <p>C05: Evaluate the hierarchy of human values.</p>

6.2 Mapping: Semester - I

99001900	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01		2	3	3	2		3	3	3	2	3	3
C02	2	2	2	2	2			3	2	3		3
C03		3	3	2		3	3		3	2		3
C04	3	2		2	2		3	3	2	2	2	2
C05	2	3	2	3	2	3	2	3	2		2	2

11007400	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01	3	-	2	2	3	2	1	1	2	2	-	3
C02	2	-	-	1	1	-	-	-	1	2	2	3
C03	2	2	2	2	2	2	2	-	2	2	2	3
C04	2	-	-	3	3	-	-	-	1	2	2	3
C05	3	3	3	2	2	-	-	2	2	2	2	3

11007500	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01	3	3	2	1		2	2	2	2	2	2	2
C02		3	3	2	2	3	2	3	2	3	2	3
C03	1	2	3	2	3	3	3	2	1	2	3	2
C04	3	2	2	3		2	2	3	1	1	2	1
C05	1	2	2	1	3	3	3	3	3	3	3	3

11007600	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01	2	3	3	3	3	3	2	3	3	3		3
C02	2	3	2	3	2	1		1		2	1	3
C03	3	2	2	1	3		2	2	3	1	2	2
C04	2	2	2	3	1	3	3	2	3		3	2
C05	3	3	3	3	3	3	3	3	3	3	3	3

11007700	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01	3	2	2	2		3			3	3	3	3
C02	3	2	3		2	3	2	2	3	3	3	3
C03	2	2	3	3	2	2	2	3		3	2	3
C04		2	3	2	3	2	3	2	3	2	2	3
C05	3	3	3	3		3	3		3	3	3	3

11007800	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01	1	2	2	2	3	2	2	3	3	2		3
C02	2	2	2	3	2	2		2		2	2	3
C03	3	2	2	2	3		2	2	3	2	2	2
C04	2	2	2	2	2	2	2	2	3		2	2
C05	3	3	3	3	3			3	3	3		3

11003500	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01	2	3	3	3	3	2	2	3	1	2	-	3
C02	-	2	3	3	2	1	-	-	2	2	-	3
C03	2	-	1	3	3	2	-	3	2	-	2	3
C04	2	1	2	2	1	-	-	-	-	2	2	1
C05	3	2	3	2	3	-	-	2	-	2	2	2

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

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

6.3 Lesson Plan: Semester - I

99001900 - Environmental Studies

Unit	Particulars	Class No.	Pedagogy of Class
I	Introduction to environmental studies	C1	Lecture
I	Multidisciplinary nature of environmental studies	C2	Lecture
I	Scope and importance; Concept of sustainability and sustainable development.	C3	Lecture
I	Clarification Class	C4	Clarification Class
II	What is an ecosystem?	C5	Lecture
II	Structure and function of ecosystem	C6	Lecture
II	Energy flow in an ecosystem: food chains, food webs and ecological succession	C7	Lecture
II	Forest ecosystem	C8	Lecture
II	Grassland ecosystem	C9	Lecture
II	Desert ecosystem	C10	Lecture
II	Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)	C11	Lecture
II	Clarification Class	C12	Clarification Class
III	Natural Resources: Renewable and Non-renewable Resources	C13	Lecture
III	Land resources and land use change; Land degradation, soil erosion and desertification.	C14	Lecture
III	Deforestation: Causes and impacts due to mining, dam building on environment, forests, biodiversity and tribal populations	C15	Lecture
III	Water: Use and overexploitation of surface and ground water, floods, droughts, conflicts over water (international & inter-state).	C16	Lecture
III	Energy resources: Renewable and non renewable energy sources	C17	Lecture
III	use of alternate energy sources, growing energy needs, case studies.	C18	Lecture
III	Clarification Class	C19	Clarification Class
IV	Levels of biological diversity: genetic, species and ecosystem diversity	C20	Lecture
IV	Biogeographic zone of India; Biodiversity patterns and global biodiversity hot spots.	C21	Lecture
IV	India as a mega biodiversity nation; Endangered and endemic species of India	C22	Lecture
IV	Threats to biodiversity: Habitat loss, poaching of wildlife, man wildlife conflicts, biological invasions;	C23	Lecture
IV	Conservation of biodiversity: Insitu and Exsitu conservation of biodiversity	C24	Lecture
IV	Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and Informational value.	C25	Lecture
IV	Clarification Class	C26	Clarification Class
V	Environmental Pollution	C27	Lecture

V	Environmental pollution: types, causes, effects and controls	C28	Lecture
V	Air pollution	C29	Lecture
V	Water pollution	C30	Lecture
V	Soil and noise pollution	C31	Lecture
V	Nuclear hazards and human health risks	C32	Lecture
V	Solid waste management	C33	Lecture
V	Control measures of urban and industrial waste.	C34	Lecture
V	Pollution case studies.	C35	Lecture
V	Clarification Class	C36	Clarification Class
VI	Climate change, global warming, ozone layer depletion, acid rain and impacts on human Communities and agriculture	C37	Lecture
VI	Environment Laws: Environment Protection Act; Air (Prevention & Control of Pollution) Act; Water (Prevention and control of Pollution) Act; Wildlife Protection Act	C38	Lecture
VI	Forest Conservation Act. International agreements: Montreal and Kyoto protocols and Convention on Biological Diversity (CBD).	C39	Lecture
VI	Nature reserves, tribal populations and rights	C40	Lecture
VI	human wildlife conflicts in Indian context.	C41	Lecture
VI	Clarification Class	C42	Clarification Class
VII	Human population growth: Impacts on environment, human health and welfare.	C43	Lecture
VII	Resettlement and rehabilitation of project affected persons; case studies	C44	Lecture
VII	Disaster management: floods, earthquake, cyclones and landslides	C45	Lecture
VII	Disaster management: floods, earthquake, cyclones and landslides	C46	Lecture
VII	Environmental movements: Chipko, Silent valley, Bishnois of Rajasthan	C47	Lecture
VII	Environmental ethics: Role of Indian and other religions and cultures in environmental conservation.	C48	Lecture
VII	Environmental communication and public awareness, case studies (e.g., CNG vehicles in Delhi).	C49	Lecture
VII	Environmental communication and public awareness, case studies (e.g., CNG vehicles in Delhi).	C50	Lecture
VII	Clarification Class	C51	Clarification Class
VIII	Visit to an area to document environmental assets: river/ forest/ flora/fauna,	C52	Activity
VIII	Visit to a local polluted site-Urban/ Rural/ Industrial/Agricultural.	C53	Activity
VIII	Study of common plants, insects, birds and basic principles of identification.	C54	Lecture
VIII	Study of common plants, insects, birds and basic principles of identification.	C55	Lecture
VIII	Study of simple ecosystems-pond, river, Delhi	C56	Lecture

	Ridge, etc.		
	Class Room Assignment	C57	Class Room Assignment
	Activity	C58	Activity
	Presentation	C59	Presentation
	Activity	C60	Activity

11007400 - Financial Accounting

Unit	Particulars	Class No.	Pedagogy of Class
UNIT-I	Introduction to Financial accounting	C1	Lecture
UNIT-I	Need for Accounting, Development and Accounting Cycle	C2	Lecture
UNIT-I	Accounting, Definition and Functions and Scope of Accounting	C3	Lecture
UNIT-I	Book Keeping and Accounting, Is Accounting Science or Art?	C4	Lecture
UNIT-I	End User of Accounting Information, Accounting and other Disciplines, Role of Accountant, Branches of Accounting	C5	Lecture
UNIT-I	Objectives of Accounting, Difference between Management Accounting and Financial Accounting,	C6	Lecture
UNIT-I	Accounting Equation	C7	Lecture
UNIT-I	Accounting Equation-Effect of transaction on accounting equation	C8	Lecture
UNIT-I	Accounting Principles and Standards: Accounting Concepts,	C9	Lecture
UNIT-I	Accounting Principles and Standards: Accounting Concepts, Accounting Conventions,	C10	Lecture
UNIT-I	Accounting, Introduction to Accounting Standards Issued by ICAI	C11	Lecture
UNIT-I	Journalising Transactions: Journal, Rules of Debit and Credit with example	C12	Lecture
UNIT-I	Journalising Transactions: Journal, Rules of Debit and Credit, Compound Journal Entry, Opening Entry	C13	Lecture
UNIT-I	Recording of a business transaction - Entry analysis	C14	Lecture
UNIT-I	Sub Division of Journal: Simple Cash Book	C15	Lecture
UNIT-I	Cash Book-Two Column, Three Column	C16	Lecture
UNIT-I	Petty Cash Book, Purchase Journal, Sales Journal-Voucher System	C17	Lecture
UNIT-I	Ledger Posting and Trial Balance: Relationship between Journal and Ledger, Rules Regarding Posting, Trial Balance, Final Accounts of Sole Proprietorship and Firms.	C18,19	Lecture
	Take Home Assignments		Home Assignments
	Clarification Class	C20	Clarification Class
UNIT-II	Capital and Revenue:		
UNIT-II	Capital and Revenue, Revenue Recognition	C21	Lecture
UNIT-II	Classification of Income, Expenditure, Receipt	C22	Lecture
UNIT-II	Accounting Concept of Income	C23	Lecture
UNIT-II	Income and Expenditure-Income Measurement, Expired Cost & Income Measurement, Relation Principle and Income Measurement, Accountants and Economist's Concept of Capital and Income	C24	Lecture
	Presentation	C25-C28	Presentation
	Clarification Class	C29	Clarification Class
	Class Room Assignment	C30	Class Assignment

UNIT-III	Inventory Valuation: Objectives, Methods of valuation inventory	C31,32	Lecture
UNIT-III	Accounting Standard 2 (Revised): Valuation of Inventories	C33,34	Lecture
UNIT-III	Depreciation Provisions and Reserves: Need for provision depreciation	C35	Lecture
UNIT-III	Deprecation-Methods SLM & WDV	C36,37	Lecture
UNIT-III	Deprecation-Methods SLM & WDV others	C38	Lecture
UNIT-III	Deprecation-Methods SLM & WDV & Change in the method of depreciation	C39	Lecture
	Activity	C40	Activity
	Activity	C41	Activity
	Clarification Class	C42	Clarification Class
UNIT-IV	Shares, Share Capital, Accounting Entries	C43	Lecture
UNIT-IV	Share and Share Capital-Under subscription, Oversubscription,	C44	Lecture
UNIT-IV	Share and Share Capital-Undersubscription, Oversubscription, Calls in Advance, Calls in Arrears, Issue of Share at Premium, Issue of Share at Discount	C45	Lecture
UNIT-IV	Share and Share Capital-Forfeiture of Shares	C46	Lecture
UNIT-IV	Share and Share Capital-Surrender of Shares, Issue of Two Classes of Shares, Right Shares, Re-issue of shares.	C47,48	Lecture
UNIT-IV	Debenture-Classification of Debentures, Issue of Debentures	C49	Lecture
UNIT-IV	Debenture-different Terms of Issue of Debentures, Writing off Loss on Issue of Debentures	C50	Lecture
UNIT-IV	Debenture-Accounting Entries, Redemption of Debentures.	C51	Lecture
UNIT-IV	Joint Stock company-Introduction, Meaning and Definition of a Company, Essential Characteristics of a Company	C52	Lecture
UNIT-IV	JSC-Kinds of Companies, Private and Public Limited Companies, Formation of Company	C53	Lecture
UNIT-IV	Company Final Accounts-Books of Account, Preparation of Final Accounts, Profit & Loss Account, Balance Sheet	C54	Lecture
UNIT-IV	CFA-Requirements of Schedule VI concerning Profit & Loss Account and Balance Sheet, Preparation of Simple Company Final Accounts	C55	Lecture
UNIT-IV	CFA-Requirements of Schedule VI concerning Profit & Loss Account and Balance Sheet, Preparation of Simple Company Final Accounts	C56	Lecture
	Clarification Class	C57	Clarification Class
	Quiz	C58	Quiz
	Activity	C59	Activity
	Seminar	C59,60	Seminar

11007500 - Principles of Management

Unit	Particulars	Class No.	Pedagogy of Class
Unit I	Syllabus, Teaching Pedagogy Reference Books and Text Books	C1	Lecture
Unit I	Basics about the subject & Concept, nature, process and significance of management;	C2	Lecture
Unit I	Basics about the subject & Concept, nature, process and significance of management;	C3	Lecture
Unit I	Management Vs. Administration; Coordination as essence of management	C4	Lecture
Unit I	Management Vs. Administration; Coordination as essence of management	C5	Lecture
Unit I	Development of management thought: classical, neo-classical,	C6	Lecture
Unit I	Development of management thought: classical, neo-classical,	C7	Lecture
Unit I	behavioural, systems and contingency approaches.	C8	Lecture
	Class Room Assignment	C9	Class Room Assignment
Unit I	Quiz- Unit-I based (Oral Test)	C10	Quiz
	Clarification Class	C11	Clarification Class
UNIT II	Nature, scope and objectives of planning; Types of plans;	C12	Lecture
	Webinar	C13	Webinar
UNIT II	planning process; Business forecasting	C14	Lecture
UNIT II	Activity	C15	Activity
UNIT II	MBO; Concept, types, process and techniques of decision-making; Bounded Rationality	C16	Lecture
UNIT II	Activity	C17	Activity
UNIT II	Techniques of Problem Solving and Decision-Making	C18	Lecture
UNIT II	Class Room Assignment	C19	Class Room Assignment
UNIT II	Organising: Concept, nature, process and significance	C20	Lecture
UNIT II	Types of an organization & Departmentation	C21	Lecture
UNIT II	Presentations	C22	Presentation
UNIT II	Presentations	C23	Presentation
UNIT II	Principles of an organization; Span of Control	C24	Lecture
UNIT II	Authority-Responsibility; Delegation and Decentralization,	C25	Lecture
	Extempore	C26	Activity
UNIT II	Formal and Informal Organization,	C27	Lecture
UNIT II	Class Room Assignment	C28	Class Room Assignment
UNIT II	Clarification Class	C29	Clarification Class
UNIT II	Webinar	C30	Webinar
UNIT II	Quiz- Unit-II based (Oral Test)	C31	Quiz

UNIT III	Staffing Concept, Nature and Importance of Staffing,	C32	Lecture
UNIT III	Motivating and Leading: Nature and Importance of motivation	C33	Lecture
UNIT III	Presentation	C34	Presentation
UNIT III	Motivation; Types of motivation,	C35	Lecture
UNIT III	Theories of motivation-Maslow, Herzberg, X, Y and Z	C36	Lecture
UNIT III	Extempore	C37	Activity
UNIT III	Class Room Assignment	C38	Class Room Assignment
UNIT III	Clarification Class	C39	Clarification Class
	Video Lecture	C40	Activity
UNIT III	Presentation	C41	Presentation
UNIT III	Leadership – meaning and importance; Traits of a leader	C42	Lecture
UNIT III	Leadership Styles – Likert’s Systems of Management,	C43	Lecture
UNIT III	Tannenbaum & Schmidt Model and Managerial Grid.	C44	Lecture
UNIT III	Leadership Theories	C45	Lecture
UNIT III	Concept, Types and Process of Business Communication, Strategic Communication	C46	Lecture
	Clarification Class	C47	Clarification Class
UNIT IV	Controlling Nature and Scope of control;	C48	Lecture
UNIT IV	Types of Control	C49	Lecture
UNIT IV	Control process;	C50	Lecture
UNIT IV	Presentation	C51	Presentation
UNIT IV	Control techniques –traditional and modern; Effective Control System,	C52	Lecture
UNIT IV	Contd. Control techniques –traditional and modern; Effective Control System,	C53	Lecture
	Activity	C54	Activity
	Webinar	C55	Webinar
	Clarification Class	C56	Clarification Class
	Presentation-Revision/ Query Solving	C57	Lecture
	Presentation-Revision/ Query Solving	C58	Lecture
	Presentation-Revision/ Query Solving	C59	Lecture
	Presentation-Revision/ Query Solving	C60	Lecture

11007600 - Principles of Microeconomics

Unit	Particulars	Class No.	Pedagogy of Class
Unit I	Demand and Supply: Determinants of demand	C1	Lecture
Unit I	Meaning, Law and Elasticity of demand	C2	Lecture
Unit I	Meaning, Law and Elasticity of demand	C3	Lecture
Unit I	movements vs. shift in demand Curve	C4	Lecture
Unit I	Determinants of Supply	C5	Lecture
Unit I	Meaning, Law and elasticity of supply	C6	Lecture
Unit I	Meaning, Law and elasticity of supply	C7	Lecture
Unit I	Movement along a supply curve	C8	Lecture
Unit I	shift in supply curve	C9	Lecture
Unit I	CRA - Shift in curve	C10	Class Room Assignment
Unit I	Market equilibrium	C11	Lecture
Unit I	Application of demand and supply	C12	Discussion Based
Unit I	Clarification class	C13	Lecture
Unit II	Ordinal Utility theory: (Indifference curve approach)	C14	Lecture
	Ordinal Utility theory: (Indifference curve approach)	C15	Lecture
Unit II	Consumer's preferences	C16	Lecture
Unit II	Interference curves; Budget line	C17	Lecture
Unit II	Consumer's equilibrium	C18	Lecture
Unit II	Income and substitution effect	C19	Lecture
	Income and substitution effect	C20	
Unit II	Price consumption curve and the derivation of demand curve for a commodity	C21	Lecture
	Price consumption curve and the derivation of demand curve for a commodity	C22	Lecture
Unit II	Criticisms of the law of demand	C23	Lecture
Unit II	Presentation	C24	Presentation
Unit II	Clarification class	C25	Lecture
Unit III	Production: Firm as an agent of production	C26	Lecture
Unit III	Concepts of Production function	C27	Lecture
Unit III	Law of variable proportions	C28	Lecture
	Law of variable proportions	C29	Lecture
Unit III	Isoquants; Return to scale	C30	Lecture
	Isoquants; Return to scale	C31	Lecture
Unit III	Economics and Diseconomies of scale	C32	Lecture
Unit III	Costs in the short run. Costs in the long run	C33	Lecture
Unit III	Profit maximization and cost minimization	C34	Lecture
Unit III	Equilibrium of the firm	C35	Lecture
Unit III	Technological Change	C36	Lecture
Unit III	Clarification Class	C37	Lecture
Unit III	Group Discussion	C38	Group Discussion
Unit III	Production: Firm as an agent of production.	C39	Lecture
	Production: Firm as an agent of production.	C40	Lecture
Unit III	Concepts of Production function, Law of variable	C41	Lecture

	proportions		
Unit III	Isoquants; Return to scale	C42	Lecture
Unit III	Economics and Diseconomies of scale	C43	Lecture
Unit III	Costs in the short run. Costs in the long run, Technological Change: the very long run	C44	Lecture
	Costs in the short run. Costs in the long run, Technological Change: the very long run	C45	Lecture
Unit III	Profit maximization and cost minimization	C46	Presentation
Unit III	Perfect Competition and Monopoly Market	C47	Lecture
	Perfect Competition and Monopoly Market	C48	Lecture
Unit III	Monopolistic Market Oligopoly Market	C49	Lecture
	Monopolistic Market Oligopoly Market	C50	Lecture
Unit IV	Clarification class	C51	Lecture
Unit IV	Monopolistic Market Oligopoly Market	C52	Lecture
Unit IV	Monopolistic Market Oligopoly Market	C53	Lecture
Unit IV	Price discrimination	C54	Lecture
Unit IV	Demand for factors. Supply of factor	C55	Lecture
Unit IV	backward bending supply curve for labour	C56	Lecture
Unit V	concepts of economic rent	C57	Lecture
Unit V	Functional Distribution of Income	C58	Lecture
Unit V	Clarification class	C59	Lecture
Unit V	Revision Class	C60	Lecture

11007700 - Computer Applications

Unit	Particulars	Class No.	Pedagogy of Class
Unit-I	Evolution of computer, Data, Instruction and Information, Characteristics of computers, Various fields of application of computers	C1	Lecture
Unit-I	Various fields of computer (Hardware, Software, Human ware and Firmware), Advantages and Limitations of Computer, Block diagram of computer, Function of different units of computer, Classification of computers	C2	Lecture
Unit-I	Digital, Analog and Hybrid, Micro, Mini, mainframe and Super	C3	Lecture
Unit-I	General & Special) Different Generation of computers (I to V). Types of software (System and Application), Compiler and Interpreter, Generation of Language (Machine Level, Assembly, High Level, 4GL	C4	Lecture
Unit-I	Different Number System (Decimal, Binary, Octal and hexadecimal) and their inter conversion (Fixed Point Only), Binary Arithmetic (Addition, Subtraction, Multiplication and Division)	C5	Lecture
Unit-I	Clarification Class	C6	Clarification Class
Unit-II	Keyboard, Mouse, Joystick, Digitizer, Scanner, MICR, OCR, OMR, Light Pen, Touch Screen, Bar Code Reader, Voice Input Device	C7	Lecture
Unit-II	Monitor and it's type (VGA, SVGA and XGA) , Printer and it's type (Impact and Non-Impact with example), Plotter.	C8	Lecture
Unit-II	Primary Memory (ROM and it's type - PROM, EPROM, EEPROM, RAM) Secondary memory- SASD, DASD Concept	C9	Lecture
Unit-II	Magnetic Disks - Floppy disks, Hard disks, Magnetic Tape	C10	Lecture
Unit-II	Optical disks - CD ROM and it's type (CD ROM, CD ROM-R, CD ROM-EO, DVD ROM Flash Memory	C11	Lecture
Unit-II	Clarification Class	C12	Clarification Class
Unit-II	Class Room Assignment	C13	Class Room Assignment
Unit-III	Introduction to operating system; Function of OS, Types of operating systems	C14	Lecture
Unit-III	Bootting Procedure, Start-up sequence, Details of basic system configuration	C15	Lecture
Unit-III	Important terms like Directory, File, Volume, Label, Drive name, etc.	C16	Lecture
Unit-III	Creating directory, Sub directory, Renaming, Coping and Deleting the directory	C17	Lecture
Unit-III	File Manipulation: Creating a file, deleting, coping, renaming a file	C18	Lecture

Unit-III	Clarification Class	C19	Clarification Class
	Take Home Assignments		Take Home Assignments
Unit-IV	Networking Concepts, Types of networking (LAN, MAN and WAN)	C20	Lecture
Unit-IV	Communication Media, Mode of Transmission (Simplex, Half Duplex, Full Duplex)	C21	Lecture
Unit-IV	Communication Media, Mode of Transmission (Simplex, Half Duplex, Full Duplex)	C22	Lecture
Unit-IV	Analog and Digital Transmission	C23	Lecture
Unit-IV	Synchronous and Asynchronous Transmission	C24	Lecture
Unit-IV	Different Topologies	C25	Lecture
Unit-IV	Introduction to word processor and Spread Sheets.	C26	Lecture
Unit-IV	Presentation	C27	Presentation
Unit-IV	Clarification Class	C28	Clarification Class
	Quiz	C29	Quiz
	Quiz	C30	Quiz

11007800 - Computer Applications Lab

Unit	Particulars	Class No.	Pedagogy of Class
1	M.S Word Basic - Adding text, editing text, formatting text, font and its size,	P1-P2	Practical
2	M.S Word Basic - cut/copy/paste, save and save as, character/line/paragraph spacing	P3-P4	Practical
3	Find or replace text and numbers on a Word file Inserting page numbers,	P5-P6	Practical
4	Headers and Footers, footnote, endnote, date and time	P7-P8	Practical
5	Merging the two shapes by using order, fill, test and effects on the shapes	P9-P10	Practical
6	Merging the two shapes by using order, fill, test and effects on the shapes	P11-P12	Practical
7	Insert a table in MS Word consisting of five rows and three columns by applying designs and styles at the table	P13-P14	Practical
8	Insert a table in MS Word consisting of five rows and three columns by applying designs and styles at the table	P15-P16	Practical
9	Insert a table in MS Word consisting of five rows and three columns by applying designs and styles at the table	P17-P18	Practical
10	Create an automatic Table of content at MS Word 2013	P19-P20	Practical
11	Create an automatic Table of content at MS Word 2013	P21-P22	Practical
12	Merge/Unmerge cells - Combine text from two or more cells into one cell	P23-P24	Practical
13	Create an Excel table in a worksheet and draw its charts (2D and 3D)	P25-P26	Practical
14	Create an Excel table in a worksheet and draw its charts (2D and 3D)	P27-P28	Practical
15	Working with formulae and functions	P29-P30	Practical
16	Working with formulae and functions	P31-P32	Practical
17	Adding comments, applying password protection to the workbook	P33-P34	Practical
18	Formatting of presentations slides: add, delete, cut, copy, paste of different layouts slides	P35-P36	Practical
19	Insert a shapes, tables, graphic, picture and screenshots into the slides	P37-P38	Practical
20	Insert a shapes, tables, graphic, picture and screenshots into the slides	P39-P40	Practical
21	Installation of MS windows and LINUX on a PC	P41-P42	Practical
22	Exposure to Basic commands at command prompt	P43-P44	Practical
23	Exposure to Basic commands at command prompt	P45-P46	Practical
24	Insert commands - pwd, cp, cd, rm, mv, ls, cat, mkdir, ch mod, rmdir, who, who am I, banner, date, kill, etc	P47-P48	Practical
25	Insert commands - pwd, cp, cd, rm, mv, ls, cat, mkdir,	P49-P50	Practical

	ch mod, rmdir, who, who am I, banner, date, kill, etc		
26	Insert commands - pwd, cp, cd, rm, mv, ls, cat, mkdir, ch mod, rmdir, who, who am I, banner, date, kill, etc	P51-P52	Practical
27	Create a LAN network using different device	P53-P54	Practical
28	Project Work	P55-P56	Practical
29	Project Work	P57-P58	Practical
30	Project Work	P59-60	Practical

11003500 - Ability and Skill Enhancement-I

Unit	Particulars	Class No.	Pedagogy of Class
UNIT I	Ice Breaking Session & Recap of Language Skills	C-1	Activity
UNIT I	Ice Breaking Session& Recap of language	C-2	Lecture
UNIT I	Phrases ,clause ,sentence	C-3	Lecture
UNIT I	Phrases ,clause ,sentence	C-4	Lecture
UNIT I	Word Classes (part of Speech)	C-5	Lecture
UNIT I	Word Classes (part of Speech)	C-6	Lecture
UNIT I	Clarification class	C-7	Clarification Class
UNIT I	Tenses	C-8	Lecture
UNIT I	HOME ASSIGNMENTS		Take Home Assignments
Unit II	Class Room Assignment	C-9	Class Room Assignment
Unit II	Modals	C-10	Lecture
UNITII	Articles	C-11	Lecture
Unit II	Clarification class	C-12	Clarification Class
Unit II	Class Room Assignment	C-13	Class Room Assignment
Unit III	Importance of Reading	C-14	Activity
Unit III	comprehension	C-15	Lecture
Unit III	Reading News	C-16	Activity
Unit III	Writing Skills generating ideas	C-17	Lecture
Unit III	Activity	C-18	Activity
Unit III	Clarification class	C-19	Clarification Class
	Presentation	C-20	Presentation
Unit IV	Email-writing/Note taking	C-21	Lecture
Unit IV	Proof Reading / Story writing	C-22	Lecture
Unit IV	Clarification class	C-23	Lecture
Unit IV	Dialogue writing short and Debate	C-24	Lecture
Unit-IV	Listening to inspirational movies/Clips	C-25	Presentation
Unit-IV	Techniques to improve speaking skill introduce yourself	C-26	Lecture
UNIT IV	Seminar	C-27	Seminar
Unit-IV	Webinar	C-28	Webinar
Unit -IV	Guest Lecture	C-29	Guest lecture
Unit-IV	Clarification class	C-30	Clarification Class

7.1 Semester – II

Course	Course outcomes: - After completion of these courses' students should be able to
11009500 - Principles of Macro Economics	<p>C01: Define the basic concepts of Macro Economics & get awareness of Fiscal and monetary policy.</p> <p>C02: Explain the concepts of aggregations and national income and output.</p> <p>C03: Develop the conceptual framework relating to macroeconomic issues like inflation, unemployment and related measures to overcome the same.</p> <p>C04: Analyse the situations of macroeconomic problems and deriving the solutions to it.</p> <p>C05: Interpret the effects of microeconomic factors on business decision making.</p>
11009600 - Cost Accounting	<p>C01: What are the various business process, analyze operations, production planning.</p> <p>C02: Explain basic concepts used in cost accounting, various methods involved in cost ascertainment and cost accounting bookkeeping systems.</p> <p>C03: Examine the basic cost concepts, allocation and control of various costs and methods of costing.</p> <p>C04: Examine the various methods involved in cost ascertainment, cost accounting and book keeping systems.</p> <p>C05: Estimate the various costs for the purpose of controlling them.</p>
11002700 - Business Mathematics and Statistics	<p>C01: Understand Elementary Financial Mathematics</p> <p>C02: Solve the Matrices and Determinants</p> <p>C03: Solve the Derivatives and Applications of Derivatives</p> <p>C04: Examine the Numerical Analysis & have wider knowledge of mathematics with more emphasis on business applications.</p> <p>C05: Interpret the problems of Business with the help of mathematical tools and techniques.</p>
11011500 - Organizational Behavior	<p>C01: Define the importance of attitude, values, beliefs, assumptions and Motivation & to make aware about dynamic nature of groups. They will learn the behavior of individuals in organisation and the changing Environment of Organisation.</p> <p>C02: Understand the approaches and Models relating to Organizational Behavior.</p> <p>C03: Apply how to control the conflicts, change, time & stress management. & understand how to control effectively the human behavior.</p> <p>C04: Analyze Organizational behavior, the social organization and the diverse environment alongside with the management of groups and teams.</p>

	<p>C05: Evaluate the learning about Organizational behavior, the social organization and the diverse environment alongside with the management of groups and teams</p>
11011600 - Marketing Management	<p>C01: Define basic understanding of concepts in the marketing with respect to historical development of the subject.</p> <p>C02: Understand Fundamental concepts of marketing & practices from business perspective in the Organization.</p> <p>C03: Apply the various Marketing environmental concepts to compare various opportunities available in various sectors & recite with Various concepts related to market, Research and its utility.</p> <p>C04: Analyze the Important issues Related to success in consumer buying behavioral process vis a vis organizational buying behaviour process & understand mechanism of developing a new product, Market Segmentation etc.</p> <p>C05: Apply the commonly used promotion terms, concepts & tools.</p>
99002200 - Business Communication	<p>C01: Explain historical background and the development of communication; Importance and role of communication in everyday life.</p> <p>C02: Understand Mechanics behind the communication process, difficulties experienced in communication. Different types of communication, impedance due to extraneous factors called “barriers”</p> <p>C03: Apply different types of communication, impedance due to extraneous factors called “barriers”.</p> <p>C04: Analyse the Important non-verbal parameters in communication. So to make communication effective and attractive.</p> <p>C05: Apply the appropriate body language for making presentation more effective</p>
11003600 - Ability and Skill Enhancement-II	<p>C01: Select the correct phonetic symbols for improving language</p> <p>C02: Operate reading and writing skills in English</p> <p>C03: Prepare listening and speaking skills in English</p> <p>C04: Focus in understanding the ethics, virtues and values</p> <p>C05: Aware about etiquettes and personal branding</p>

7.2 Mapping: Semester - II

11009500	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01	3	3	3	3	3	2	2	2	3	3	2	3
C02	2	2	3	3	2	2			2	1	2	3
C03	3	3	1		3	1	3	2	3	2	2	3
C04	2	1	2	2	1	3	2	2	3		2	3
C05	3	3	3	3	3	3	3	3	3	3	3	3

11009600	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01	2	1	2	2	3	1	2	1	2	2	1	3
C02	3	2	1	2	2	2	-	-	2	2	2	3
C03	2	-	2	-	1	-	-	-	2	2	2	3
C04	3	-	-	-	2	-	-	-		2	2	3
C05	3	2	3	-	2	-	-	-	2	-	3	3

11002700	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01	2	1	2	3	2	1	2	2	3	3	2	3
C02	2	3	2	2	2	2	1	2	1	2	1	3
C03	3	2	3	2	3	2	2	1	3	2	3	2
C04	2	2	1	2	1	3	2	2	3	1	2	3
C05	3	3	3	3	3	3	3	3	3	3	3	3

11011500	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01	2	2	3	2		2	2	2	2	2	2	2
C02	2	3	2	2	2	2		2	2	3	2	3
C03	2	3	2	3	3	2	2	3	3	3	3	2
C04		2	2	3	3	2	3	3	2	2	3	3
C05	3	3	3	3		3		3	3	3	3	3

11011600	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01	3	3	3	2	1	2	1	2	2	2	2	2
C02	1	3	2	3	2	2	2	2	3	3	2	2
C03	2	2	3	3	3	3	2	2		2	3	2
C04	2	1	2	3	3	3	3	3	2	3	3	3
C05	2	3	2	1	3		2	3	3	1	2	2

99002200	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01	2	2	3	2		1	2	2	1	2	2	2
C02	1	3	2	2	2	2		2	2	3	2	3
C03	1	3	2	3	3	2	2	3	3	3	3	2
C04	1		2	3	3	2	3	3	2	2		3
C05	3	2	3	2	3	1	3	2	2	2	2	2

11003600	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01	3	2	3	2	3	3	1	3	2	3	3	2
C02	3	2	2	3	2	2	1	2	2	3	2	2
C03	3	3	-	1	2	2	1	3	3	3	2	2
C04	3	3	3	2	2	2	1	2	3	3	2	2
C05	3	3	2	3	2	3	3	3	2	2	2	2

7.3 Lesson Plan: Semester – II

11009500 – Principles of Macro Economics

Unit	Particulars	Class No.	Pedagogy of Class
I	Overview of the subject and basic concepts	C1	Lecture
I	variables of macroeconomics, income and expenditure	C2	Lecture
I	Circular flow of income	C3	Lecture
I	components of expenditure	C4	Lecture
I	Static macroeconomic analysis	C5	Lecture
I	determination of supply and demand	C6	Lecture
I	determination of supply and demand	C7	Lecture
I	conditions of equilibrium	C8	Lecture
I	conditions of equilibrium	C9	Lecture
	Clarification Class 1	C10	Clarification Class
	Home Assignment 1		Home Assignments
II	IS-LM Approach	C11	Lecture
II	Fiscal and Monetary Policy	C12	Lecture
II	determination of aggregate demand	C13	Lecture
II	Shifts in aggregate demand	C14	Lecture
II	Shifts in aggregate demand	C15	Lecture
II	Aggregate supply in the short and long run	C16	Lecture
II	Aggregate supply in the short and long run	C17	Lecture
II	AD-AS Analysis	C18	Lecture
II	AD-AS Analysis	C19	Lecture
	Clarification Class 2	C20	Clarification Class
	Presentation 1	C21	Presentation
III	Inflation - Meaning and Causes	C22	Lecture
III	inflation and interest rates	C23	Lecture
	Class Assignment 1	C24	Class Assignment
III	Unemployment – natural rate of unemployment	C25	Lecture
III	frictional and wait unemployment	C26	Lecture
III	Labour market and its interaction with production system	C27	Lecture
	Activity 1	C28	Activity
III	Phillips curve	C29	Lecture
III	the trade off between inflation and unemployment	C30	Lecture
III	sacrifice ratio	C31	Lecture
III	Role of expectations adaptive and rational	C32	Lecture
	Clarification Class 3	C33	Clarification Class
	Presentation 2	C34	Presentation
	Activity 2	C35	Activity
	Home Assignment 2		Home Assignments
IV	Open Economy - Flow of goods and services	C36	Lecture
IV	Savings and investments	C37	Lecture
IV	Savings and investments	C38	Lecture
IV	Exchange Rates	C39	Lecture
IV	Exchange Rates	C40	Lecture

IV	Mundell – Fleming model	C41	Lecture
IV	Mundell – Fleming model	C42	Lecture
IV	interest-rate differentials case of a large economy	C43	Lecture
IV	interest-rate differentials case of a large economy	C44	Lecture
	Clarification Class 4	C45	Clarification Class
	Quiz Class 1	C46	Quiz
	Seminar	C47	Seminar
V	Investment determinants of business fixed investment	C48	Lecture
V	effect of tax	C49	Lecture
V	determinants of residential investment and inventory investment	C50	Lecture
	Class Assignment 2	C51	Class Assignment
V	Demand for Money	C52	Lecture
V	Demand for Money	C53	Lecture
	Presentation 3	C54	Presentation
V	Portfolio and transactions theories of demand for real balances	C55	Lecture
V	interest and income elasticities of demand for real balances	C56	Lecture
	Quiz Class 2	C57	Quiz
	Home Assignment 3		Home Assignments
V	Supply of money	C58	Lecture
V	Supply of money	C59	Lecture
	Clarification Class 5	C60	Clarification Class

11009600 – Cost Accounting

Unit	Particulars	Class No.	Pedagogy of Class
Unit I	Cost Accounting-Objectives, Importance	C1	Lecture
Unit I	Cost Accounting-Nature, Scope	C2	Lecture
Unit I	Advantages of Cost Accounting	C3	Lecture
Unit I	Cost Concept;	C4	Lecture
Unit I	Methods and Techniques of Costing	C5	Lecture
Unit I	Installation of Cost Accounting	C6	Lecture
Unit I	Difference between Cost, Financial and Management Accounting	C7	Lecture
	Clarification Class-1	C8	Clarification Class-1
	Class Assignment	C9	Class Assignment
Unit-II	Element of Cost	C10	Lecture
Unit-II	Classification of Cost	C11	Lecture
Unit-II	Overhead Allocation	C12	Lecture
Unit-II	Primary Apportionment	C13	Lecture
Unit-II	Secondary Apportionment	C14	Lecture
Unit-II	Cost Ascertainment	C15	Lecture
	Clarification Class-2	C16	Clarification Class-2
	Class Assignment-2	C17	Class Assignment-2
Unit-III	Accounting for Material: Material Purchase Procedure	C18	Lecture
Unit-III	storage and inventory control	C19	Lecture
Unit-III	Classification, Principles of Labour	C20	Lecture
Unit-III	Methods of Remuneration, Overtime and incentives;	C21	Lecture
Unit-III	efficiency rating procedures	C22	Lecture
Unit-III	Accounting for Overhead: Meaning,	C23	Lecture
Unit-III	Classification, allocation	C24	Lecture
Unit-III	apportionment	C25	Lecture
Unit-III	absorption, Accounting of overheads.	C26	Lecture
	Tutorials	C27	Tutorials
	Clarification-3	C28	Clarification-3
	Webinar	C29	Seminar
	Tutorials	C30	Tutorials
	Tutorials	C31	Tutorials
	PPT -Topic Assigned	C32	PPT -Topic Assigned
	PPT -Topic Assigned	C33	PPT -Topic Assigned
	Quiz	C34	Quiz
Unit-IV	Costing - Preparation of statement of cost	C34	Lecture
Unit-IV	Costing - Preparation of statement of cost	C35	Lecture
Unit-IV	Costing - Preparation of statement of cost	C36	Lecture
Unit-IV	cost sheet (Including Tender Price / Quotation price);	C37	Lecture
Unit-IV	cost sheet (Including Tender Price / Quotation price);	C38	Lecture
Unit-IV	cost sheet (Including Tender Price /	C39	Lecture

	Quotation price);		
Unit-IV	Reconciliation of Cost accounting profit and financial accounting profit,	C40	Lecture
Unit-IV	Reconciliation of Cost accounting profit and financial accounting profit,	C41	Lecture
	Clarification Class	C42	Clarification Class
	Tutorials	C43	Tutorials
	PPT -Topic Assigned	C44	PPT -Topic Assigned
	PPT -Topic Assigned	C45	PPT -Topic Assigned
	PPT -Topic Assigned	C46	PPT -Topic Assigned
	Class Assignment	C47	Class Assignment
Unit-V	Method of Costing	C48	Lecture
Unit-V	Contract and Job Costing	C49	Lecture
Unit-V	Contract and Job Costing	C50	Lecture
Unit-V	Contract and Job Costing	C51	Lecture
Unit-V	Process Costing	C52	Lecture
Unit-V	Uniform Costing	C53	Lecture
Unit-V	Inter-firm Comparison	C54	Lecture
Unit-V	Neo Concepts: Activity Based Costing	C55	Lecture
Unit-V	Target Costing	C56	Lecture
Unit-V	Life Cycle Costing	C57	Lecture
	Clarification Class	C58	Clarification Class
	Class Assignment	C59	Class Assignment
	Tutorials	C60	Tutorials

11002700 – Business Mathematics and Statistics

Unit	Particulars	Class No.	Pedagogy of Class
Unit I	Measure of Central Tendency: Introduction	C-1	Lecture
Unit I	Arithmetic Average	C-2	Lecture
Unit I	Geometric Mean: Introduction, definition and meaning	C-3	Lecture
Unit I	Harmonic Mean: Introduction, definition and meaning	C-4	Lecture
Unit I	Relation between Arithmetic, geometric and harmonic mean.	C-5	Lecture
Unit I	Properties and applications of Mathematical averages	C-6	home assignment
Unit I	Difficulties in solving the problems from Unit I	C-7	Clarification Class
Unit I	Positional Averages: Introduction	C-8	Lecture
Unit I	Median: for individual, discrete, and continuous series	C-9	Lecture
Unit I	Mode: for individual, discrete, and continuous series	C-10	Lecture
Unit I	Class Room Assignment	C-11	Activity
Unit I	Quartiles: for individual, discrete, and continuous series	C-12	Lecture
Unit I	Deciles and Percentiles: for individual, discrete, and continuous series	C-13	Lecture
Unit I	Measure of Variations: Introduction	C-14	Lecture
Unit I	Absolute and Relative Range	C-15	Lecture
Unit I	Quartile deviation and Mean Deviation & their coefficients	C-16	Lecture
Unit I	Standard Deviation & Coefficient	C-17	Lecture
Unit I	Difficulties in solving the problems from Unit I	C-18	Clarification Class
Unit II	Correlation Analysis: Introduction; Meaning of Simple, Multiple and partial Correlation	C-19	Lecture
Unit II	Linear and Non - linear correlation with examples	C-20	Lecture
Unit II	Scatter diagram for correlation	C-21	Lecture
Unit II	Karl's pearson coefficient of correlation. It's calculation and properties.	C-22	Lecture
Unit II	Correlation and Probable Error	C-23	Lecture
Unit II	Spearman's Rank Correlation	C-24	Lecture
Unit II	Regression Analysis: Introduction, Principle of least square & regression lines	C-25	Lecture
Unit II	Regression equations and estimation	C-26	Lecture
Unit II	Properties of regression coefficients	C-27	Lecture
Unit II	Relation between correlation and regression coefficients.	C-28	presentation
Unit II	Difficulties in solving the problems from Unit II	C-29	Clarification Class
Unit II	Class Room Assignment	C-30	Activity
Unit III	Matrix : Introduction and definition with the help of suitable examples. Types of Matrices: Square, rectangular, vertical, horizontal matrices. Types of Matrices: Singular, Non - singular, transpose of	C-31	Lecture

	matrix, symmetric and skew symmetric matrices. Types of Matrices: Identity etc		
Unit III	Algebra of Matrices: Addition and subtraction of two matrices of 2×2 , 3×3	C-32	Lecture
Unit III	Algebra of Matrices: Multiplication of matrices; rules of multiplication of matrices	C-33	Lecture
Unit III	Minor and Cofactor of Matrices	C-34	Lecture
Unit III	Determinant of Matrices	C-35	Lecture
Unit III	Adjoint of Matrices	C-36	Lecture
Unit III	Inverse of Matrices	C-37	Lecture
Unit III	Application of Matrix in solving the simultaneous linear equations.	C-38	Lecture
Unit III	Solution of linear equations using matrix method	C-39	Lecture
Unit III	Cramer's Rule: Solution of linear equations using determinant	C-40	Lecture
Unit III	Class Room Assignment	C-41	Activity
Unit III	Difficulties in problem solving in Unit III	C-42	Clarification Class
Unit III	Quiz	C-43	Activity
Unit IV	Formulation of linear programming problem (LPP)	C-44	Lecture
Unit IV	Graphical solution to LPP. Cases of unique and multiple optimal solutions	C-45	Lecture
Unit IV	Solution to LPP using Simplex method: for maximization and minimization problems	C-46	Lecture
Unit IV	Problem of Degeneracy	C-47	Lecture
Unit IV	The dual problem: Formulation of dual, dual - primal solution	C-48	Lecture
Unit IV	Difficulties in problem solving in Unit IV	C-49	Clarification Class
Unit IV	Class Room Assignment	C-50	Activity
Unit V	Probability Theory: Introduction and definition of some standard terms	C-51	Lecture
Unit V	Approaches to the calculation of probability	C-52	Lecture
Unit V	Calculation of Event Probability	C-53	Lecture
Unit V	Addition Law in probability	C-54	Lecture
Unit V	Multiplication law in probability	C-55	Lecture
Unit V	Conditional Probability: Introduction and definition	C-56	Lecture
Unit V	Baye's Theorem: Introduction, proof, application	C-57	Lecture
Unit V	Expectation: Introduction and definition	C-58	presentation
Unit V	Difficulties in problem solving Unit V	C-59	Clarification Class
Unit V	Quiz	C-60	Activity

11011500 – Organizational Behavior

Unit	Particulars	Class No.	Pedagogy of Class
Unit I	The Concept of Organizational Behaviour	C1	Lecture
Unit I	The Concept of Organizational Behaviour	C2	Lecture
Unit I	Disciplines Contributing to the Field of Organizational Behaviour	C3	Lecture
Unit I	Disciplines Contributing to the Field of Organizational Behaviour	C4	Lecture
Unit I	the OB Model	C5	Lecture
Unit I	the OB Model	C6	Lecture
Unit I	Challenges and Opportunities for OB	C7	Lecture
Unit I	Challenges and Opportunities for OB	C8	Lecture
Unit I	Challenges and Opportunities for OB	C9	Lecture
Unit I	Diversity in Organizations	C10	Lecture
Unit I	Diversity in Organizations	C11	Lecture
Unit I	Diversity in Organizations	C12	Class Assignment-I
Unit I	Clarification Class -UNIT-I	C13	Clarification Class
Unit I	Take Home Assignment		Take Home Assignment
Unit II	Organizational Culture and Climate	C14	Lecture
Unit II	Organizational Culture and Climate	C15	Lecture
Unit II	Organizational Culture and Climate	C16	Presentation I
Unit II	Managerial Communication	C17	Lecture
Unit II	Managerial Communication	C18	Lecture
Unit II	Managerial Communication	C19	Lecture
Unit II	Attitudes and Values	C20	Lecture
Unit II	Attitudes and Values	C21	Quiz
Unit II	Attitudes and Values	C22	Lecture
Unit II	Emotions and mood	C23	Lecture
Unit II	Emotions and mood	C24	Class Assignment-II
Unit II	Emotions and mood	C25	Presentation II
Unit II	Clarification Class	C26	Clarification Class
Unit II	Take Home Assignment		Take Home Assignment
Unit III	Behavioral Dynamics	C27	Lecture
Unit III	Perceptions	C28	Activity
Unit III	Perceptions	C29	Lecture
Unit III	Perceptions	C30	Presentation III
Unit III	Learning	C31	Lecture
Unit III	Personality	C32	Lecture
Unit III	Personality	C33	Lecture
Unit III	Personality	C34	Webinar
Unit III	Motivation	C35	Lecture
Unit III	Motivation	C36	Presentation IV
Unit III	Stress & Stress Management	C37	Lecture
Unit III	Clarification Class	C38	Clarification Class
Unit III	Take Home Assignment		Take Home Assignment

Unit IV	Group Dynamics and Work Teams	C39	Lecture
Unit IV	Creating Effective Teams	C40	Lecture
Unit IV	Types of Teams	C41	Lecture
Unit IV	Stages of Group Development	C42	Lecture
Unit IV	Group Think	C43	Presentation V
Unit IV	Group Shift Social Loafing	C44	Lecture
Unit IV	Group Decision Making Techniques	C45	Lecture
Unit IV	Group Decision Making Techniques	C46	Activity
Unit IV	Power and Politics	C47	Lecture
Unit V	Change Management	C48	Lecture
Unit V	Change Management	C49	Lecture
Unit V	Change Management	C50	Presentation VI
Unit V	Change and Organizational Development	C51	Lecture
Unit V	Change and Organizational Development	C52	Lecture
Unit V	Change and Organizational Development	C53	Quiz
Unit V	Change and Organizational Development	C54	Lecture
Unit V	Change and Organizational Development	C55	Lecture
Unit V	Resistance to Change	C56	Lecture
Unit V	Resistance to Change	C57	Activity
Unit V	Resistance to Change	C58	Lecture
Unit V	Resistance to Change	C59	Class Assignment-III
Unit V	Clarification Class	C60	Clarification Class

11011600 – Marketing Management

Unit	Particulars	Class No.	Pedagogy of Class
Unit I	Lecture, Pedagogy & syllabus Introduction, Meaning of marketing	C1	Lecture
Unit I	Introduction, Meaning of marketing, Nature and Scope of Marketing,	C2	Lecture
Unit I	Core Marketing Concepts,	C3	Lecture
Unit I	Marketing Philosophies,	C4	Lecture
Unit I	Concept of Marketing Mix	C5	Lecture
Unit I	Understanding Marketing Environment,	C6	Lecture
Unit I	Consumer Buyer Behaviour	C7	Lecture
Unit I	Organization Buyer Behaviour,	C8	Lecture
Unit I	Market Segmentation, -Levels, Segmentation Basis	C9	Lecture
	Activity	C10	Activity
Unit I	Targeting & Positioning	C11	Lecture
	Clarification Class	C12	Clarification Class
	Webinar	C13	Webinar
Unit II	Product Planning	C14	Lecture
Unit II	Product Concept, Types of Products,	C15	Lecture
Unit II	Major Product Decisions- Product Life Cycle, PLC Strategies	C16	Lecture
Unit II	New Product Development. & Differentiation	C17	Lecture
Unit II	New Product Development. & Differentiation	C18	Lecture
	Class Room Assignment	C19	Class Assignment
Unit II	Pricing Decisions	C20	Lecture
Unit II	Determinants of Pricing	C21	Lecture
Unit II	Pricing, Policies & Strategies	C22	Lecture
	Activity	C23	Activity
	Group Discussion	C24	Group Discussion
Unit II	Pricing Process, Pricing methods	C25	Lecture
	Clarification Class	C26	Clarification Class
	Webinar	C27	Webinar
	Quiz- Unit-I & II	C28	Quiz
	Presentation	C29	Presentation
Unit III	Distribution Decisions	C30	Lecture
Unit III	Communication Process,	C31	Lecture
	Activity	C32	Activity
Unit III	Promotion Tools-Advertising	C33	Lecture
Unit III	Personal Selling, Publicity and Sales Promotion,	C34	Lecture
Unit III	Distribution Channel Decisions-Types and Functions of Intermediaries	C35	Lecture
Unit III	Types and Functions of Intermediaries Contd..	C36	Lecture
Unit III	Selection and Management of Intermediaries.	C37	Lecture
	Activity	C38	Activity
	Clarification Class	C39	Clarification Class
	Presentation	C40	Presentation

Unit IV	Emerging Trends and Issues in Marketing	C41	Class Room Assignment
Unit IV	Consumerism,	C42	Lecture
Unit IV	Rural Marketing,	C43	Lecture
Unit IV	Class Room Assignment	C44	Class Assignment
Unit IV	Social Marketing	C45	Lecture
Unit IV	Direct Marketing,	C46	Lecture
Unit IV	Green Marketing	C47	Lecture
	Activity	C48	Activity
	Clarification Class	C49	Clarification Class
	Presentation	C50	Presentation
Unit V	Digital Marketing-Online and Social Media Marketing	C51	Lecture
Unit V	Tele marketing,	C52	Lecture
Unit V	Event Marketing	C53	Lecture
Unit V	Viral Marketing,	C54	Lecture
	Presentation	C55	Presentation
Unit V	Non- profit Marketing	C56	Lecture
Unit V	Industrial Marketing,	C57	Lecture
Unit V	Marketing Ethics,	C58	Lecture
Unit V	CRM	C59	Lecture
	Clarification Class	C60	Clarification Class

99002200- Business Communication

Unit	Particulars	Class No.	Pedagogy of Class
UNIT I	Process of Communication (What is communication)	C1	Lecture
UNIT I	Importance of Communication	C2	Lecture
UNIT I	Seven C's of Communication	C3	Lecture
UNIT I	Types of Communication - Verbal	C4	Lecture
UNIT I	Types of Communication- Non Verbal	C5	Lecture
UNIT I	Types of Communication (Formal & Informal)	C6	Lecture
UNIT I	Types of Communication (Interpersonal & Interpersonal)	C7	Lecture
UNIT I	Different forms of Communication Barriers to Communication Causes, Linguistic Barriers, Psychological Barriers	C8	Lecture
UNIT I	Interpersonal Barriers, Cultural Barriers	C9	Lecture
UNIT I	Physical Barriers, Organizational Barriers	C10	Lecture
	Classroom Assignment on JAM	C11-C13	Class room Assignment
	Clarification Class	C14	Clarification Class
Unit II	Preparing the Resume	C15	Lecture
Unit II	Job Application Letter	C16	Lecture
	Classroom Exercise	C17	Activity
Unit II	Letter Writing	C18-20	Lecture
Unit II	Inviting quotations, Sending quotations, Placing orders	C21	Lecture
Unit II	CV Preparation	C22	Lecture
Unit II	Claim & Adjustment letters, Inviting tenders, Sales letters	C23	Lecture
Unit II	Social Correspondence	C24	Lecture
Unit II	Memorandum, Inter -office Memo,	C25	Lecture
Unit II	Notices	C26	Lecture
Unit II	Agenda	C27	Lecture
Unit II	Minutes	C28	Lecture
	Group Discussion	C29	Group Discussion
	Class Presentation	C30-C33	Presentation
	Clarification Class	C34	Clarification Class
	Home Assignment		Home Assignment
	Quiz	C35	Quiz
	Classroom Exercise	C36-C37	Activity
Unit III	Business reports	C38	Lecture
Unit III	Business Reports: Types, Characteristics	C39	Lecture
Unit III	Business Reports: Importance	C40	Lecture
Unit III	Business Reports: Elements of structure	C41	Lecture
Unit III	Business Reports: Process of writing, Order of	C42	Lecture

	writing		
Unit III	Business Reports: the final draft	C43	Lecture
Unit III	check lists for reports	C44	Lecture
	Classroom Assignment	C45	Class room Assignment
	Clarification Class	C46	Clarification Class
Unit IV	Words often confused	C47	Lecture
Unit IV	Words often misspelt	C48	Lecture
Unit IV	Common errors in English	C49	Lecture
	Classroom Exercise	C50	Activity
	Group Discussion	C51	Group Discussion
	Clarification Class	C52	Clarification Class
Unit V	Oral Presentation: Importance, Characteristics, Presentation Plan	C53	Activity
Unit V	Power point Presentation Slide Preparation	C54	Lecture
Unit V	Visual aids	C55	Lecture
	Classroom Exercise	C56	Activity
	Clarification Class	C57	Clarification Class
	Guest Lecture	C58	Guest Lecture
	Webinar	C59	Webinar
	Seminar	C60	Seminar

11003600 – Ability and Skill Enhancement-II

Unit	Particulars	Class No.	Pedagogy of Class
UNIT I	Phonetic symbols and the International Phonetic Alphabets (IPA Introduction Importance)	C-1	Lecture
UNIT I	The Description and Classification of Vowels (Monophthongs & Diphthong) Consonants,	C-2	Lecture
UNIT I	The introduction and Classification of Vowels and Consonant	C-3	Lecture
UNIT I	Syllable, Stress & Intonations and symbols of consonants	C-4	Lecture
UNIT I	Reading aloud, recording audio clips. Phonetic Transcription and Phonology	C-5	Lecture
UNIT I	Class Phonetic Transcription	C-6	Lecture
UNIT I	Transcription practice	C-7	Lecture
UNIT I	Clarification Class	C-8	Clarification Class
UNIT II	Idioms and Phrases	C-9	Lecture + Quiz
Unit II	Words Often Confused	C-10	Lecture
UNIT II	one word substitution word Formation Prefix and Suffix	C-11	Activity
UNIT II	class Room Assignment	C-12	Class Assignment
	Take Home Assignment No1		Home Assignments
UNIT II	Clarification Class	C-13	Clarification Class
UNIT II	Presentation	C-14	Presentation
UNIT II	What are ethics, what are values, difference between ethics and moral	C-15	Lecture
UNIT III	class Room Assignment No2	C-16	Class Assignment
UNIT III	Picture Description, Paragraph Writing	C-17	Activity
UNIT III	Business ethics, workplace ethics, what are virtues for e.g. civic virtues, etc.	C-18	Lecture
UNIT III	QUIZ	C-19	Quiz
UNIT III	Human ethics 5 core human values are: right conduct, living in peace, speaking the truth, loving and care, and helping others.	C-20	Lecture
UNIT III	Classroom assignment-Group Activity (Discussions)	C-21	Class Room Assignment
UNIT III	Etiquettes awareness importance of First Impression Personal Appearance & Professional presence, Personal Branding, Dressing Etiquette	C-22	Activity
UNIT III	Dining Etiquettes	C-23	Activity
	Clarification Class	C-24	Clarification Class
Unit IV	Comprehension	C-25	Lecture
UNIT IV	News Reading, News Writing	C-26	Activity
UNIT IV	Presentation	C-27	Presentation
UNIT IV	Public Speaking, Debate	C-28	Activity
UNIT IV	Inspirational Movie Screening,	C-29	Activity
UNIT IV	Skit Performance.	C-30	Activity

8.1 Semester - III

Course	Course outcomes: - After completion of these courses students should be able to
11012100 - Business Environment	<p>C01: Understand Political and Legal environment, Social and Cultural Environment, Technological environment and Competitive Environment</p> <p>C02: Understand the latest developments in business Environment.</p> <p>C03: Apply national & international laws & policies to evaluate the complexities of business environment and their impact on business.</p> <p>C04: Analyze the relationship between Government and business and understand the Political, Economic, legal and social policies of the country. Analyze current economic conditions in developing emerging markets, and evaluate present and future opportunities.</p> <p>C05: Analyze current economic conditions in developing emerging markets and evaluate present and future opportunities.</p>
11004900 - Business Law	<p>C01: Define and understand about the legal implications of entering into a contract and what are the special provision regarding negotiable instruments.</p> <p>C02: Apply basic knowledge of the important business legislation along with relevant case laws.</p> <p>C03: Appraise the concept of business law, its application and significance.</p> <p>C04: Develop knowledge regarding rights and liabilities of a person while undertaking any contract under Indian Contract Act. Rights of customers and seller under Sale of Goods Act. Different provisions relating to Negotiable instruments Act and Partnership Act.</p> <p>C05: Evaluate the learning of the students about the different laws taught to them.</p>
11005001 - Banking Theory and Practices	<p>C01: Understand banking rules, regulations and various laws that govern banking sector.</p> <p>C02: Illustrate different kinds of financial services available in Indian financial institutions.</p> <p>C03: Compare and contrast banker customer relationship and legal framework regulating banking services, provisions regarding Non Performing Assets.</p> <p>C04: Distinguish commercial banks, cooperative banks, regional banks, rural banks and RBI as regulator. Contribution of RBI in stabilizing economy.</p> <p>C05: Estimate the effects and utility of banking system and RBI on the business decisions.</p>
11012200 - Human Values, Business and Managerial Ethics	<p>C01: Define ethics & ethical behavior, also will be able to know what is the significance of ethical behavior in business.</p> <p>C02: Demonstrate ethical behavior in practice & relate the emerging need of good governance.</p> <p>C03: Identify various ethical issues related to business and governance for the</p>

	<p>long term survival of business.</p> <p>C04: Analyze various contemporary ethical issues & discover the way to apply them in business practice.</p> <p>C05: Support the employer organization with valuable inputs on corporate governance.</p>
11005200 - Financial Management	<p>C01: List the various decisions under financial management and determine the financial plan and capital structure of the business.</p> <p>C02: Explain the concept of investment in short and long terms assets including the cost of capital.</p> <p>C03: Apply the theories of capital structure to arrange or rearrange a given set of capital structure in order to maximize the EPS of a firm.</p> <p>C04: Analyse the situations relating to dividend policy having the impact on the value of the share.</p> <p>C05: Select the methods and techniques for analysing the data for business decision making.</p>
11005300 - Human Resource Management	<p>C01: Define the human resource principles, theories, role behaviors and skill sets & methods of Performance Appraisal.</p> <p>C02: Understand the various aspects of Human Resource management and make them acquainted with practical aspect of the subject.</p> <p>C03: Understand the training related needs and apply to methods accordingly.</p> <p>C04: Analyze the different components of Remuneration & different types of employee benefits and services.</p> <p>C05: Evaluate the understanding of the concept of Managing Human Resources and work.</p>
11003700 - Ability & Skill Enhancement-III	<p>C01: Classify the different types of reviews i.e. book review, movie review etc.</p> <p>C02: Express his/ her feeling at pressor situation or emotional situation</p> <p>C03: Explain his/her thoughts in group discussion and also build leadership quality</p> <p>C04: Enhance creativity in making documentary etc.</p> <p>C05: Manage negative emotions keeping balance of mental stability, stress and distress.</p>

8.2 Mapping: Semester - III

11012100	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01	2	2	3	2	-	-	2	2	-	2	2	2
C02	-	3	2	2	2	2	-	2	2	3	2	3
C03	2	3	2	3	3	2	2	3	3	3	3	2
C04	-	-	2	3	3	-	3	3	2	2	3	3
C05	3	-	2	2	3	-	3	2	2	2	2	2

11004900	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01	2	2	3	-	2	-	2	2	-	2	3	3
C02	-	2	3	3	2	-	-	-	2	3	-	2
C03	2	-	-	3	3	2	-	3	2	-	3	3
C04	3	2	2	3	1	-	2	-	-	2	2	2
C05	3	-	3	3	3	3	2	-	-	3	2	3

11005001	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01	3	2	2	2	-	1	-	-	2	2	2	3
C02	3	2	3	3	2	2	-	1	2	-	-	3
C03	3	2	-	2	1	-	2	2	2	2	2	3
C04	3	2	2	1	2	2	-	2	1	2	2	3
C05	3	2	2	3	2	3	-	2	3	3	2	3

11012200	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01	3	2		3	2		2	3	3	3	3	3
C02		3	3	2	3	3	3	3	3		2	3
C03	3	3	2	3	2	2	2	3		3	3	3
C04	3	2	3	2	3	3	3		3	3	2	3
C05	2	3	3	2	2	3	2	3	3	2	3	3

11005200	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01	3	2	2	3			1			2		3
C02	2	3	2	2		3		3			2	3
C03	2	2	3	2	3		2		2	3	2	3
C04	2	2	2		1	1	2	2	3	1		3
C05	3	3	3	3	3	3	3	3	3	3	3	3

11005300	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01	3	3	3	2	1	2	1	2	2	2	2	2
C02	1	3	2	3	2	2	2	2	3	3	2	2
C03	2	2	3	3	3	3	2	2	2	2	3	2
C04	2	1	2	3	3	3	3	3	2	3	3	3
C05	2		2		2		3		2		3	

11003700	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01	2	2	3	3	2	3	-	2	2	3	3	2
C02	2	2	3	3	2	2	-	2	2	3	2	2
C03	2	2	-	-	3	2	-	3	2	3	2	2
C04	2	2	2	2	2	2	-	2	2	3	1	2
C05	3	3	2	2	2	2	3	3	2	2	3	2

8.3 Lesson Plan: Semester – III

11012100 – Business Environment

Unit	Particulars	Class No.	Pedagogy of Class
Unit I	Introduction About the Subject & Basics about-Business: meaning, Characteristics,	C1	Lecture
Unit I	Overview of Indian Business Environment, Complexity and Diversity of Business	C2	Lecture
Unit I	Business Environment, Complexity and Diversity of Business	C3	Lecture
Unit I	Environment due to Globalization, Concept of Business Cycle, Need to scan the business environment and techniques of scanning the business environment.	C4	Lecture
Unit I	Concept of Business Cycle, Need to scan the business environment and techniques of scanning the business environment.	C5	Lecture
Unit I	Concept of Business Cycle, Need to scan the business environment and techniques of scanning the business environment.	C6	Lecture
Unit I	Class Room Assignment	C7	Class Room Assignment
Unit I	Types of Business and its Role: Public Sector in India: Concepts, Philosophy and Objectives	C8	Lecture
Unit I	Activity Class	C9	Activity
Unit I	Types of Business and its Role: Public Sector in India: Concepts, Philosophy and Objectives	C10	Lecture
Unit I	Performance, Problems and Constraints. Disinvestment and Privatization,	C11	Lecture
Unit I	Quiz	C12	Quiz
Unit I	Joint sector and Cooperative sector in India.	C13	Lecture
Unit I	Joint sector and Cooperative sector in India.	C14	Lecture
	Presentation	C15	Presentation
	Clarification Class	C16	Clarification Class
Unit II	Meaning of Political Institutions: Legislative, Executive and Judiciary	C17	Lecture
Unit II	The Constitution of India: Preamble	C18	Lecture
Unit II	The Fundamental Rights	C19	Lecture
Unit II	Class Room Assignment	C20	Class Room Assignment
Unit II	The Directive Principles of State Policy	C21	Lecture
Unit II	Rational and Extent of State Intervention	C22	Lecture
Unit II	Legal Environment: Regulatory Legislations in India, FEMA,	C23	Lecture
Unit II	Webinar	C24	Webinar
Unit II	Export Import Policy of India	C25	Lecture
Unit II	Competition Law, Competition Commission of India	C26	Lecture
Unit II	Consumer protection Act 1986	C27	Lecture
Unit II	Right to Information Act 2005	C28	Lecture

	Activity Class	C29	Activity
	Clarification Class	C30	Clarification Class
Unit III	Economic Environment: Concept and salient features of various economic systems	C31	Lecture
Unit II	New Industrial Policy	C32	Presentation
Unit II	Licensing Policy	C33	Presentation
Unit II	New Economic Policy: Economic Reforms and its impact on Business	C34	Lecture
Unit II	Emerging economies: BRICS	C35	Lecture
Unit II	Policies to deal with economic Recession	C36	Lecture
	Presentation	C37	Presentation
	Webinar	C38	Webinar
Unit II	Economic Planning in India: Strategies Evaluation of Five Year plan	C39	Lecture
Unit II	Activity Class	C40	Activity
Unit II	Monetary and Fiscal Policy, Role of RBI, Stock Exchange and RBI	C41	Lecture
Unit II	Activity Class	C42	Activity
Unit II	Class Room Assignment	C43	Class Room Assignment
	Clarification Class	C44	Clarification Class
Unit IV	Socio Cultural Environment Cross cultural environment due to globalization Demographic conditions in India, change in buying pattern	C45	Lecture
Unit IV	Class Room Assignment	C46	Class Room Assignment
	Quiz	C47	Quiz
Unit IV	Presentation	C48	Presentation
	Webinar	C49	Webinar
	Quiz	C50	Quiz
Unit IV	Technological Environment, Definition Change and shorter span of Product	C51	Lecture
Unit IV	Ecological Environment: Environment Protection: Green Management, Global Warming, Carbon Foot Printing,	C52	Lecture
Unit IV	Activity Class	C53	Activity
Unit IV	Global Business Environment: Meaning of Globalisation	C54	Lecture
Unit IV	MNCs and Global competitiveness	C55	Lecture
	Clarification Class	C56	Clarification Class
	Unit I Revision	C57	Lecture
	Unit II Revision	C58	Lecture
	Unit III Revision	C59	Lecture
	Unit IV Revision	C60	Lecture

11004900 - Business Law

Unit	Particulars	Class No.	Pedagogy of Class
I	Overview - The Indian Contract Act, 1872	C 1	Lecture
I	Contract - Meaning and Types	C 2	Lecture
I	Types of Contract	C 3	Lecture
I	Essentials of a Valid contract	C 4	Lecture
I	Offer and Acceptance	C 5	Lecture
I	Classroom Assignment	C 6	Clarification Class
I	Consideration	C 7	Lecture
I	Contractual Capacity	C 8	Lecture
I	Free Consent	C 9	Lecture
I	Legality of Object	C 10	Lecture
I	Clarification Class	C 11	Lecture
I	Quiz	C 12	Lecture
II	Specific Contracts	C 13	Caselet
II	Indemnity Contracts	C 14	Lecture
II	Guarantee Contract	C 15	Presentations
II	Bailment Contract	C 16	Lecture
II	Case Study Discussion	C 17	Lecture
II	Agency Contract	C 18	Lecture
II	Agency Contract	C 19	Lecture
II	Classroom Assignment	C 20	Lecture
II	Case Study Discussion	C 21	Lecture
II	Quiz	C 22	Lecture
II	Clarification Class	C 23	Clarification Class
III	Overview - Sales of Goods Act , 1930	C 24	Lecture
III	Difference bw Contract of sale and agreement to sell	C 25	Lecture
III	Transfer of Ownership	C 26	Lecture
III	Case Study Discussion	C 27	Lecture
III	Performance of Contract of sale	C 28	Lecture
III	Performance of Contract of sale	C 29	Lecture
III	Classroom Assignment	C 30	Lecture
III	Unpaid Seller - Meaning	C 31	Lecture
III	Rights of Unpaid Seller	C 32	Lecture
III	Duties of Unpaid Seller	C 33	Lecture
III	Clarification Class	C 34	Clarification Class
III	Quiz	C 35	Lecture
III	Presentation	C 36	Lecture
III	Presentation	C 37	Lecture
III	Case let Discussion	C 38	Discussion
III	Presentation	C 39	Lecture
III	Classroom Assignment	C 40	Class Assignment
III	Presentation	C 41	Lecture
III	Clarification Class	C 43	Clarification Class
IV	Partnership Act, 1932	C 43	Lecture
IV	Types of partners	C 44	Lecture
IV	Rights of partners	C 45	Lecture

IV	Duties of partners	C 46	Lecture
IV	Reconstitution of partnership	C 47	Lecture
IV	Admission of new partner	C 48	Lecture
IV	Dissolution of partnership	C 49	Lecture
IV	Process of Dissolution	C 50	Lecture
IV	Limited Liability Partnership Act	C 51	Lecture
IV	Diff. bw LLP and partnership	C 52	Lecture
IV	Incorporation & Registration	C 53	Lecture
IV	Partners and their Relationship	C 54	Lecture
IV	Incoming and Outgoing Partners	C 55	Lecture
IV	Quiz	C 56	Lecture
IV	Clarification Class	C 57	Lecture
V	Negotiable Instruments Act	C 58	Lecture
V	NI Act - Features	C 59	Lecture
V	Promissory Note	C 60	Lecture
V	Advantages and Disadvantages of Promissory Note	C 61	Lecture
V	Bill of Exchange	C62	Lecture
V	Features of Bill of Exchange	C63	Lecture
V	Adv. and Disadvantages of Bill of Exchange	C64	Lecture
V	Cheque	C65	Lecture
V	Types of Cheques	C66	Lecture
V	Clarification Class	C67	Lecture
V	Revision	C68	Lecture
V	Revision	C69	Lecture
V	Revision	C70	Clarification Class

11005001 – Banking Theory and Practices

Unit	Particulars	Class No.	Pedagogy of Class
1	Financial System and Markets: Intro	1	Lecture
1	Banking System	2	Lecture
1	Banking System	3	Presentation
1	Banking Operations	4	Lecture
1	Investment Strategy	5	Presentation
1	Social Responsibility	6	Lecture
1	Social Responsibility	7	Presentation
1	Social Responsibility	8	Lecture
1	Nationalisation of banks	9	Lecture
1	Nationalisation of banks	10	Lecture
1	Development Banks	11	Lecture
1	Development Banks	12	Lecture
1	Development Banks	13	Lecture
1	Presentation-1	14	Presentation
1	Presentation-1	15	Presentation
1	Asset and Liability	16	Lecture
1	Asset and Liability	17	CRA
1	Quiz	18	Quiz
1	Clarification Class	19	Clarification class
2	Role of central bank	20	Quiz
2	Monetary policy of RBI	21	Lecture
2	Banking regulation and supervision	22	Lecture
2	Banking system review	23	Lecture
2	Balance sheet and current development	24	Webinar
2	Balance sheet and current development	25	Lecture
2	Maintenance of CRR and SLR	26	Lecture
2	Maintenance of CRR and SLR	27	GD
2	Interest rate policy	28	Lecture
2	Interest rate policy	29	Lecture
2	Interest rate policy	30	CRA
2	Clarification Class	31	Clarification Class
3	Banker consumer relation	32	Lecture
3	Banker consumer relation	33	Lecture
3	Management of deposits credit	34	Lecture
3	Management of deposits credit	35	Webinar
3	Fee based services	36	Lecture
3	Fee based services	37	Presentation
3	Liquidity and profitability	38	Lecture
3	Liquidity and profitability	39	Lecture
3	Credit assessment	40	Lecture
3	Credit assessment	41	Lecture
3	Principles of bank lending	42	Lecture
3	Principles of bank lending	43	Lecture
3	Types and methods of charging	44	Lecture
3	Types and methods of charging	45	Lecture
3	Secured and un secured advances	46	Lecture

3	Clarification Class	48	Clarification class
3	Legal framework of bank regulation	49	Seminar
4	Banking regulation act	50	Lecture
4	Negotiable instrument act	51	Lecture
4	Cyber laws	52	CRA
4	Securitisation act	53	Lecture
4	Securitisation act	54	CRA
4	Clarification Class	55	Clarification Class
5	Regulation of cooperative banking	56	Lecture
5	Regional and Rural Banks	57	Lecture
5	Cooperative bank societies	58	Quiz
5	Recent trends in banking	59	Seminar
5	GD	60	GD

11012200 – Human Values, Business and Managerial Ethics

Unit	Particulars	Class No.	Pedagogy of Class
Unit I	Concept of Values and its formation	C 1	Lecture
Unit I	Values and Behaviour	C 2	Lecture
Unit I	What is Ethics? Nature and scope of Ethics	C 3	Lecture
Unit I	Morality vs. Legality dilemma	C 4	Lecture
Unit I	Facts and value	C 5	Lecture
Unit I	Class Room Assignments	C 6	Class Assignment
Unit I	Ethical subjectivism and Relativism	C 7	Lecture
Unit I	Moral Development (Kohlberg's 6 stages of Moral Development)	C 8	Lecture
Unit I	Ethics and Business	C 9	Lecture
Unit I	PPT	C 10	PPT
Unit I	Myth of a moral business	C 11	Lecture
Unit I	Tutorials	C 12	Tutorial
Unit I	Tutorials	C 13	Tutorial
Unit I	Tutorials	C 14	Tutorial
Unit I	Clarification Class	C 15	Clarification Class
Unit II	Application of Ethical theories in Business - Utilitarianism (J. Bentham and J.S. Mill)	C 16	Lecture
Unit II	Deontology (I. Kant)	C 17	Lecture
Unit II	Virtue Ethics (Aristotle)	C 18	Lecture
Unit II	Economic Justice	C 19	Lecture
Unit II	Distributive Justice John Rawls, Libertarian Justice (Robest Nozick)	C 20	Lecture
Unit II	Class Room Assignments	C 21	Class Assignment
Unit II	Tutorials	C 22	Tutorial
Unit II	Tutorials	C 23	Tutorial
Unit II	Quiz	C 24	Activity
Unit II	Tutorials	C 25	Tutorial
Unit II	Clarification Class	C 26	Clarification Class
Unit III	Concept of CSR; Changing expectation of society	C 27	Lecture
Unit III	Model's of CSR: - Carroll's Model	C 28	Lecture
Unit III	Ackerman's Model	C 29	Lecture
Unit III	Why Social Responsibility of Business? Arguments in Favour and in against of Social Responsibility	C 30	Lecture
Unit III	Consumerism and Consumer Rights	C 31	Lecture
Unit III	Tutorials	C 32	Tutorial
Unit III	Tutorials	C 33	Tutorial
Unit III	Tutorials	C 34	Tutorial
Unit III	Clarification Class	C 35	Clarification Class
Unit IV	Characteristics of Free and Perfect competitive market	C 36	Lecture
Unit IV	Monopoly oligopoly	C 37	Lecture
Unit IV	PPT	C 38	PPT
Unit IV	Corruption and Bribery	C 39	Lecture
Unit IV	Ethics in Advertising (Truth in Advertising)	C 40	Lecture
Unit IV	Finance -Fairness and Efficiency in Financial Market	C 41	Lecture

Unit IV	Insider Trading, Greenmail, Golden parachute	C 42	Lecture
Unit IV	Class Room Assignments	C 43	Class Assignment
Unit IV	HR: Workers Right and Duties	C 44	Lecture
Unit IV	Work place safety, sexual harassment, whistles blowing	C 45	Lecture
Unit IV	Tutorials	C 46	Tutorial
Unit IV	Tutorials	C 47	Tutorial
Unit IV	Tutorials	C 48	Tutorial
Unit IV	Clarification Class	C 49	Clarification Class
Unit V	Ethical Decision Making. Role of Moral philosophy in decision making	C 50	Lecture
Unit V	Quiz	C 51	Activity
Unit V	Argument for and against of Ethics in Business	C 52	Lecture
Unit V	Challenge of ethical issues due to Globalization	C 53	Lecture
Unit V	Power and Politics in organization	C 54	Lecture
Unit V	Hierarchism as an organizational value	C 55	Lecture
Unit V	Indian ethos in Management	C 56	Lecture
Unit V	Tutorials	C 57	Tutorial
Unit V	Tutorials	C 58	Tutorial
Unit V	Tutorials	C 59	Tutorial
Unit V	Clarification Class	C 60	Clarification Class

11005200 – Financial Management

Unit	Particulars	Class No.	Pedagogy of Class
Unit I	Financial Management-Meaning, Scope, objectives of Financial Management	C1	Lecture
Unit I	Profit Vs. Wealth Maximization, Functions of Finance	C2	Lecture
Unit I	Liquidity Vs Profitability,	C3	Lecture
Unit I	Clarification Class-1	C4	Clarification Class
Unit I	Classification of Sources of Finance,	C5	Lecture
Unit I	Security Financing, Loan Financing	C6	Lecture
Unit I	Project Financing, Loan Syndication	C7	Lecture
Unit I	Book Building	C8	Lecture
Unit I	New Financial, Institutions and Instruments	C9	Lecture
Unit I	Depositories, Factoring	C10	Lecture
Unit I	Venture Capital, Credit Rating	C11	Lecture
Unit I	Commercial Paper, Certificate of Deposit	C12	Lecture
Unit I	Global Depository Receipts	C13	Lecture
Unit I	Presentation-1	C14	Presentation-1
Unit I	Clarification Class-2	C15	Clarification Class-2
Unit-II	Time Value of Money, Valuation Concepts	C16	Lecture
Unit-II	Valuation of Securities	C17-C20	Lecture
Unit-II	Debentures, Preference shares and Equity Shares	C21	Lecture
Unit-II	Capital Structure: Meaning, Capital Structure and Financial Structure	C22	Lecture
Unit-II	Patterns of Capital Structure, Optimum Capital Structure	C23	Lecture
Unit-II	Capital Structure Theories	C24-C27	Lecture
Unit-II	Class Room Assignment 1	C28	Class Room Assignment 1
Unit-II	Factors Determining Capital Structure, Capital Structure Practices in India.	C29	Lecture
Unit-II	Class Room Assignment 2	C30	Class Room Assignment 2
Unit-II	Cost of Capital: Concept, Importance, Classification	C31	Lecture
Unit-II	Leverages: Concept, Types of leverages and their significance	C32-C34	Lecture
Unit-II	Determination of Cost of Capital, Debt and Preference Shares	C35	Lecture
Unit-II	Determination of Cost of Capital-Equity	C36	Lecture
Unit-III	Capital Budgeting Concept, Importance, Payback period, Accounting rate of return,	C37	Lecture
	Quiz	C38	Quiz
Unit-III	Capital Rationing, Concept of Risk, Incorporation of Risk Factor, Risk adjusted discount return,	C39	Lecture
Unit-III	DCF techniques,	C40	Lecture
Unit-III	Class Room Assignment-2	C41	Class Room Assignment
Unit-III	Quantitative Techniques, certainty equivalent	C42	Lecture

	coefficient		
Unit-III	Sensitivity analysis, Probability assignment	C43	Lecture
Unit-III	Standard deviation, Coefficient of variation, Decision tree.	C44	Lecture
Unit-IV	Working Capital Management Concept, Management of Cash	C45	Lecture
	Clarification class	C46	Clarification class
	Presentation-II	C47	Presentation-II
	Home Assignment	C48	Home Assignment
	Class Room Assignment	C49	Class Room Assignment
Unit-IV	Management of Accounts Receivable and Accounts Payable	C50	Lecture
Unit-IV	Management of Inventories, Numerical	C51	Lecture
Unit-IV	over and under Trading Dividend	C52	Lecture
	Presentation	C53	Presentation
Unit-IV	Bonus and Rights: Dividend Policy Relevance Concepts of Dividend	C54	Lecture
	Quiz	C55	Quiz
Unit-IV	Irrelevance Concepts of Dividend	C56	Lecture
Unit-IV	Corporate Dividend Practices in India	C57	Lecture
	Clarification Class-4	C58	Clarification Class-4
Unit-IV	Corporate Dividend Practices in India	C59	Lecture
	Clarification Class-5	C60	Clarification Class-5
	Home Assignment		Home Assignment

11005300 – Human Resource Management

Unit	Particulars	Class No.	Pedagogy of Class
Unit I	Concept, nature, scope, objectives and importance of HRM	C1	Lecture
Unit I	Evolution of HRM	C2	Lecture
Unit I	Evolution of HRM	C3	Lecture
Unit I	Challenges of HRM	C4	Lecture
Unit I	Personnel Management vs HRM,	C5	Lecture
Unit I	Strategies for the New Millennium	C6	Lecture
Unit I	Role of HRM in strategic management	C7	Lecture
Unit I	Human capital; emotional quotient	C8	Lecture
Unit I	Mentoring; ESOP;	C9	Lecture
Unit I	Flexi-time; quality circles & Six Sigma	C10	Lecture
Unit I	Flexi-time; quality circles & Six Sigma	C11	Class Assignment-I
Unit I	Kaizen & TQM	C12	Lecture
Unit I	Clarification Class I	C13	Clarification Class
Unit I	Take Home Assignment I		Home Assignment
Unit II	HR Planning	C14	Lecture
Unit II	Job analysis – job description	C15	Lecture
Unit II	Job analysis – job description	C16	Presentation I
Unit II	job specification	C17	Lecture
Unit II	Recruitment – sources and process	C18	Lecture
Unit II	selection process – tests	C19	Lecture
Unit II	selection process – interviews	C20	Quiz
Unit II	Placement and induction	C21	Lecture
Unit II	Job changes – transfers, promotions / demotions/ Separations	C22	Lecture
Unit II	Job changes – transfers, promotions / demotions/ Separations	C23	Class Assignment-II
Unit II	Job changes – transfers, promotions / demotions/ Separations	C24	Lecture
Unit II	Job changes – transfers, promotions / demotions/ Separations	C25	Presentation II
Unit II	Clarification Class II	C26	Clarification Class
Unit II	Take Home Assignment II		Home Assignment
Unit III	Concept and importance of training	C27	Lecture
Unit III	Types of training;	C28	Activity
Unit III	Methods of training	C29	Lecture
Unit III	Methods of training	C30	Presentation III
Unit III	Design of training programme	C31	Lecture
Unit III	Design of training programme	C32	Lecture
Unit III	Evaluation of training effectiveness	C33	Lecture
Unit III	Evaluation of training effectiveness	C34	Webinar
Unit III	Executive development – process and techniques	C35	Presentation IV
Unit III	Career planning and development	C36	Lecture
Unit III	Career planning and development	C37	Lecture
Unit III	Clarification Class III	C38	Clarification Class
Unit III	Take Home Assignment III		Home Assignment

Unit IV	Job evaluation – concept, process and significance	C39	Lecture
Unit IV	Job evaluation – concept, process and significance	C40	Lecture
Unit IV	Components of employee remuneration – base and supplementary	C41	Lecture
Unit IV	Components of employee remuneration – base and supplementary	C42	Lecture
Unit IV	Performance appraisal – concept and objectives	C43	Presentation V
Unit IV	Potential appraisal – concept and objectives	C44	Lecture
Unit IV	Traditional methods	C45	Lecture
Unit IV	Traditional Methods	C46	Activity
Unit IV	Traditional methods	C47	Lecture
Unit IV	Modern methods	C48	Lecture
Unit IV	Modern methods	C49	Lecture
Unit IV	Limitations of performance appraisal methods	C50	Presentation VI
Unit IV	Limitations of performance appraisal methods	C51	Lecture
Unit IV	360 degree appraisal technique	C52	Lecture
Unit IV	360 degree appraisal technique	C53	Quiz
Unit IV	Overview of employee welfare	C54	Lecture
Unit IV	Overview of employee welfare	C55	Lecture
Unit IV	overview of employee health and safety	C56	Lecture
Unit IV	overview of employee health and safety	C57	Activity
Unit IV	Social Security	C58	Lecture
Unit IV	Social Security	C59	Class Assignment-III
Unit IV	Clarification Class IV	C60	Clarification Class

11003700 – Ability & Skill Enhancement-III

Unit	Particulars	Class No.	Pedagogy of Class
Unit I	What is Book Review, What is Movie Review Purpose & Importance of Book Review and Movie Review,	C1	Lecture
Unit I	Types of Book Review, Types of Movie Review	C2	Lecture
Unit I	Elements & Steps of Writing Book Review and Movie Review	C3	Lecture
Unit I	Activity	C4	Activity-1
Unit I	Class Room Assignment	C5	Class Assignment-1
Unit I	Clarification Class	C6	Clarification Class-1
Unit 2	LSWR Skills-Rewriting Mythology/Folklore	C7	Lecture
Unit 2	Reading Comprehension, News Analysis	C8	Lecture
Unit 2	Class Room Assignment	C9	Class Assignment-2
Unit 2	Debate, Group Discussions, Role Play	C10	Lecture
Unit 2	Group Discussion	C11	Group Discussion-1
Unit 2	Clarification Class	C12	Clarification Class-2
Unit 3	What is emotional intelligence, The science of emotional intelligence, characteristics of emotional intelligence E.Q. Tests	C13	Lecture
Unit 3	Emotions handling- identifying good and bad emotions, how to control or manage negative emotions	C14	Lecture
Unit 3	How to perform under pressure, keeping balance of mental stability, stress and distress how to take right decisions under pressure	C15	Lecture
Unit 3	Class Room Assignment	C16	Class Assignment-3
Unit 3	Presentation	C17	Presentation-1
Unit 3	Clarification Class	C18	Clarification Class-3
Unit 4	What is GD, Types of Group Discussions, Do's & Don'ts, Participation, Thinking, Structuring, Group Behavior	C19	Lecture
Unit 4	Group Discussion	C20	Group Discussion-2
Unit 4	Leadership Skills, Conceptualization Skills	C21	Lecture
Unit 4	Persuasive Skills, Interpersonal Skills	C22	Lecture
Unit 4	Presentation	C23	Presentation-2
	Take Home Assignment		Home Assignment-1
Unit 4	Clarification Class	C24	Clarification Class-4
Unit 5	Project	C25	Project-1
Unit 5	What is documentary, aims & objectives, Narration and preparing a documentary for social cause,	C26	Lecture
Unit 5	What is documentary, aims & objectives, Narration and preparing a documentary for social cause,	C27	Lecture
Unit 5	Documentary/Movie Screening & Reviews	C28	Lecture
Unit 5	Quiz	C29	Quiz-1
Unit 5	Clarification Class	C30	Clarification Class-5
Unit 5	Take Home Assignment		Home Assignment-2

9.1 Semester – IV

Course	Course outcomes: - After completion of these courses students should be able to
11009000 - Corporate Law	<p>CO1: How different laws related to Corporate Sector & explain the structure of the company from its formation to its working to its winding up provisions regarding auditor, director, their remuneration.</p> <p>CO2: Explain Company Act 2013 and the Depositories Act 1996.</p> <p>CO3: Identify company contracts and become confident therein.</p> <p>CO4: Analyse & prepare & maintain corporate contracts.</p> <p>CO5: Evaluate the learnings of the students about the different laws and understand its applications</p>
11009700 – Entrepreneurship	<p>CO1: Define entrepreneurial behavior and its constituents list out the qualities of entrepreneur.</p> <p>CO2: Relate various theories and concepts of entrepreneurship in their working & interpret the various government policies for Start-ups and SME sector.</p> <p>CO3: Make use of entrepreneurial knowledge & process in the economic development.</p> <p>CO4: Discover the obstacles in the way of women entrepreneurship and analyze the feasibility of any business project.</p> <p>CO5: Select an industry for perusing entrepreneurial venture.</p>
11009100 - Management Accounting	<p>CO1: Understand the basic management accounting concepts and their applications in managerial decision making. Gain the knowledge about the difference between cost accounting, financial accounting and Management accounting</p> <p>CO2: Make use of cost volume profit analysis technique to take decision about make or buy product, shut down or continue business or alternative decisions by buying.</p> <p>CO3: Classify the budgets and preparation of budget to control the costs and improve the profitability. of specific to overall objects of business organisation.</p> <p>CO4: Analyze the variance to control over cost and wastage of resources leads to enhance efficiency.</p> <p>CO5: Evaluate the techniques of Management Accounting in managerial decision making.</p>
11009200 – Production and Operation Management	<p>CO1: Define the basic management decisions with respect to production and quality management.</p> <p>CO2: Understand the designing aspect of production systems</p> <p>CO3: Apply the principles, practices and areas of application in shop floor management. & also understand the resource utilization of an</p>

	<p>organisation.</p> <p>C04: Make use of Planning, Scheduling and Control of Production and Operations Management functions in both manufacturing and Services.</p> <p>C05: Apply the quality control techniques & parameters.</p>
11009300 - Research Methods in Business Management	<p>C01: Demonstrate the analytical abilities and research skills among the students & give hands on experience and learning in Business Research.</p> <p>C02: Apply research design, sample design and sampling methods.</p> <p>C03: Apply appropriate methods for data collection for research work.</p> <p>C04: Examine the statistical tools for data analysis and interpretation & also understand the analytical techniques to face the stormy challenges, aimed at fulfilling the objective of business decision making.</p> <p>C05: Interpret the various research methods and its usefulness in real business situations.</p>
11009400 – Management Information System	<p>C01: Explain the Information Systems used in Business.</p> <p>C02: Make use of design, development, and security of Management Information System & its utility.</p> <p>C03: Classify the ethical and social issues in using information system.</p> <p>C04: Compile the utility of Decision Support System.</p> <p>C05: Prioritise the use and analysis of data and information for decision making.</p>
11003800 - Ability and Skill Enhancement- IV	<p>C01: Design the resume and know about different format</p> <p>C02: Know and classify the different types of interviews i.e. Mock Interview, HR Expert Mock Interview, Telephonic Interviews.</p> <p>C03: Examine the Company Specific Research and Presentation.</p> <p>C04: Build conversation skill</p> <p>C05: Find out Industry suitable for internship or job.</p>

9.2 Mapping: Semester - IV

11009000	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
C01		2	2		1				2			3
C02	3		2	2	2				2	3		
C03		1		2		3	2	2			2	2
C04	1	1		2		1		3			2	1
C05	3	3	3	3	3	3	3	3	3	3	3	3

11009700	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
C01	2	3	3	3		3	2	3	3		2	3
C02		2			3	2	3	2	2	3	3	3
C03	3	2	3	3	2	2	2	3		3	2	3
C04	3	2	2	2	3	2	2	2	3	2	2	3
C05	3	2	3	2	3	2	2	2	3	3	2	3

11009100	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
C01	3	2	2	2	3	3	-	-	2	-	3	3
C02	3	-	-	2	3	2	2	2	3	2	2	3
C03	3	-	2	2	3	2	3	2	3	2	2	3
C04	3	2	2	2	2	2	3	3	3	-	3	3
C05	3	2	2	3	3	3	3	3	3	-	3	3

11009200	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
C01	2	2	2	2		2	1	2	1	2	2	2
C02	1	3	2	3	1	1	2	3	2	2	2	2
C03	3	3	3	1	3	2	3	3	2	3	3	3
C04		1	2	3	3	2	2	2	2	2	3	3
C05	2	1	2	3	3	2	2	2	2	2	2	2

11009300	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
C01	2	2	2	3	2	3	2	2	3	3	2	3
C02	1	3	2	2	3	2	1	2	2	2	1	3
C03	3	3	2	2	3	2	2	1	3	2	2	2
C04	2	1	1	2	2	3	2	2	3	1	2	3
C05	3	3	3	3	3	3	3	3	3	3	3	3

11009400	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
C01	3	2	3	2	1		3	3	3	3	2	3
C02	2	3	2	3	2		3	3	2	3	2	3
C03	3	2	2	3	2	3		1	3	1	3	3
C04		2	3	2	3	3	3	3	3	2	3	3
C05	3	3	3	3	3		3	3	3	3	3	3

11003800	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01	3	3	2	3	2	2		3	3	3	2	2
C02	3	3	3	3	3	2		2	2	3	3	2
C03	2	2			3	2		1	2	3	2	2
C04	3	3	2	3	2	2		1	2	3	3	2
C05	3	3	3	3	3	2	3	3	2	2	2	2

9.3 Lesson Plan: Semester – IV

11009000 – Corporate Law

Unit	Particulars	Class No.	Pedagogy of Class
1	NCLT	C-1	Lecture
1	Company Meaning , Features	C-2	Lecture
1	Lifting of corporate veil	C-3	Lecture
1	Types of company	C-4	Lecture
1	One person Company	C-5	Lecture
1	Small Company	C-6	Lecture
	Role of NCLT & NCLAT in resolving the corporate disputes occurred in the recent times	C-7	Take Home Assignments
1	NPA	C-8	Lecture
1	Illegal Association,	C-9	Lecture
1	Dormant Company	C-10	Lecture
1	Formation of company	C-11	Lecture
1	Online filling documents	C-12	Lecture
	How committees of Board of Directors are important in the efficient & effective functioning of the company	C-13	Take Home Assignments
1	Promoter and their legal position	C-14	Lecture
1	Pre incorporation contract	C-15	Lecture
1	Online registration of company	C-16	Lecture
	Presentation I	C-17	Presentation
	evaluate the whistle blowing in the context of India, take case of recent whistle blowing incident in India	C-18	Take Home Assignments
	Clarification Class I	C-19	Clarification class
2	Memorandum of association	C-20	Lecture
2	Article of association	C-21	Lecture
	Importance of lifting corporate veil	C-22	Class Room Assignment
2	Doctrine of constructive Notice	C-23	Lecture
2	Doctrine of indoor management	C-24	Lecture
2	Prospectus Meaning	C-25	Lecture
2	Red Hiring Prospectus	C-26	Lecture
2	Misstatement in prospectus	C-27	Lecture
2	GDR	C-28	Lecture
2	Book building	C-29	Lecture
2	Issue, allotment and forfeiture of share	C-31	Lecture
2	Transmission of share	C-32	Lecture
2	Buyback Meaning	C-33	Lecture
2	Provision Regarding Buy Back	C-34	Lecture
2	Issue of Bonus Share	C-35	Lecture
2	Provision regarding Bonus Share	C-36	Lecture
	Presentation on Unit I/II	C-38	Presentation
	Clarification Class II	C-39	Clarification class

3	Classification of director	C-40	Lecture
3	Women director	C-41	Lecture
	How prospectus is important for the floating of the company & its misstatement	C-42	Class Room Assignment
3	DIN Appointment, Disqualification	C-43	Lecture
3	Power of director	C-44	Lecture
	Quiz - 1	C-45	Quiz
3	Legal position of director duties of director, Removal of director	C-46	Lecture
3	KMP Managing director, manager	C-47	Lecture
3	Meeting of share holder and board of director	C-48	Lecture
3	Types of meeting, Conduct of meeting, Requisites of valid meeting, Meeting through video conferencing, E- Voting	C-49	Lecture
3	Provision of meeting AGM	C-50	Lecture
	Quiz -2	C-51	Quiz
3	Committees of BOD	C-52	Lecture
3	Audit committee	C-53	Lecture
3	Nomination Committee	C-54	Lecture
3	Remuneration Committee	C-55	Lecture
3	stakeholder relationship committee	C-56	Lecture
3	CSR Committee	C-57	Lecture
	Clarification Class	C-58	Clarification class
	Webinar	C-59	Webinar
4	Dividend, Accounts: Meaning	C-60	Lecture
4	Audit Meaning	C-61	Lecture
4	Provision Related to dividend	C-62	Lecture
4	Provision Related to Books of accounts	C-63	Lecture
4	Provision Related to Audit, auditors appointment	C-64	Lecture
4	Provision Related to Rotation of Auditor	C-65	Lecture
4	Auditor Report	C-66	Lecture
4	Provision Regarding Auditor Report	C-67	Lecture
4	Secretarial audit	C-68	Lecture
4	Winding up: Meaning	C-69	Lecture
4	modes of winding up	C-70	Lecture
	what is the legal position, power and duties of director.	C-71	Class Assignment
4	Insider trading	C-72	Lecture
4	Provision for Insider trading	C-73	Lecture
4	Whistle blowing policy: Concept & Meaning	C-74	Lecture
4	Whistle blowing Mechanism	C-75	Lecture
	Clarification Class IV	C-76	Clarification Class
5	Depository Act 1996, Rights of depository	C-77	Lecture
5	Depository Act: Obligation of depository	C-78	Lecture
5	Participant issuers	C-79	Lecture
5	Beneficial Owner	C-80	Lecture
	Webinar on Whistleblowing	C-81	Webinar
5	Inquiry, inspection, Penalty	C-82	Lecture

	Role of Indian Courts in Lifting Corporate veil and reason of their such interference.	C-83	Project Based Assignment
	Activity on EGC/AGM	C-84	Activity
	Activity on Meeting of Board of Directors	C-85	Activity
	Clarification Class for unit V	C-86	Clarification class

11009700 – Entrepreneurship

Unit	Particulars	Class No.	Pedagogy of Class
Unit I	Definition of Entrepreneur, Internal and External Factors affecting Entrepreneur	C 1	Lecture
Unit I	Functions of an Entrepreneur	C 2	Lecture
Unit I	Concept & Classification of Entrepreneurship	C 3	Lecture
Unit I	Evolution of Entrepreneurship	C 4	Lecture
Unit I	Entrepreneurial motivation and Barriers	C 5	Lecture
Unit I	Theory of Entrepreneurship 1	C 6	Lecture
Unit I	Theory of Entrepreneurship 2	C 7	Lecture
Unit I	The entrepreneurial Culture	C 8	Lecture
Unit I	Stages in entrepreneurial process	C 9	Lecture
Unit I	Class Assignment	C 10	Class Room Assignment
Unit I	Group Discussion	C 11	Group Discussion
Unit I	Development of Entrepreneurship	C 12	Lecture
Unit I	Presentation	C 13	Presentation
Unit I	Clarification Class	C 14	Clarification Class
Unit II	Entrepreneurship and environment-Policies governing entrepreneurs-1	C 15	Lecture
Unit II	Entrepreneurship and environment-Policies governing entrepreneurs-2	C 16	Lecture
Unit II	entrepreneurial development programmers (EDP's)	C 17	Lecture
Unit II	Institutions for - entrepreneurship development 1	C 18	Lecture
Unit II	Institutions for - entrepreneurship development 2	C 19	Lecture
Unit II	Problems of EDP's	C 20	Lecture
Unit II	Clarification Class	C 21	Clarification Class
Unit III	Entrepreneurial Venture; Idea Generation, Screening	C 22	Lecture
Unit III	Project Identification	C 23	Lecture
Unit III	Project Planning 1	C 24	Lecture
Unit III	Project Planning 2	C 25	Lecture
Unit III	Project-Evaluation	C 26	Lecture
Unit III	Project Monitoring and Control Segmentation	C 27	Lecture
Unit III	Creative Performance	C 28	Lecture
Unit III	Class Assignment	C 29	Class Room Assignment
Unit III	Feasibility Analysis: Economic, Marketing	C 30	Lecture
Unit III	Feasibility Analysis- Financial and Technical	C 31	Lecture
Unit III	Quiz	C 32	Quiz
Unit III	Clarification Class	C 33	Clarification Class
Unit IV	International Entrepreneurship Opportunities: The nature of international Entrepreneurship	C 34	Lecture
Unit IV	Class Assignment	C 35	Class Room

			Assignment
Unit IV	Importance of international business to the firm	C 36	Lecture
Unit IV	Group Discussion	C 37	Group Discussion
Unit IV	International versus domestics' entrepreneurship	C 38	Lecture
Unit IV	Class Assignment	C 39	Class Room Assignment
Unit IV	Stages of economic development	C 40	Lecture
Unit IV	Seminar	C 41	Seminar
Unit IV	Presentation	C 42	Presentation
Unit IV	Clarification Class	C 43	Clarification Class
Unit V	Women entrepreneurship: Need – Growth of women entrepreneurship	C 44	Lecture
Unit V	Group Discussion	C 45	Group Discussion
Unit V	Problems faced by women entrepreneurship	C 46	Lecture
Unit V	Women entrepreneurship-prospects	C 47	Lecture
Unit V	Presentation (PPT)	C 48	Presentation
Unit V	Clarification Class	C 49	Clarification Class
Unit VI	Entrepreneurship in Informal Sector: Rural Entrepreneurship-1	C 50	Lecture
Unit VI	Entrepreneurship in Informal Sector: Rural Entrepreneurship-2	C 51	Lecture
Unit VI	Entrepreneurship in Informal Sector: Rural Entrepreneurship-3	C 52	Lecture
Unit VI	Entrepreneurship in Sectors like Agriculture& Tourism	C 53	Lecture
Unit VI	Entrepreneurship in Tourism	C 54	Lecture
Unit VI	Entrepreneurship in Tourism	C 55	Lecture
Unit VI	Presentation (PPT)	C 56	Presentation
Unit VI	Health Case & Transport	C 57	Lecture
Unit VI	Transport	C 58	Lecture
Unit VI	Allied Services	C 59	Lecture
Unit VI	Clarification Class	C 60	Clarification Class

11009100 – Management Accounting

Unit	Particulars	Class No.	Pedagogy of Class
UNIT I	Management Accounting - Meaning, Nature	C1	Lecture
UNIT I	Characteristics and Scope of Management Accounting	C2, C3	Lecture
UNIT I	Functions and Relevance of Management Accounting	C4	Lecture
UNIT I	Relationship of Management Accounting with Financial Accounting	C5	Lecture
UNIT I	Relationship of Management Accounting with Cost Accounting.	C6	Lecture
UNIT I	Clarification Class-1	C7	Clarification Class
	Take Home Assignments-1		Take Home Assignments
UNIT II	Marginal Costing versus Absorption Costing	C8	Lecture
UNIT II	Cost-Volume-Profit Analysis and P/V Ratio Analysis	C9, C10, C11	Lecture
UNIT II	Breakeven Point and their analysis	C12, C13, C14	Lecture
UNIT II	Tutorial-1	C15	Tutorial
UNIT II	Class Room Assignment-1	C16	Class Room Assignment
UNIT II	Clarification Class-2	C17	Clarification Class
	Presentation-1	C18	Presentation
	Activity-1	C19	Activity
UNIT III	Concept of Budget and Budgeting, Advantages and Limitations of Budget formation,	C20, C21	Lecture
UNIT III	Procedure of budget formation	C22	Lecture
UNIT III	Types of Budget, Static and Flexible Budgeting	C23,C24,C25,C26	Lecture
UNIT III	Preparation of Cash Budget	C27,C28,C29	Lecture
UNIT III	Production Budget	C30,C31,C32	Lecture
UNIT III	Materials Budget	C33,C34	Lecture
UNIT III	Capital Expenditure Budget	C35	Lecture
UNIT III	Master Budget	C36	Lecture
UNIT III	Tutorial-2	C37	Tutorial
UNIT III	Class Room Assignment-2	C38	Class Room Assignment
UNIT III	Clarification Class-3	C39	Clarification Class
	Take Home Assignments-2		Take Home Assignments
UNIT IV	Standard Costing	C40	Lecture
UNIT IV	Concept of standard costs	C41	Lecture
UNIT IV	Establishing various cost standards	C42	Lecture
UNIT IV	Calculation of Material Variance,	C43,C44,C45	Lecture
UNIT IV	Labor Variance and its applications and implications	C46,C47,C48	Lecture
UNIT IV	Tutorial-3	C49	Tutorial
UNIT IV	Class Room Assignment-3	C50	Class Room

			Assignment
UNIT IV	Clarification Class -4	C51	Clarification Class
	Take Home Assignments-3		Take Home Assignments
	Activity-2	C52	Activity
	Presentation-2	C53	Presentation
UNIT V	Responsibility Accounting	C54	Lecture
UNIT V	Concept and various approaches to Responsibility Accounting,	C55	Lecture
UNIT V	Concept of investment center, cost center,	C56	Lecture
UNIT V	Responsibility center and its managerial implications,	C57	Lecture
UNIT V	Transfer Pricing: concept, types & importance.	C58	Lecture
UNIT V	Tutorial-4	C59	Tutorial
UNIT V	Clarification Class-5	C60	Clarification Class

11009200 – Production and Operation Management

Unit	Particulars	Class No.	Pedagogy of Class
Unit I	Introduction to Subject & Pedagogy & Basics about Production & Management	C1	Lecture
Unit I	Introduction to Operation Management: Basic Concept of Production	C2	Lecture
Unit I	Transformation, Types of Transformation.	C3	Lecture
Unit I	Transformation, Types of Transformation.	C4	Lecture
	Webinar	C5	Webinar
Unit I	Class Room Assignment	C6	Class Room Assignment
Unit I	production & Transformation	C7	Lecture
	Clarification Class	C8	Clarification Class
	Presentation	C9	Presentation
Unit II	Quality Management & Statistical Quality Control: TQM, Quality Specification, Design	C10	Lecture
Unit II	Quality Management & Statistical Quality Control: TQM, Quality Specification, Design	C11	Lecture
	Activity	C12	Activity
	Test	C13	Test
Unit II	Quality Management & Statistical Quality Control: TQM, Quality Specification, Design	C14	Lecture
	Presentation	C15	Presentation
	Activity	C16	Activity
Unit II	Quality at Source, Zero Defects, Cost of Quality, Continuous Improvement,	C17	Lecture
	Presentation	C18	Presentation
Unit II	Class Room Assignment	C19	Class Room Assignment
	Group Discussion	C20	Group Discussion
Unit II	Cost of Quality, Continuous Improvement,	C21	Lecture
Unit II	Benchmarking, Poka –Yokes, Quality Awards.	C22	Lecture
Unit II	Lean Manufacturing	C23	Lecture
	Test	C24	Test
Unit II	Poka –Yokes,	C25	Lecture
	Presentation	C26	Presentation
	Activity	C27	Activity
	Clarification Class	C28	Clarification Class
	Class Room Assignment	C29	Class Room Assignment
Unit III	Facility Location and Layout: Issue in Facility Location, Plant Location Methods, Factor	C30	Lecture
	Presentation	C31	Presentation
Unit III	Facility Location and Layout: Issue in Facility Location,	C32	Lecture
	Activity	C33	Activity
Unit III	Plant Location Methods,	C34	Lecture
Unit III	Factor Rating, Centre of Gravity Methods, Analytic	C35	Lecture

	Delphi Method, Four Basic Lay Out		
Unit III	Group Discussion	C36	Group Discussion
Unit III	Formats, Assembly Line Balancing, splitting Tasks, Problems in Facility Layout.	C37	Lecture
	Presentation	C38	Presentation
Unit III	Formats, Assembly Line Balancing, splitting Tasks, Problems in Facility Layout.	C39	Lecture
	Group Discussion	C40	Group Discussion
	Activity	C41	Activity
	Clarification Class	C42	Clarification Class
	Webinar	C43	Webinar
	Quiz	C44	Quiz
Unit IV	Waiting Line & Inventory Management	C45	Lecture
	Presentation	C46	Presentation
Unit IV	Inventory Management: Economics of Waiting Line, Queuing System,	C47	Lecture
Unit IV	Four Waiting Line Models along with application:	C48	Class Room Assignment
Unit IV	Waiting Line, Queuing System,	C49	Lecture
Unit IV	Activity	C50	Activity
Unit IV	Inventory management and Waiting Line Management, Inventory Models.	C51	Lecture
Unit IV	Inventory management, Inventory Models.	C52	Lecture
	Activity	C53	Activity
	Clarification Class	C54	Clarification Class
	Revision Unit-I Query Based	C55	Lecture
	Revision Unit-II Query Based	C56	Lecture
	Revision Unit-III Query Based	C57	Lecture
	Revision Unit-IV Query Based	C58	Lecture
	Clarification Class	C59	Clarification Class
	Clarification Class	C60	Clarification Class

11009300 – Research Methods in Business Management

Unit	Particulars	Class No.	Pedagogy of Class
Unit I	Concept of Research	C1	Lecture
Unit I	Application in Various Functions of Management	C2 C3	Lecture
Unit I	Types of Research,	C4	Lecture
Unit I	Types of Business Problems Encountered by the Researcher	C5	Lecture
Unit I	Problems and Precautions to the Researchers	C6	Lecture
Unit I	Process of Research: Steps Involved in Research Process.	C7,C8	Lecture
Unit I	Research Design: Various Methods of Research Design.	C9,C10	Lecture
	Clarification Class-1	C11	Clarification Class-1
	Class Assignment-1	C12	Class Assignment-1
Unit II	Concept of Sample,	C13	Lecture
Unit II	Sample Size and Sampling Procedure,	C14-C16	Lecture
Unit II	Various Types of Sampling Techniques	C17-C19	Lecture
Unit II	Types of Data: Secondary and Primary,	C20,C21	Lecture
Unit II	Various Methods of Collection and Data	C22,C23	Lecture
Unit II	Preparation of Questionnaire and Schedule,	C24	Lecture
Unit-II	Types of Questions, Length of Questionnaire	C25	Lecture
Unit-II	Sequencing of Questions, Check Questions	C26	Lecture
Unit-II	Precautions in Preparation of Questionnaire and Collection of Data	C27	Lecture
	Clarification Class-2	C28	Clarification Class-2
	Class Assignment-2	C29	Class Assignment-2
	Home Assignment-1		Home Assignment-1
	QUIZ	C30	QUIZ
Unit-III	Coding, Editing and Tabulation of Data, Hypothesis Testing	C31-C33	Lecture
Unit-III	Various Kinds of Charts and Diagrams Used in Data Analysis:	C34	Lecture
Unit-III	Bar and Pie Diagrams and their Significance,	C35	Lecture
Unit-III	Use of SPSS in Data Analysis,	C36-C40	Lecture
Unit-III	Application and Analysis of Variance (ANOVA).	C41-C43	Lecture
	Clarification Class-3	C44	Clarification Class-3
	Class Assignment-3	C45	Class Assignment-3
	Home Assignment-2		Home Assignment-2
	QUIZ	C46	Quiz/Activity
Unit-IV	Types and Layout of Research Report,	C47	Lecture
Unit-IV	Precautions in Preparing the Research Report	C48	Class Room Assignment
Unit-IV	Bibliography and Annexure in the Report	C49	Lecture
Unit-IV	Their Significance, Drawing Conclusions	C50	Lecture
Unit-IV	Suggestions, Recommendations to the Concerned	C51	Lecture

	Persons.		
	Webinar	C52	Webinar
	Clarification Class-4	C53	Clarification Class-4
	Presentation-I	C54	Presentation-I
	Presentation-I	C55	Presentation-I
	Presentation-I	C56	Presentation-I
	Clarification Class-5	C57	Clarification Class-5
	Class Assignment-4	C58	Class Assignment-4
	Home Assignment-3		Home Assignment-3
	Class Revision	C59	Class Revision
	Class Revision	C60	Class Revision

11009400 – 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	C5	Lecture
Unit 1	Decision Support System	C6	Lecture
Unit 1	Decision Support System	C7	Lecture
Unit 1	Executive Information system	C8	Lecture
Unit 1	Expert System	C9	Lecture
	Clarification Class-1	C10	Clarification Class
	Class Room Assignment-1	C11	Class Assignment
	Presentation-1	C12	Presentation
	Quiz-1	C13	Quiz
Unit 2	Data and Information	C14	Lecture
Unit 2	Meaning and importance of MIS	C15	Lecture
Unit 2	Sources and Types of Information	C16	Lecture
Unit 2	Cost Benefit Analysis	C17	Lecture
Unit 2	Cost Benefit Analysis	C18	Lecture
Unit 2	Quantitative and Qualitative Aspects	C19	Lecture
Unit 2	Quantitative and Qualitative Aspects	C20	Lecture
Unit 2	Assessing Information needs of the Organization	C21	Lecture
Unit 2	Assessing Information needs of the Organization	C22	Lecture
	Clarification Class-2	C23	Clarification Class
	Class Room Assignment-2	C24	Class Assignment
	Presentation-2	C25	Presentation
	Quiz-2	C26	Quiz
	Take Home Assignments-1		Home Assignments
Unit 3	Relevance of Information in Decision Making	C27	Lecture
Unit 3	Relevance of Information in Decision Making	C28	Lecture
Unit 3	Decision Types	C29	Lecture
Unit 3	Decision Types	C30	Lecture
Unit 3	Decision Structure	C31	Lecture
Unit 3	Decision Structure	C32	Lecture
Unit 3	Decision Making Process	C33	Lecture
Unit 3	Decision Support System	C34	Lecture
Unit 3	Decision Support System	C35	Lecture
	Clarification Class -3	C36	Clarification Class
	Class Room Assignment-3	C37	Class Assignment
	Guest lecture-1	C38	Guest lecture
	Take Home Assignments-2		Home Assignments
Unit 4	Concept of System	C39	Lecture
Unit 4	Types of Systems: Open, Closed, Deterministic, Probabilistic, etc	C40	Lecture

Unit 4	Types of Systems: Open, Closed, Deterministic, Probabilistic, etc	C41	Lecture
Unit 4	System Development Life Cycle	C42	Lecture
Unit 4	System Development Life Cycle	C43	Lecture
Unit 4	System Analysis, Design and Implementation	C44	Lecture
Unit 4	System Analysis, Design and Implementation	C45	Lecture
Unit 4	MIS Applications in Business	C46	Lecture
Unit 4	MIS Applications in Business	C47	Lecture
	Clarification Class-4	C48	Clarification Class
	Activity-1	C49	Webinar
	Take Home Assignments-3		Home Assignments
Unit 5	Recent Developments in the Field of Information Technology	C50	Lecture
Unit 5	Recent Developments in the Field of Information Technology	C51	Lecture
Unit 5	Recent Developments in the Field of Information Technology	C52	Lecture
Unit 5	Choice of appropriate IT Systems	C53	Lecture
Unit 5	Choice of appropriate IT Systems	C54	Lecture
Unit 5	Database, Data warehousing & Data mining Concepts	C55	Lecture
Unit 5	Database, Data warehousing & Data mining Concepts	C56	Lecture
Unit 5	Centralized and Distributed Processing	C57	Lecture
Unit 5	Centralized and Distributed Processing	C58	Lecture
Unit 5	Centralized and Distributed Processing	C59	Lecture
	Clarification Class-1	C60	Clarification Class

11003800 – Ability and Skill Enhancement- IV

Unit	Particulars	Class No.	Pedagogy of Class
Unit I	Receiving Calls, Placing a call, Ending Calls	C1	Lecture
Unit I	Transferring calls, Taking Message/ Voice Mails, Placing call on hold	C2	Lecture
Unit I	Handling Complaints	C3	Lecture
	Telephonic Conversation	C4	Class Assignment
Unit II	How to build confidence by positive thinking,	C5	Lecture
Unit II	identifying negative thoughts, how to control negative thoughts entering our mind, identifying personal talents, and its ways to improve	C6	Lecture
Unit II	how to develop good habits and having principles and follow them at all times	C7	Lecture
Unit II	Need to learn new things, ideas and skills	C8	Lecture
Unit II	what is brain storming, why do we need it,	C9	Lecture
Unit II	what are the different ways of brain storming through logics and reasoning	C10	Lecture
Unit II	Brain Storming Session - Assignment	C11	Activity
	Presentation	C12	Presentation
Unit III	What is resume	C13	Lecture
Unit III	Format of Resume, Formatting	C14	Lecture
	Resume Preparation		Home Assignments
Unit III	Covering Letter, PI Kit	C15	Lecture
Unit IV	Mastering the art of giving interviews in	C16	Lecture
Unit IV	selection or placement interviews	C17	Lecture
Unit IV	web /video conferencing	C18	Activity
Unit IV	Mock Interview (Questions)	C19	Lecture
Unit IV	Mock Interview (Questions)	C20	Lecture
	HR Expert Mock Interview	C21	Class Assignment
Unit IV	Telephonic Interviews	C22	Activity
	Class Room Assignment	C23	Class Assignment
Unit V	Identifying domain specific industries	C24	Lecture
Unit V	Identifying domain specific industries - Assignment	C25	Activity
	researching the industry		Home Assignments
Unit V	Industry analysis	C26	Lecture
	Presentation on specific industry/company	C27	Presentation
	Webinar	C28	Webinar
	Guest Lecture	C29	Guest lecture
	Home Assignment		Home Assignments
	Clarification Class	C30	Clarification Class

10.1 Semester – V

Course	Course outcomes: - After completion of these courses students should be able to
11017500 Summer Internship and Report -	<p>C01: Understand the real-time working of organizations.</p> <p>C02: Demonstrate professional knowledge, skills and attitude along with the experience needed to constitute a successful career.</p> <p>C03: Analyze career opportunities in their areas of interest.</p> <p>C04: Build aptitude for gaining supervised professional experiences.</p> <p>C05: Create competency and skills to take decisions during crisis and conflict situations.</p>
11012400 - Family Business Management	<p>C01: Define Family Business, its meaning and Importance in India.</p> <p>C02: Explain the contribution of Family Business in Indian Economy & its importance.</p> <p>C03: Identify about how to address concerns in business, governance and relational dynamics in family firms.</p> <p>C04: Analyse how to maintain the business & family relations during ups & down of the business.</p> <p>C05: Evaluate the understanding towards the topics of family business and identifying the application in real business practices.</p>
11012500 - International Business Management	<p>C01: Find out the scope of International business & what is its importance.</p> <p>C02: Relate the working of WTO from the perspective of business manager.</p> <p>C03: Make use of various theories of international business in working.</p> <p>C04: Analyze & discover various modes of entry in international business , various factors affecting decisions for marketing mix and.</p> <p>C05: Select the appropriate strategy for international business.</p>
11003900 - Ability and Skill Enhancement-V	<p>C01: Express and build leadership quality</p> <p>C02: Recall the traits of Successful Entrepreneurs, and Entrepreneurial qualities</p> <p>C03: Classify the differences between organizational decision making process, entrepreneurial decision making process</p> <p>C04: Create work related skills and prepare effective interview questions to conduct effective interviews.</p> <p>C05: Enhance employability skills</p>

10.2 Mapping: Semester - V

11017500	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01	3	3	2	3	3	3	3	2	2	2	-	3
C02	-	2	3	1	2	2	2	-	3	3	3	3
C03	2	-	1	3	-	2	-	3	2	-	2	3
C04	3	3	2	2	2	-	-	2	-	3	2	2
C05	3	3	3	3	3	3	3	3	3	3	3	3

11012400	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01		2	2		1				2			3
C02	3		2	2	2				2	3		
C03		1		2		3	2	2			2	2
C04	1	3		2		1		3			2	1
C05	3	3	3	3	3	3	3	3	3	3	3	3

11012500	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01	3	2	3	2	3	2	3	2	-	-	3	3
C02	-	3	2	3	2	3	2	3	3	3	-	2
C03	2	2	2	3	3	3	2	2	3	3	2	3
C04	3	2	2	-	2	-	2	2	2	2	3	3
C05	3	2	2	3	2	3	2	2	3	3	3	3

11003900	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01	2	2	3	2	2	1	-	1	1	3	2	2
C02	2	2	2	3	2	2	-	2	2	3	2	2
C03	3	3	-	-	1	2	-	3	2	3	3	2
C04	1	2	3	3	2	3	-	3	2	3	1	2
C05	3	3	2	2	3	2	3	2	3	2	3	2

10.3 Lesson Plan: Semester - V

11012400 – Family Business Management

Unit	Particulars	Class No.	Pedagogy of Class
Unit I	Family Business - Definition of Family Business; Family Business in India; Factors that make a family business; How they matter and how they differ	C 1	Lecture
Unit I	Family business culture and values and Shared Vision; Reliability and Pride; Emotional issues and Leadership	C 2	Lecture
Unit I	Issues in succession and transition planning; Succession and the transfer of power	C 3	Lecture
Unit I	creating the strategy for the family business management and governance	C 4	Lecture
Unit I	Priorities at the great family-controlled businesses; The long-term winners in the family business	C 5	Lecture
Unit I	Managing Conflict and maintain Family Unity and a positive family	C 6	Lecture
Unit I	The command, continuity, community, and connection - or “the four Cs – in family business; Managing for the long run	C 7	Lecture
Unit I	Class Assignments	C 8	Class Assignment
Unit I	Clarification Class	C 9	Clarification Class
Unit I	Tutorial	C 10	Tutorial
Unit I	Tutorial	C 11	Tutorial
Unit I	Tutorial	C 12	Tutorial
Unit II	What is Stewardship? Importance of culture to everything an organization does and how a family can positively and negatively affect that culture	C 13	Lecture
Unit II	stakeholder perspective of managing family controlled companies for long-term success and how their perspectives shape the distinctive and restrictive resources the family brings to the business	C 14	Lecture
Unit II	explore the influence of the founder on the culture of the business; what founder does in determining the type of culture the business possesses during his/her tenure and beyond	C 15	Lecture
Unit II	Family Business Dynamics: People and system; making anything happen in a family business	C 16	Lecture
Unit II	PPT	C 17	PPT
Unit II	Trust; how to measure the level of trust in a family, how trust is built and destroyed in a family and why the development of the trust resource is the foundation for the development of all other resources in a family business	C 18	Lecture
Unit II	Class Assignments	C 19	Class Assignment
Unit II	responsibility of the current generation in a family business to empower the succeeding generation	C 20	Lecture

	utilizing effective mentoring techniques		
Unit II	Clarification Class	C 21	Clarification Class
Unit II	Tutorial	C 22	Tutorial
Unit II	Tutorial	C 23	Tutorial
Unit II	Tutorial	C 24	Tutorial
Unit II	Tutorial	C 25	Tutorial
Unit III	Strategy of developing Family Business – First Generation Creating Competitive Advantage: Resource Based View (RBV Model)	C 26	Lecture
Unit III	Quiz	C 27	Quiz
Unit III	Create inimitable competitive advantages	C 28	Lecture
Unit III	Developing a profitable business Model (CANVAS Model)	C 29	Lecture
Unit III	PPT	C 30	PPT
Unit III	Creating and maintaining strategic partners both backward and forward	C 31	Lecture
Unit III	developing a proper and suitable structure of the organization and employing the family members for managing different functional areas of business and keep a close control during first generation of family business	C 32	Lecture
Unit III	Ownership and family Business Policy Making: Ingredients of successful business planning – family emotional intelligence, open communication; Family Meetings; Guidelines for Family Meeting; unifying plans	C 33	Lecture
Unit III	Class Assignments	C 34	Classs Assignment
Unit III	Family Business Life Cycles: a story of growing complexity – life cycle stages	C 35	Lecture
Unit III	A customer–active paradigm; continuous evolution – not revolution and family business continuity	C 36	Lecture
Unit III	PPT	C 37	PPT
Unit III	Clarification Class	C 38	Clarification Class
Unit III	Tutorial	C 39	Tutorial
Unit III	Tutorial	C 40	Tutorial
Unit III	Tutorial	C 41	Tutorial
Unit III	Tutorial	C 42	Tutorial
Unit IV	Change process in family-controlled business	C 43	Lecture
Unit IV	analyze the cultural, organizational, and human life cycle aspects of change and develop strategies for assisting family groups in transiting over time	C 44	Lecture
Unit IV	Erosion of the future entrepreneurial culture	C 45	Lecture
Unit IV	Leading the Transition – start planning early; encourage integration of team building and team work; develop a written plan	C 46	Lecture
Unit IV	planning to retire and handover the business to successor; Choosing the right successor; What if no one suits the position? Decision to take	C 47	Lecture
Unit IV	Quiz	C 48	Quiz
Unit IV	Transfer of power to outside professional managers	C 49	Lecture

	or not? Career opportunities for non-family managers in Family Business		
Unit IV	Non-family managers relationship with the family; Cultural discord between family insiders and outside professional managers	C 50	Lecture
Unit IV	Class Assignments	C 51	Class Assignment
Unit IV	Third generation& thereafter: it is necessary to institutionalize ownership of the business, because of the increasing complexity of both the family and the business; Methods to achieve this institutionalization	C 52	Lecture
Unit IV	Bring outsider consultant or advisor or CEO for professionalism in the organization to handle complexities of business	C 53	Lecture
Unit IV	Revision Class	C 54	Lecture
Unit IV	Revision Class	C 55	Lecture
Unit IV	Clarification Class	C 56	Clarification Class
Unit IV	Tutorial	C 57	Tutorial
Unit IV	Tutorial	C 58	Tutorial
Unit IV	Tutorial	C 59	Tutorial
Unit IV	Tutorial	C 60	Tutorial

11012500 – International Business Management

Unit	Particulars	Class No.	Pedagogy of Class
Unit I	Introduction to International Business	C 1	Lecture
Unit I	Concept of International Management	C 2	Lecture
Unit I	Reasons the Firm for Going International	C 3	Lecture
Unit I	Strategy for Internationalization of Business	C 4	Lecture
Unit I	Global Challenges	C 5	Lecture
Unit I	International Entry Modes, Their Advantages and Disadvantages	C 6	Lecture
Unit I	Entry Barriers	C 7	Lecture
Unit I	Presentation-PPT	C 8	Presentation-PPT
Unit I	Class Assignment	C 9	Class Assignment
Unit I	Clarification Class	C 10	Clarification Class
Unit II	International Environment: Cultural Environment- Cultural Environment facing Business	C 11	Lecture
Unit II	Managing Diversity within and Across Culture	C 12	Lecture
Unit II	Hofstede Study	C 13	Lecture
Unit II	Edward T Hall Study	C 14	Lecture
Unit II	Cultural Adaptation through Sensitivity Training	C 15	Lecture
Unit II	International Trading Environment: Classical, Neo-classical	C 16	Lecture
Unit II	Modern International Trade Theories	C 17	Lecture
Unit II	Porter's Diamond Model	C 18	Lecture
Unit II	Competitive Strategy	C 19	Lecture
Unit II	global value chain Development	C 20	Lecture
Unit II	Foreign Direct Investments (FDI)	C 21	Lecture
Unit II	Presentation-PPT	C 22	Presentation-PPT
Unit II	Class Assignment	C 23	Class Assignment
Unit II	Clarification Class	C 24	Clarification Class
Unit III	International Management Strategy-Adopting Global Strategy by the Firm	C 25	Lecture
Unit III	Emerging Models of Strategic Management in International Context	C 26	Lecture
Unit III	Organizational Architecture and Structure	C 27	Lecture
Unit III	Basic Models for Organization Design in Context of Global Dimensions	C 28	Lecture
Unit III	Achieving and Sustaining International Competitive Advantage	C 29	Lecture
Unit III	International Strategic Alliances	C 30	Lecture
Unit III	Global Mergers and Acquisition	C 31	Lecture
Unit III	Class Assignment	C 32	Class Assignment
Unit III	International Business Operations: International Human Resource Management-concept and Dimensions	C 33	Lecture
Unit III	Human Resource Issues in Developing and Maintaining an Effective Work Force	C 34	Lecture
Unit III	Global Operations Management	C 35	Lecture
Unit III	Global Logistics Management	C 36	Lecture

Unit III	Group Discussion	C 37	Group Discussion
Unit III	Quiz	C 38	Quiz
Unit III	Presentation-PPT	C 39	Presentation-PPT
Unit III	Class Assignment	C 40	Class Assignment
Unit III	Clarification Class	C 41	Clarification Class
Unit III	Revision of Important Topics	C 42	Lecture
Unit III	Revision of Important Topics	C 43	Lecture
Unit III	Revision of Important Topics	C 44	Lecture
Unit III	Revision of Important Topics	C 45	Lecture
Unit III	Revision of Important Topics	C 46	Lecture
Unit III	Revision of Important Topics	C 47	Lecture
Unit III	Revision of Important Topics	C 48	Lecture
Unit III	Revision of Important Topics	C 49	Lecture
Unit III	Revision of Important Topics	C 50	Lecture
Unit III	Revision of Important Topics	C 51	Lecture
Unit III	Revision of Important Topics	C 52	Lecture
Unit III	Revision of Important Topics	C 53	Lecture
Unit III	Revision of Important Topics	C 54	Lecture
Unit III	Revision of Important Topics	C 55	Lecture
Unit III	Revision of Important Topics	C 56	Lecture
Unit III	Revision of Important Topics	C 57	Lecture
Unit III	Revision of Important Topics	C 58	Lecture
Unit III	Revision of Important Topics	C 59	Lecture
Unit III	Revision of Important Topics	C 60	Lecture

11003900 – Ability and Skill Enhancement-V

Unit	Particulars	Class No.	Pedagogy of Class
Unit I	Introduction to syllabus and pedagogy	C1	Lecture
Unit I	What is leadership? Traits of Leadership, Identifying leaders and traits of Leadership	C2	Activity
Unit I	Movie/ Story/ Interviews of leaders: Identify leadership qualities	C3	Activity
Unit I	Leadership: Debate/ Screening of a debate	C4	Activity
Unit I	Leadership: Debate	C5	Activity
Unit I	Leadership: Group Discussion	C6	Group discussions
Unit I	Leadership: Presentations on leaders	C7	Presentation
Unit I	Leadership: Presentations on leaders	C8	Presentation
Unit I	Clarification Class I	C9	Clarification Class
Unit II	What is Entrepreneurship, Traits of Successful Entrepreneurs	C10	Lecture
Unit II	Movie/ Story/Interviews of Entrepreneurs: Identify Entrepreneurial qualities,	C11	Activity
Unit II	Entrepreneurs: Debate	C12	Activity
Unit II	Entrepreneurs: Group Discussion	C13	Group discussions
Unit II	Presentation on Entrepreneurs	C14	Presentation
Unit II	Presentation on Entrepreneurs	C15	Presentation
Unit II	Clarification Class II	C16	Clarification Class
	Take Home Assignments I		Home Assignments
Unit III	What are organizational skills, how to develop them,	C17	Presentation
Unit III	Skills needed to become a successful entrepreneur/administrator	C18	Presentation
Unit III	Organizational skills can be developed by discipline making a system, rules, delegation of power at workplace, etc.	C19	Activity
Unit III	Guest lecture	C20	Guest lecture
Unit III	Employability Skills: why do we need them	C21	Lecture
Unit III	Class Room Assignment	C22	Class Assignment
Unit III	Employability Skills: different workplaces, having different needs, different skills	C23	Activity
Unit III	how to recognize different work skills	C24	Class Assignment
Unit III	Process of decision making- steps, its basics, and the basics of organizational decision making process	C25	Presentation
Unit III	entrepreneurial decision making, how to make a right decision at right time, dilemma.	C26	Quiz
	Clarification Class III	C27	Clarification Class
Unit IV	Conducting Interviews with Leaders/ Entrepreneurs	C28	Activity
	Take Home Assignments II		Home Assignments
Unit IV	Preparing Questions	C29	Class Assignment
Unit IV	Clarification Class IV	C30	Clarification Class

11.1 Semester - VI

Course	Course outcomes: - After completion of these courses students should be able to
11013500 e-Business -	<p>C01: Define basic business models on the web with examples of their implementation.</p> <p>C02: Classify basic marketing techniques and strategies on the internet, including analysis of their effectiveness.</p> <p>C03: Make use of basic personalization mechanisms for websites and their roles in gathering marketing information.</p> <p>C04: Identify basic techniques of positioning on the internet in creating the marketing image of the organisation as well as the product brand & to know how technology helps bridging gaps in business.</p> <p>C05: Evaluate the e-business concepts which can be applied to different field.</p>
11013600 - Business Policy and Strategic Management	<p>C01: What are the nature, scope and dimensions of business policy.</p> <p>C02: Explain about the growing importance of strategies in uncertain business Environment. & learn the unique challenges faced by firms in competitive environment.</p> <p>C03: Identify the applicability of various Strategies in varied situations & also in general and competitive business environments.</p> <p>C04: Analyze cases through strategic decision making, & the use strategic management concepts and techniques.</p> <p>C05: Formulate the policies and strategies for a business organisation.</p>
11013700 - Mini Project	<p>C01: Able to find out the relevancy of the concepts learned while conducting research in management issues.</p> <p>C02: Demonstrate the skills learned in writing the mini project report for the problem/topic undertaken for study.</p> <p>C03: Make use of tabulation, charts and statistical tools for data interpretation.</p> <p>C04: Analyze data and arrive at a meaningful conclusion for the research undertaken.</p> <p>C05: Interpret the data for preparing the effective strategy</p>
11004000 - Ability and Skill Enhancement- VI	<p>C01: Learn about verbal reasoning & English aptitude</p> <p>C02: Develop a winning attitude</p> <p>C03: Learn the ways to understand news and be a journalist.</p> <p>C04: Learn the ability to prepare reports on major national and international news.</p> <p>C05: Conduct chat shows, panel discussions, parliamentary debates etc.</p>

11.2 Mapping: Semester - VI

11013500	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01	3	2	3			2		3	3	3	3	2
C02	2		3	2	2	3	2	2	3	3	2	
C03		2	3	3	3		2	2		3		2
C04		2	3	2	3	2	3	2	3	2		2
C05	2		3		3			3	3	2	2	

11013600	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01	3	3	2	3	1	2	1	2	1	-	-	3
C02	2	2	-	1	-	-	1	1	-	2	-	3
C03	1	2	2	1	-	2	-	-	2	-	2	3
C04	2	2	1	-	2	-	-	-	-	2	-	3
C05	3	3	2	3	1	2	3	2	3	2	2	3

11013700	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01	3	2	3	2	3	2	3	-	3	2	3	3
C02	-	3	2	3	2	3	2	3	2	3	2	3
C03	3	2	3	2	3	2	-	3	3	-	2	3
C04	3	2	2	2	2	2	3	3	-	3	2	3
C05	3	2	2	2	2	2	3	2	3	3	2	3

11004000	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01	2	2	2	3	2	3	-	3	1	3	2	2
C02	2	2	3	2	2	2	-	2	3	3	2	2
C03	2	2	-	-	3	2	-	3	2	3	3	2
C04	2	2	3	3	2	2	-	2	3	3	3	3
C05	3	3	2	3	3	2	3	3	2	2	2	2

11.3 Lesson Plan: Semester – VI

11013500 – E-Business

Unit	Particulars	Class No.	Pedagogy of Class
Unit-1	Electronic Business	C1	Lecture
Unit-1	Electronic Commerce	C2	Lecture
Unit-1	Electronic Commerce Models	C3	Lecture
Unit-1	Types of Electronic Commerce	C4	Lecture
Unit-1	Value Chains in Electronic Commerce	C5	Lecture
Unit-1	E-Commerce in India	C6	Lecture
Unit-1	Internet, World Wide Web	C7	Lecture
Unit-1	Internet Architectures	C8	Lecture
Unit-1	Internet Applications	C9	Lecture
Unit-1	Web Based Tools for Electronic Commerce	C10	Lecture
Unit-1	Intranet, Composition of Intranet	C11	Lecture
Unit-1	Business Applications on Intranet	C12	Lecture
Unit-1	Extranets	C13	Lecture
Unit-1	Electronic Data Interchange	C14	Lecture
Unit-1	Components of Electronic Data Interchange	C15	Lecture
Unit-1	Electronic Data Interchange Communication Process	C16	Lecture
Unit-1	Clarification Class	C17	Clarification Class
Unit-1	Class Room Assignment	C18	Class Assignment
Unit-1	Take Home Assignments		Home Assignments
Unit-2	Security Overview	C19	Lecture
Unit-2	Electronic Commerce Threats	C20	Lecture
Unit-2	Encryption, Cryptography	C21	Lecture
Unit-2	Encryption, Cryptography	C22	Lecture
Unit-2	Public Key and Private Key Cryptography	C23	Lecture
Unit-2	Public Key and Private Key Cryptography	C24	Lecture
Unit-2	Digital Signatures, Digital Certificates	C25	Lecture
Unit-2	Digital Signatures, Digital Certificates	C26	Lecture
Unit-2	Security Protocols over Public Networks: HTTP, SSL, Firewall as Security Control	C27	Lecture
Unit-2	Security Protocols over Public Networks: HTTP, SSL, Firewall as Security Control	C28	Lecture
Unit-2	Security Protocols over Public Networks: HTTP, SSL, Firewall as Security Control	C29	Lecture
Unit-2	Public Key Infrastructure (PKI) for Security	C30	Lecture
Unit-2	Prominent Cryptographic Applications	C31	Lecture
Unit-2	Clarification Class	C32	Clarification Class
Unit-2	Class Room Assignment	C33	Class Assignment
Unit-2	Presentation	C34	Presentation
Unit-3	Concept of Money	C35	Lecture
Unit-3	Electronic Payment System	C36	Lecture
Unit-3	Types of Electronic Payment Systems	C37	Lecture
Unit-3	Smart Cards and Electronic Payment Systems	C38	Lecture
Unit-3	Infrastructure Issues in EPS	C39	Lecture

Unit-3	Electronic Fund Transfer	C40	Lecture
Unit-3	Clarification Class	C41	Clarification Class
Unit-3	Class Room Assignment	C42	Class Assignment
Unit-3	Presentation	C43	Presentation
Unit-3	Take Home Assignments		Home Assignments
Unit-4	Business Models & Revenue Models over Internet	C44	Lecture
Unit-4	Business Models & Revenue Models over Internet	C45	Lecture
Unit-4	Emerging Trends in e-Business	C46	Lecture
Unit-4	Emerging Trends in e-Business	C47	Lecture
Unit-4	Emerging Trends in e-Business	C48	Lecture
Unit-4	e-Governance	C49	Lecture
Unit-4	e-Governance	C50	Lecture

11013600 – Business Policy and Strategic Management

Unit	Particulars	Class No.	Pedagogy of Class
Unit 1	Business Policy as a social and Economic System Objective of Business; Society and Business:	C1	Lecture
Unit 1	Business ethics,	C2	Lecture
Unit 1	Social responsibility of Business; Social Audit.	C3	Lecture
Unit 1	Business Policy in Various Economic Systems: Capitalist Economy; Economic System of Socialism and mixed Economic system.	C4	Lecture
Unit 1	Business Policy in Various Economic Systems: Capitalist Economy; Economic System of Socialism and mixed Economic system.	C5	Lecture
Unit 1	Class Assignment & Home Assignment		Presentation
Unit 1	PPT Presentation		Group discussions
Unit 1	Clarification Class	C6	Clarification Class
Unit 1	Clarification Class / Activity Debate/ Extempore	C7	Activity
Unit 2	Business Environment Analysis Socio – economic environment; Technology environment;	C8	Lecture
Unit 2	Role of Government and Role of Public Sector;	C9	Lecture
Unit 2	Role of Government and Role of Public Sector;	C10	Lecture
Unit 2	International Trade Environment; The industry Environment – PESTEL; Demographic environment; Competitive environment.	C11	Lecture
Unit 2	International Trade Environment; The industry Environment – PESTEL; Demographic environment; Competitive environment.	C12	Lecture
Unit 2	International Trade Environment; G4, G6, G7, G8 & D10 & 5G Technology	C13	Lecture
Unit 2	PPT Presentation	C14	Presentation
Unit 2	Class Assignment & Home Assignment		
Unit 2	Revision of Unit 1 and 2		
Unit 3	RBV of Proter's theory	C15	Lecture
Unit 3	Strategy Formulations What is Strategy? What are Strategic Intent; Mission; Objectives and Goals;	C16	Lecture
Unit 3	Policies; Program; Budget; Identifying strategic alternatives of business; Environmental appraisal – Internal environment;	C17	Lecture
Unit 3	Key Success Factors; Role of Resources, Capabilities and Core Competencies;	C18	Lecture
Unit 3	PPT Presentation on RBV		Presentation
Unit 3	Presentation	C19	Presentation
Unit 3	Competitive Advantage to Competitive Strategies;	C20	Lecture
Unit 3	VRIO Model.	C21	Lecture
Unit 3	Strategic Analysis: Concept of Value Chain,	C22	Lecture
Unit 3	Strategy Intent	C23	Lecture
Unit 3	Balance Score Card Situational Analysis	C24	Lecture
Unit 3	Balance Score Card	C25	Lecture
Unit 3	Tools and Techniques for Strategic Analysis – TOWS Matrix;	C26	Lecture

Unit 3	Generic Strategies; Differentiation, Focus and Low Cost	C27	Lecture
Unit 3	Porter's 5 Forces Model;	C28	Lecture
Unit 3	Porter's 5 Forces Model;	C29	Lecture
Unit 3	Blue Ocean Strategy	C30	Lecture
Unit 3	The Experience Curve,	C31	Lecture
Unit 3	Grand Strategy. Diversification and Restructuring.	C32	Lecture
Unit 3	BCG Matrix; Functional Strategies;	C33	Lecture
Unit 3	Clarification Class	C34	Clarification Class
Unit 3	PPT Presentation -	C35	Presentation
Unit 3	Clarification class	C36	Clarification class
Unit 3	Clarification Class	C37	Clarification Class
Unit 3	Benchmarking and xerox case	C38	Lecture
Unit 3	Case Study	C39	Case Study
Unit IV	Strategy Implementation Organization Structure;	C40	Lecture
Unit IV	Strategy Implementation Organization Structure;	C41	Lecture
Unit IV	Resource Allocation;		Lecture
Unit IV	Projects and Procedural issues. Integration of Functional Plans.	C42	Lecture
Unit IV	Projects and Procedural issues. Integration of Functional Plans.	C43	Lecture
Unit IV	Leadership, Change and Conflict Management;	C52	Lecture
Unit IV	Leadership, Change and Conflict Management;	C53	Lecture
Unit IV	Evaluation and Control: Nature; Importance;	C54	Lecture
Unit IV	Evaluation and Control: Nature; Importance;	C55	Lecture
Unit IV	Organizational Systems and Techniques of Strategic Evaluation and Control of Performance and Feedback.	C56	Lecture
Unit IV	Organizational Systems and Techniques of Strategic Evaluation and Control of Performance and Feedback.	C57	Lecture
Unit IV	Organizational Systems and Techniques of Strategic Evaluation and Control of Performance and Feedback.	C58	Lecture
Unit IV	Class Assignment & Home Assignment		Assignment
Unit IV	PPT Presentation	C59	Presentation
Unit IV	Case Study	C60	Case Study

11004000 – Ability and Skill Enhancement- VI

Unit	Particulars	Class No.	Pedagogy of Class
Unit I	Logical Sequence of Words	C1	Lecture
Unit I	Verbal Analogy	C2	Lecture
Unit I	Classification	C3	Lecture
Unit I	Blood Relation Test	C4	Activity
Unit I	Syllogism	C5	Activity
Unit I	Reading Comprehension	C6	Class Room Assignment
Unit I	Clarification Class I	C7	Clarification Class
Unit II	How to develop a winning attitude	C8	Presentation
Unit II	How to have a winning and positive mindset, how to win in difficult situations	C9	Lecture
Unit II	How to have a winning and positive mindset, how to win in difficult situations	C10	Presentation
Unit II	Clarification Class II	C11	Clarification Class
Unit III	Reading Current News - Assignment	C12	Presentation
Unit III	Comparing & Analysing the news	C13	Presentation
Unit III	Write an editorial	C14	Activity
Unit III	Clarification Class III	C15	Clarification Class
Unit III	News Vocabulary		Take Home Assignments
Unit III	Presentation on any major news (political/ social/ sports/economics)	C16	Presentation
Unit III	Presentation on any major news (political/ social/sports/economics)	C17	Presentation
Unit IV	Chat Show	C18	Activity
Unit IV	Panel Discussion	C19	Group discussions
Unit IV	Panel Discussion	C20	Group discussions
Unit IV	Parliamentary debate	C21	Activity
Unit IV	News Inspired Theatrical Performance	C22	Activity
Unit IV	Clarification Class IV	C23	Clarification Class
Unit V	Preparing a report on major National/International News	C24	Presentation
Unit V	Insights/ review of major news papers and news channels	C25	Lecture
	Take Home Assignment		Take Home Assignments
Unit IV	Preparing a report on major National/International News	C26	Activity
Unit V	Preparing a report on major National/International News	C27	Activity
Unit V	Insights/ review of major news papers and news channels	C28	Class Room Assignment
Unit V	Insights/ review of major news papers and news channels	C29	Activity
Unit V	Clarification Class V	C30	Clarification Class

12.1 Open Electives

Course	Course outcomes: - After completion of these courses students should be able to
11019400 - Goods & Service Tax (GST)	<p>C01: Remember the principles and provisions of GST.</p> <p>C02: Explain the relevance of GST in present Indian Tax Scenario.</p> <p>C03: Identify contribution of GST collections for economic development.</p> <p>C04: Classify the various forms and returns and its filing intervals and forms.</p> <p>C05: Determine the GST in Indian tax scenario.</p>
11014400 - Rural Marketing	<p>C01: Find out the importance of Rural Marketing and what is the size and potential of Indian Rural Market.</p> <p>C02: Relate the concepts and principals of marketing management and Sales & distribution in the field rural marketing.</p> <p>C03: Apply the concepts of consumer behavior, distribution channels and marketing strategies in the context of Indian rural market.</p> <p>C04: Analyze the opportunities & emerging challenges in the rural market.</p> <p>C05: Decide upon the course of action to be adopted for developing the rural market.</p>

12.2 Mapping: Open Electives

11019400	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
C01	2	2	2	3	2	3	2	2	3	3	2	3
C02	1	2	2	2	3	2	1	2	2	2	1	3
C03	3	2	2	2	3	2	2	1	3	2	2	2
C04	2	1	1	2	2	3	2	2	3	1	2	3
C05	3	3	3	2	3	2	3	3	3	3	3	3

11014400	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
C01	2	3	2	3	2	3	2		2	3	2	3
C02		2	3	2	3	2	3	2	3	2	3	3
C03	3	2	3	2	3	2		3	3		3	3
C04	3	2	2	2	2	2	3	3		3	2	3
C05	3	2	3	2	2	2	3	3	3	3	3	3

12.3 Lesson Plan: Open Electives

11019400 – Goods & Service Tax (GST)

Unit	Particulars	Class No.	Pedagogy of Class
Unit-I	Introduction-Constitutional framework of Indirect Taxes before GST	C1	Lecture
Unit-I	Concept of VAT	C2	Lecture
Unit-I	VAT-Meaning, Variants and Methods	C3	Lecture
Unit-I	Major Defects in the structure of Indirect Taxes prior to GST Rationale for GST	C4	Lecture
Unit-I	service tax	C5	Lecture
Unit-I	Structure of GST (SGST, CGST, UTGST & IGST);	C6	Lecture
Unit-I	GST Council	C7	Lecture
Unit-I	GST Network	C8	Lecture
Unit-I	State Compensation Mechanism, Registration	C9	Lecture
	Tutorial Class-GST	C10	Tutorial Class-GST
	Class Assignment-1	C11	Class Assignment-1
Unit-II	Taxable event- "Supply" of Goods and Services	C12	Lecture
Unit-II	Place of Supply: Within state	C13	Lecture
Unit-II	Place of Supply: Within state	C14	Lecture
Unit-II	Place of Supply-Interstate	C15	Lecture
Unit-II	Import and Export;-Supply	C16	Lecture
Unit-II	Time of supply	C17	Lecture
Unit-II	Valuation for GST- Valuation rules	C18	Lecture
	Class Assignment-2	C19	Class Assignment-2
Unit-II	taxability of reimbursement of expenses	C20	Lecture
	PPT-1	C21	PPT-1
Unit-II	Exemption from GST	C22	Lecture
Unit-II	Small supplies and Composition Scheme	C23	Lecture
Unit-II	Classification of Goods and Services	C24	Lecture
Unit-II	Composite and Mixed Supplies.	C25	Lecture
	Clarification Class	C26	Clarification Class
	Tutorial	C27	Tutorial
	Clarification Class-2	C28	Clarification Class
Unit-III	Eligible and Ineligible Input Tax Credit;	C29	Lecture
Unit-III	Tax Credit in respect of Capital Goods; Apportionments of Credit and Blocked Credits	C30	Lecture
	PPT-2	C31	PPT-2
	Class Assignment-3	C32	Class Assignment-3
	QUIZ		QUIZ
Unit-III	Recovery of Excess Tax Credit, Availability of Tax Credit in special circumstances;	C33-C34	Lecture
Unit-III	Transfer of Input Credit (Input Service Distribution);	C35	Lecture
Unit-III	Payment of Taxes;	C36	Lecture
Unit-III	Refund;	C37	Lecture
Unit-III	Doctrine of unjust enrichment	C38	Lecture
Unit-III	TDS,	C39	Lecture

Unit-III	TCS	C40	Lecture
Unit-III	Reverse Charge Mechanism	C41	Lecture
Unit-III	Job Work	C42	Lecture
	Clarification Class-3	C43	Clarification Class-3
	Class Assignment-4	C44	Class Assignment-4
	Presentation-3	C45	Presentation-3
	Home Assignment-1		Home Assignment-1
Unit-IV	Tax Invoice	C46	Lecture
Unit-IV	Credit and Debit Notes	C47	Lecture
Unit-IV	Returns	C48	Lecture
Unit-IV	Audit in GST	C49	Lecture
Unit-IV	Assessment: Self-Assessment	C50	Lecture
Unit-IV	Summary and Scrutiny.	C51	Lecture
	Clarification class-4	C52	Clarification class-4
	Home Assignment-1		Home Assignment-1
Unit-V	Taxability of E-Commerce	C53-C54	Lecture
Unit-V	Anti-Profitteering, Avoidance of dual control	C55	Lecture
Unit-V	E-way bills	C56	Lecture
Unit-V	zero-rated supply,	C57	Lecture
Unit-V	Offences and Penalties,	C58	Lecture
Unit-V	Appeals	C59	Lecture
	Clarification class-5	C60	Clarification class-5

11014400 – Rural Marketing

Unit	Particulars	Class No.	Pedagogy of Class
Unit I	Rural Marketing Concept- Nature & Scope	C 1	Lecture
Unit I	Significance of Rural Marketing	C 2	Lecture
Unit I	Factors contributing to growth of rural markets	C 3	Lecture
Unit I	Components & classification of Rural Markets	C 4	Lecture
Unit I	Rural Market VS Urban Market	C 5	Lecture
Unit I	e-rural marketing	C 6	Lecture
Unit I	Buying decision process	C 7	Lecture
Unit I	Rural marketing Information system	C 8	Lecture
Unit I	Potential and size of the Rural Markets	C 9	Lecture
Unit I	Class Assignments	C 10	Assignments
Unit I	Clarification Class	C 11	Clarification Class
Unit I	Presentation (PPT)	C 12	Presentation (PPT)
Unit II	Issues in Rural Marketing	C 13	Lecture
Unit II	Rural Consumer Behaviour - Features & Factors influencing	C 14	Lecture
Unit II	Lifestyle of Rural Consumer	C 15	Lecture
Unit II	Presentation	C 16	Presentation
Unit II	FMCG sector in Rural India	C 17	Lecture
Unit II	Concept and classification of Consumer Goods	C 18	Lecture
Unit II	Marketing channels for FMCG	C 19	Lecture
Unit II	Fast Growing FMCG	C 20	Lecture
Unit II	Marketing of consumer durables	C 21	Lecture
Unit II	Class Assignments	C 22	Assignments
Unit II	Clarification Class	C 23	Clarification Class
Unit II	Presentation (PPT)	C 24	Presentation (PPT)
Unit III	Selection of Markets	C 25	Lecture
Unit III	Product Strategy 1	C 26	Lecture
Unit III	Product Strategy 2	C 27	Lecture
Unit III	Activity	C 28	Activity
Unit III	Product mix Decisions-1	C 29	Lecture
Unit III	Product mix Decisions-2	C 30	Lecture
Unit III	Competitive product strategies for Rural Market 1	C 31	Lecture
Unit III	Competitive product strategies for Rural Market 2	C 32	Lecture
Unit III	Class Assignments	C 33	Assignments
Unit III	Presentation	C 34	Presentation
Unit III	Clarification Class	C 35	Clarification Class
Unit IV	Pricing Strategy	C 36	Lecture
Unit IV	Pricing Policies	C 37	Lecture
Unit IV	Innovative pricing methods for Rural markets	C 38	Lecture
Unit IV	Promotion Strategy	C 39	Lecture
Unit IV	Presentation (PPT)	C 40	Presentation (PPT)
Unit IV	Appropriate Media	C 41	Lecture
Unit IV	Designing right promotional mix	C 42	Lecture
Unit IV	Promotional campaigns	C 43	Lecture
Unit IV	G.D.	C 44	G.D.
Unit IV	Class Assignments	C 45	Assignments

Unit IV	Clarification Class	C 46	Clarification Class
Unit V	Distribution - Logistics Management	C 47	Lecture
Unit V	Problem encountered in distribution	C 48	Lecture
Unit V	Selection of appropriate channels	C 49	Lecture
Unit V	New approaches to reach out Rural Markets	C 50	Lecture
Unit V	Project Shakti	C 51	Lecture
Unit V	e-Choupal	C 52	Lecture
Unit V	Class Assignments	C 53	Assignments
Unit V	Presentation	C 54	Presentation
Unit V	G.D	C 55	G.D
Unit V	Quiz	C 56	Quiz
Unit V	Revision of Imp Topics	C 57	Lecture
Unit V	Revision of Imp Topics	C 58	Lecture
Unit V	Revision of Imp Topics	C 59	Lecture
Unit V	Clarification Class	C 60	Clarification Class

13.1 Specialisation Elective: Marketing

Course	Course outcomes: - After completion of these courses students should be able to
11012600 Consumer Behavior	<p>C01: Understand environmental variables affecting consumer behavior</p> <p>C02: 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>C03: Utilize the knowledge of consumer decision making process and its applications in marketing function of firms & examine influence of social class, group dynamics on consumer behavior.</p> <p>C04: Analyze consumer-oriented marketing strategies & correlate the impact of personality, perception, learning, motivation and attitude to the choices consumers make.</p> <p>C05: Create brand strategies which can provide competitive edge in the cluttered market</p>
11012900 - Advertising Management	<p>C01: Find the growing importance of advertising and relate it to the business development.</p> <p>C02: Explain the role of advertising in contemporary scenario and educating the consumers.</p> <p>C03: Make use of learned knowledge in exploring the future prospects in advertising as a career.</p> <p>C04: Discover solutions to various business problems by finding creative solutions, with the help of advertising.</p> <p>C05: Interpret the data for developing an effective advertising campaign.</p>
11014100 – Sales and Distribution Management	<p>C01: Define the basic concepts related to sales & distribution system</p> <p>C02: Understand sales budgeting & its method this will help them to manage the selling expenses by using sales forecasting methods.</p> <p>C03: Apply & determine size of sales force & Design Personal selling strategies.</p> <p>C04: Analyse & design sales meeting agenda and sales contests & key decision making variables in sales Management and distribution channel management.</p> <p>C05: Apply the techniques of territory design for the sales force for effective creation of distribution network.</p>
11013800 - Services Marketing	<p>C01: Understand distinctive features of services and key elements in services marketing</p> <p>C02: Apply the knowledge of services marketing in framing effective strategies for gaining competitive advantage in the market.</p> <p>C03: Analyze the significance of services marketing in the economy and deeper aspects of successful services Marketing.</p> <p>C04: Predict the expectations of customers and translate this knowledge into</p>

genuine value for customers.

C05: Create service marketing strategies which will provide a competitive edge amongst the various brands in the market.

13.2 Mapping: Specialisation Elective: Marketing

11012600	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01	2	2	2	2	2	3	2	-	-	2	-	3
C02	-	2	3	3	2	-	-	2	3	2	-	2
C03	2	-	2	3	3	2	-	3	2	-	2	3
C04	2	2	2	2	2	-	2	-	3	2	2	1
C05	3	2	2	2	-	-	3	2	-	3	2	3

11012900	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01	3	2	3	2	3	2	3		3	2	3	3
C02		3	2	3	2	3	2	3	2	3	2	3
C03	3	2	3	2	3	2		3	3		2	3
C04	3	2	2	3	2	2	3	2		3	2	3
C05	3	2	2	2	2	2	3	3	3	3	2	3

11014100	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01	1	2	3	2	1	2		2	1	2	2	2
C02	3	3		3	2	2	1	2	2	3	2	2
C03	2	3	3		3	2	3	3	2	2	3	2
C04	2	3	2	3	2	2	2	2	1	2	1	
C05	2	2	2	3	3	1	3	3	2	2	3	3

11013800	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01	2	2	3	3	2	-	-	2	3	2	-	2
C02	2	-	2	2	3	2	2	2	-	-	2	2
C03	2	-	2	2	2	3	-	2	2	-	3	2
C04	2	2	2	-	2	-	3	-	2	-	2	2
C05	3	2	2	2	-	-	3	2	-	3	2	3

13.3 Lesson Plan: Specialisation Elective Marketing

11012600 – Consumer Behavior

Unit	Particulars	Class No.	Pedagogy of Class
Unit I	Overview - CB	C 1	Lecture
Unit I	Nature, Scope and Application	C 2	Lecture
Unit I	Importance of CB in Marketing Decisions	C 3	Lecture
Unit I	Applications of CB	C 4	Lecture
Unit I	role of consumer research,	C 5	Lecture
Unit I	Classroom Assignment	C 6	Written
Unit I	CB - interdisciplinary approach.	C 7	Lecture
Unit I	Industrial Buying Behavior	C 8	Lecture
Unit I	Lifestyle Marketing	C 9	Lecture
Unit I	VALS 2 Segmentation Profile	C 10	Lecture
Unit I	Clarification Class	C 11	Discussion
Unit I	Quiz	C 12	Quiz
Unit II	Role of Motivation in CB	C 13	Lecture
Unit II	Role of Motivation in CB	C 14	Lecture
Unit II	Role of Personality in CB	C 15	Lecture
Unit II	Role of Personality in CB	C 16	Lecture
Unit II	Case Study Discussion	C 17	Discussion
Unit II	Freudian Theory	C 18	Lecture
Unit II	Trait Theory	C 19	Lecture
Unit II	Classroom Assignment	C 20	Written
Unit II	Case Study Discussion	C 21	Discussion
Unit II	Role of Self - Consciousness	C 22	Video
Unit II	Quiz	C 23	Quiz
Unit II	Clarification Class	C 24	Discussion
Unit III	Consumer Perception	C 25	Lecture
Unit III	Absolute Threshold	C 26	Lecture
Unit III	Differential Threshold	C 27	Lecture
Unit III	Case Study Discussion	C 28	Discussion
Unit III	Subliminal perception	C 29	Lecture
Unit III	Perceptual Process	C 30	Lecture
Unit III	Classroom Assignment	C 31	Written
Unit III	Learning & Consumer Involvement	C 32	Lecture
Unit III	Importance of Learning and Learning Theories	C 33	Lecture
Unit III	Models of Consumer Attitudes	C 34	Lecture
Unit III	Clarification Class	C 35	Discussion
Unit III	Quiz	C 36	Quiz
Unit IV	Presentation	C 37	Discussion
Unit IV	Presentation	C 38	Discussion
Unit IV	Case Study Discussion	C 39	Discussion
Unit IV	Presentation	C 40	Discussion
Unit IV	Classroom Assignment	C 41	Written
Unit IV	Presentation	C 43	Discussion
Unit IV	Opinion Leadership Process	C 43	Lecture
Unit IV	Case Study Discussion	C 44	Discussion

Unit IV	Characteristics and Needs of Opinion Leaders	C 45	Lecture
Unit IV	Interpersonal Flow of Communication	C 46	Lecture
Unit IV	Clarification Class	C 47	Discussion
Unit IV	Quiz	C 48	Quiz
Unit V	Diffusion of Innovation	C 49	Lecture
Unit V	Product Characteristics influencing diffusion	C 50	Lecture
Unit V	Case Study Discussion	C 51	Discussion
Unit V	Resistance to Innovation	C 52	Lecture
Unit V	Adoption Process	C 53	Lecture
Unit V	Classroom Assignment	C 54	Written
Unit V	Consumer Decision Making Process	C 55	Lecture
Unit V	Case Study Discussion	C 56	Discussion
Unit V	Models of Consumer Decision Making	C 57	Lecture
Unit V	Nicosia Model, Howard Sheth Model	C 58	Lecture
Unit V	Revision	C 59	Revision
Unit V	Revision	C 60	Revision

11012900 – Advertising Management

Unit	Particulars	Class No.	Pedagogy of Class
Unit I	Introduction to Advertising-Meaning, its role and functions	C 1	Lecture
Unit I	Objectives of Advertising	C 2	Lecture
Unit I	ethical issues in advertising	C 3	Lecture
Unit I	economic, social issues in advertising	C 4	Lecture
Unit I	DAGMAR approach	C 5	Lecture
Unit I	Integrated Marketing Communication – strategic integration of marketing functions and promotional functions	C 6	Lecture
Unit I	Class Assignment	C 7	Assignment
Unit I	Clarification Class	C 8	Clarification Class
Unit II	Process in Advertising-Consumer and mental process in buying	C 9	Lecture
Unit II	AIDA model	C 10	Lecture
Unit II	Hierarchy of effects model	C 11	Lecture
Unit II	Information processing model	C 12	Lecture
Unit II	Advertising Budget – Top down and Build up approach	C 13	Lecture
Unit II	methods of advertising – Affordable method, arbitrary allocation method, percentage of sales method	C 14	Lecture
Unit II	competitive parity method, Objective and Task method	C 15	Lecture
Unit II	Presentation -PPT	C 16	Presentation-PPT
Unit II	Class Assignment	C 17	Assignment
Unit II	Clarification Class	C 18	Clarification Class
Unit III	Advertising Creativity-Meaning of creativity, Creative strategy, Creative tactics	C 19	Lecture
Unit III	Advertising Appeals	C 20	Lecture
Unit III	USP theory of creativity	C 21	Lecture
Unit III	Copywriting: Meaning and Definition of Copywriting, The Copywriter	C 22	Lecture
Unit III	Copywriting for Print,	C 23	Lecture
Unit III	Copywriting guidelines	C 24	Lecture
Unit III	Radio Copywriting,	C 25	Lecture
Unit III	TV Copywriting	C 26	Lecture
Unit III	Writing for the Web, Tips for writing good web content	C 27	Lecture
Unit III	Presentation -PPT	C 28	Presentation-PPT
Unit III	Group Discussion	C 29	Group Discussion
Unit III	Class Assignment	C 30	Assignment
Unit III	Clarification Class	C 31	Clarification Class
Unit IV	Print Media and Outdoor media-Characteristics of the press	C 32	Lecture
Unit IV	Basic media concepts, Newspapers, Magazines, Factors to consider for magazine advertising	C 33	Lecture

Unit IV	Packaging	C 34	Lecture
Unit IV	Out-of-home Advertising	C 35	Lecture
Unit IV	Directory Advertising	C 36	Lecture
Unit IV	Broadcast and Internet Media: Meaning of Broadcast Media, Radio as Medium, Television as Medium	C 37	Lecture
Unit IV	Internet Advertising, Email Advertising	C 38	Lecture
Unit IV	Group Discussion	C 39	Group Discussion
Unit IV	Presentation -PPT	C 40	Presentation-PPT
Unit IV	Clarification Class	C 41	Clarification Class
Unit V	Media planning and scheduling strategy-Types of media	C 42	Lecture
Unit V	media planning parameters, media mix	C 43	Lecture
Unit V	media characteristics, selection of media	C 44	Lecture
Unit V	evaluation of media, media scheduling strategy	C 45	Lecture
Unit V	Evaluation of advertising effectiveness – Need and purpose of evaluation, pre-testing and post testing techniques	C 46	Lecture
Unit V	Quiz	C 47	Quiz
Unit V	Class Assignment	C 48	Assignment
Unit V	Clarification Class	C 49	Clarification Class
Unit V	Revision of Important Topics	C 50	Lecture
Unit V	Revision of Important Topics	C 51	Lecture
Unit V	Revision of Important Topics	C 52	Lecture
Unit V	Revision of Important Topics	C 53	Lecture
Unit V	Revision of Important Topics	C 54	Lecture
Unit V	Revision of Important Topics	C 55	Lecture
Unit V	Revision of Important Topics	C 56	Lecture
Unit V	Revision of Important Topics	C 57	Lecture
Unit V	Revision of Important Topics	C 58	Lecture
Unit V	Revision of Important Topics	C 59	Lecture
Unit V	Revision of Important Topics	C 60	Lecture

11014100 – Sales and Distribution Management

Unit	Particulars	Class No.	Pedagogy of Class
Unit I	Sales Management- Introduction about subject & Definition and meaning, Objectives,	C1	Lecture
Unit I	Sales Research	C2	Lecture
Unit I	Sales Forecasting Methods	C3	Lecture
Unit I	sales planning & Control-Goal Setting	C4	Lecture
Unit I	performance measurement,	C5	Lecture
Unit I	Diagnosis & Corrective actions	C6	Lecture
Unit I	Clarification Class	C7	Clarification Class
Unit I	Class Assignment	C8	Class Room Assignment
	Guest lecture	C9	Guest lecture
	Activity	C10	Activity
Unit II	Sales Organization-Need for Sales Organizations	C11	Lecture
	Webinar	C12	Webinar
Unit II	Sales Organization structure	C13	Lecture
Unit II	Sales Manager Functions & Responsibilities	C14	Lecture
Unit II	Sales Manager Functions & Responsibilities	C15	Lecture
Unit II	Planning for major customers	C16	Lecture
Unit II	Sales Budget	C17	Lecture
Unit II	Sales Budget	C18	Lecture
Unit II	Specific Characteristics of a successful Sales Man	C19	Lecture
Unit II	Clarification Class	C20	Clarification Class
Unit II	Class Room Assignment	C21	Class Room Assignment
	Presentation	C22	Presentation
Unit III	Managing the Sales Force	C23	Lecture
Unit III	Recruiting	C24	Lecture
Unit III	Selection	C25	Lecture
Unit III	Training of Sales force:	C26	Lecture
Unit III	Areas of sales Training:	C27	Lecture
Unit III	Motivating the Sales Team activities	C28	Lecture
Unit III	Evaluating Sales Force Performance and Controlling Sales	C29	Lecture
	Activity	C30	Activity
Unit III	Ethical and Legal issues Issues in Sales Management.	C31	Lecture
	Case-let	C32	Case-let
Unit III	Clarification Class	C33	Clarification Class
Unit III	Class Room Assignment	C34	Class Room Assignment
	Presentation	C35	Presentation
	Guest lecture	C36	Guest lecture
Unit- IV	Distributions channel, Importance, types	C37	Lecture
Unit- IV	channel strategy Market Logistic: objective, planning	C38	Lecture
Unit- IV	customer oriented channel	C39	Lecture

Unit- IV	inventory management decision,	C40	Lecture
Unit- IV	Webinar	C41	Webinar
Unit- IV	Transportation decision.	C42	Lecture
Unit- IV	Clarification Class	C43	Clarification Class
	Presentation	C44	Presentation
	Presentation	C45	Presentation
	Class Room Assignment	C46	Class Room Assignment
	Case-let	C47	Case-let
Unit-V	Designing customer oriented channel,	C48	Lecture
Unit-V	understanding the customer requirement,	C49	Lecture
Unit-V	comparing the channel design.	C50	Lecture
Unit-V	Managing the behavior of channel member, channel relationship,	C51	Lecture
Unit-V	Channel control,	C52	Lecture
Unit-V	power positioning and conflict, influence strategy.	C53	Lecture
Unit-V	Clarification Class	C54	Clarification Class
	Presentation	C55	Presentation
Unit-I	Unit I Revision/Query Solving	C56	Lecture
Unit-II	Unit II Revision/Query Solving	C57	Lecture
Unit-III	Unit III Revision/Query Solving	C58	Lecture
Unit-IV	Unit IV Revision/Query Solving	C59	Lecture
Unit-V	Unit V Revision/Query Solving	C60	Lecture

11013800 – Services Marketing

Unit	Particulars	Class No.	Pedagogy of Class
Unit I	Introduction concept - Goods and Services	C1	Lecture
Unit I	Introduction concept - Goods and Services	C2	Lecture
Unit I	Characteristics of Services	C3	Lecture
Unit I	Classification of Services	C4	Lecture
Unit I	Importance of services	C5	Assignment
Unit I	Significance of service marketing	C6	Lecture
Unit I	Presentations	C7	Presentations
	Clarification Class	C8	Clarification Class
Unit-II	Service marketing mix - Introduction and Concept	C9	Lecture
Unit-II	Service marketing mix - Introduction and Concept	C10	Lecture
Unit-II	Internal Marketing	C11	Lecture
Unit-II	Presentations	C12	Presentations
Unit II	Consumer Behaviour Profile	C13	Lecture
Unit II	Analyse marketing mix of AXIS bank	C14	Assignment
Unit II	Designing Communication Mix	C15	Lecture
Unit II	Flower of Service	C16	Lecture
	Caselet	C17	Caselet
	Clarification Class	C18	Clarification Class
Unit III	Service Delivery and Service Quality	C19	Lecture
Unit-III	Service delivery- Channels of distribution, Flexing the capacity	C20	Lecture
Unit III	Functions and selection of channels of distribution & impact of IT	C21	Lecture
Unit III	Functions and selection of channels of distribution & impact of IT	C22	Lecture
	Presentation	C23	Presentation
	Presentation	C24	Presentation
	Analyse Marketing Mix of Taj group of Hotels	C25	Assignment
Unit III	Service delivery- Channels of distribution, Flexing the capacity	C26	Lecture
Unit III	Service delivery- Channels of distribution, Flexing the capacity	C27	Lecture
Unit-III	Service Quality & Service Customer Relationship	C28	Lecture
Unit-III	Service failure and recovery and Service Triangle	C29	Lecture
Unit-III	Service failure and recovery and Service Triangle	C30	Lecture
Unit-III	Clarification Class	C31	Clarification Class
Unit IV	Service Quality - Introduction and concept	C32	Lecture
	Caselet	C33	Caselet
	Quiz	C34	Quiz
Unit IV	GAP Model	C35	Lecture
Unit IV	Design communication mix for an event management company?	C36	Assignment
Unit IV	GAP Model	C37	Lecture
Unit IV	SERVQUAL dimensions	C38	Lecture

Unit IV	SERVQUAL dimensions	C39	Lecture
Unit IV	Clarification Class	C40	Clarification Class
Unit IV	Caselet	C41	Caselet
Unit IV	Presentations	C42	Presentation
Unit IV	Presentations	C43	Presentation
Unit V	Strategic Issues in Service Marketing	C44	Lecture
Unit V	Strategic Issues in Service Marketing	C45	Lecture
Unit V	STP in Service Marketing	C46	Lecture
Unit V	STP in Service Marketing	C47	Lecture
Unit V	Classification Class	C48	Classification Class
Unit V	Challenges in Service Marketing - Marketing planning in services	C49	Lecture
Unit V	Challenges in Service Marketing - Marketing planning in services	C50	Lecture
Unit VI	Service Culture	C51	Lecture
Unit VI	Relationship building	C52	Lecture
Unit VI	Presentations	C53	Presentations
Unit VI	Analyse STP of AU Small Finance Bank	C54	Assignment
Unit VI	Classification Class	C55	Classification Class
Unit VI	Service Industries - Insurance Sector	C56	Lecture
Unit VI	Banking Industry & Courier	C57	Lecture
Unit VI	Banking Industry	C58	Assignment
Unit VI	Caselet	C59	Caselet
Unit VI	Clarification Class	C60	Clarification Class

14.1 Specialisation Elective: Finance

Course	Course outcomes: - After completion of these courses students should be able to
11013000 - Security Analysis and Portfolio Management	<p>C01: Define the various investment & revenues & to understand the functions and importance of Indian security market.</p> <p>C02: Interpret the concept 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.</p> <p>C03: Applying the tools to predict the trend of stock price movement.</p> <p>C04: Examine the portfolio of investment to reduce risk and earn profit & interpret the evidence relating to market efficiency.</p> <p>C05: Formulate the portfolio and evaluate the performance with revision if required.</p>
11014200 - Management of Financial Institutions & Services	<p>C01: Define need of Financial system.</p> <p>C02: Understand the structure, role and functioning of financial institutions and markets in the financial system in India.</p> <p>C03: Identify roles of financial intermediaries within financial markets.</p> <p>C04: Analyze the various financial risks and its management.</p> <p>C05: Interpret the significance of financial institutions in financial market.</p>
11013900 - Corporate Accounting	<p>C01: List the journal entries of issue of shares and issue of debentures.</p> <p>C02: Understand the working styles of companies, the importance of final accounts of companies.</p> <p>C03: Apply the valuation method of shares and goodwill and measurement of performance of companies & the concept of sources of redemption of debentures, redemption of Preference shares.</p> <p>C04: Examine the accounting and reporting requirements of the Companies and relevant Indian Accounting Standards & understand the treatment regarding issue of bonus shares and treatment of prior period profits.</p> <p>C05: Formulate the financial statements using corporate accounting techniques.</p>
11014500 - Insurance and Risk Management	<p>C01: What is the business environment of Insurance in India & the key concepts in General Insurance contracts and insurance contracts.</p> <p>C02: Understand and identify what is Insurance, why insurance works and to determine insurance needs.</p> <p>C03: Identify various insurance operation, including functions of insurance, insurance markets, insurance regulations & understand the pricing, financing and risk diversification strategies of insurance companies.</p> <p>C04: Analyse and compare the various kinds of insurance plans as well as the contract selection criteria from a cost benefit point of view.</p> <p>C05: Evaluate the risk adjusted performance measures for risk management and value creation.</p>

14.2 Mapping: Specialisation Elective: Finance

11013000	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01	3	3	2	2	3	2	-	2	2	2	3	3
C02	3	3	3	3	2	-	2	-	3	2	1	3
C03	2	3	1	2	1	-	2	-	2	2	2	3
C04	3	2	3	3	2	-	2	-	2	2	3	3
C05	3	3	3	3	3	-	2	-	3	3	3	3

11014200	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01	3	3	2	2	3	-	2	-	3	3	2	3
C02	-	2	3	3	-	2	1	1	-	1	-	3
C03	2	1	-	-	2	-	2	-	2	2	2	3
C04	2	2	2	-	-	-	1	-	3	-	-	3
C05	3	3	3	3	3	3	3	3	3	3	3	3

11013900	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01	2	3	2	3	2	1	2	2	3	3	1	3
C02	2	2	3	2	1	2	2	2	3	1	2	3
C03	3	2	2	2	3	2	2	3	3	2	2	2
C04	2	2	2	2	1	3	3	2	2	2	2	2
C05	3	3	3	3	3	3	3	3	3	3	3	3

11014500	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01	3	3	2	3	1	2	1	2	3	2	1	3
C02	3	3	2	2	2	-	2	1	2	2	2	3
C03	2	2	1	1	2	-	2	2	3	1	2	3
C04	2	1	2	2	2	1	-	-	3	2	3	3
C05	3	3	3	3	3	-	3	3	3	3	3	3

14.3 Lesson Plan: Specialisation Elective - Finance

11013000 – Security Analysis and Portfolio Management

Unit	Particulars	Class No.	Pedagogy of Class
Unit I	Market of securities, Investment	C1 & C2	Lecture
Unit I	Stock Exchange; their nature, structure, functioning and limitations; -Stock Market	C3	Lecture
Unit I	New Issue Markets; their nature, structure, functioning and limitations;	C4	Lecture
Unit I	Trading of securities: equity and debentures/ bonds	C5-C6	Lecture
Unit I	Regulatory Mechanism: SEBI and its guidelines	C7	Lecture
Unit I	Investor Protection	C8	Lecture
	Clarification Class-1	C9	Clarification Class
Unit-II	Concept of Risk, Measures of risk and return	C9-C10	Lecture
Unit-II	Risk Return Trade-off	C11	Lecture
Unit-II	Quiz-MCQ	C12	Quiz
Unit-II	EMH (Efficient Market Hypothesis) and its implications for investment decision.	C13-C15	Lecture
	Clarification Class-2	C16	Clarification Class
Unit-III	Valuation of Derivatives (Options and futures): concept, trading, valuation.	C17-C19	Lecture
	Presentation-I	C20	Group Presentation
	Presentation-2	C21	Group Presentation
	Class Assignment-I	C22	Class Assignment-I
Unit-III	Approaches to Equity Valuation: Technical Approach – overview of concept & tools used, Nature of equity instruments,	C23	Lecture
Unit-III	Fundamental Approach – economy, industry and company analysis	C24	Lecture
Unit-III	Debentures/Bonds: nature of bonds, valuation	C25	Lecture
Unit-III	Bond theorem	C26	Lecture
Unit-III	Term structure of interest rates, Duration.	C27	Lecture
Unit-III	Equity Valuation Models	C28	Lecture
	Clarification class-3	C29	Clarification class-3
	Home Assignment-1	C30	Take Home Assignments
	Class Room Assignment 2	C31	Class Room Assignment
	Presentation-3	C32	Presentation
Unit-IV	Portfolio concept, Portfolio risk and return	C33	Lecture
Unit-IV	Beta as a measure of risk, calculation of beta,	C34	Lecture
Unit-IV	Selection of Portfolio:	C35	Lecture
Unit-IV	Markowitz's Theory	C36	Lecture
Unit-IV	Single Index Model	C37	Lecture
Unit-IV	Capital market theorem	C38	Lecture
Unit-IV	CAPM (Capital Asset Pricing Model)	C39-C40	Lecture
	Home Assignment-2		
Unit-IV	Arbitrage Pricing Theory	C41	Lecture

	Clarification class-4	C42	Clarification class-4
	Class Assignment-3	C43	Clarification class-5
Unit-V	Performance evaluation of existing portfolio	C44-C46	Lecture
Unit-V	Sharpe measure	C47	Lecture
Unit-V	Treynor measures	C48	Lecture
	Class Room Assignment -4	C49	Class Room Assignment
Unit-V	Finding alternatives and revision of portfolio	C50-C53	Lecture
Unit-V	Portfolio Management	C54-C56	Lecture
	Clarification class-5	C57	Clarification class-3
Unit-V	Mutual Fund Industry	C58	Lecture
	Class assignment-5	C59	Clarification class-3
	Quiz-2	C 60	Quiz-2

11014200 – Management of Financial Institutions & Services

Unit	Particulars	Class No.	Pedagogy of Class
1	Financial System and Markets: Intro	1	Lecture
1	Financial System and Markets: Constituents and functioning	2	Lecture
1	RBI – Role and functions	3	Presentation
1	RBI – Role and functions	4	Lecture
1	Regulation of money and credit, Monetary policy	5	Lecture
1	Regulation of money and credit, Monetary policy	6	Lecture
1	Fiscal Policy	7	Presentation
1	Overview of Foreign Exchange Market	8	Lecture
1	Financial Sector Reforms in India	9	Presentation
1	Financial Sector Reforms in India	10	Lecture
1	Overview of Financial Services: nature & scope	11	Lecture
1	Overview of Financial Services: importance	12	Lecture
1	Presentation'	13	Presentation
1	Webinar - Financial Markets	14	Webinar
1	CRA	15	CRA
2	Banking Industry in India-Intro	16	Lecture
2	Banking sector reforms	17	Lecture
2	Banking sector reforms	18	Lecture
2	Determination of commercial interest rates: fixed and floating,	19	Lecture
2	Determination of commercial interest rates: fixed and floating,	20	Lecture
2	Management of capital funds- capital adequacy norms	21	Lecture
2	Management of capital funds- capital adequacy norms	22	Lecture
2	Liquidity Management, Asset Liability Management - Gap analysis	23	Lecture
2	Liquidity Management, Asset Liability Management - Gap analysis	24	Lecture
2	Management of Non- performing assets	25	Lecture
2	Management of Non- performing assets	26	Lecture
2	Strategies for making commercial banks viable	27	Lecture
2	Strategies for making commercial banks viable	28	Lecture
2	Clarification class-2	29	Lecture
2	Class Room Assignment-2		Lecture
2	Take home Assignment-2	30	
3	Management of Non-Banking Financial Institutions- Intro	31	Lecture
3	Non-Banking Financial Institutions in India	32	Lecture
3	Securitisation: concept, nature, scope and their implications	33	Lecture
3	Securitization of Auto loans and housing loans	34	Lecture
3	Securitisation in India	35	Lecture
3	DFIs in India -Intro	36	Lecture

3	DFIs in India - Function & Objectives	37	Lecture
3	DFIs in India - IDBI, ICICI, IFCI, NABARD, RRBs, State Level Institutions	38	Lecture
3	NBFCs - Intro and Functions & Objectives	39	Lecture
3	NBFCs - status in India, types & workings	40	Lecture
3	NBFCs - Strategies for commercial viability in India	41	Lecture
3	Securitisation of loans in India	42	Lecture
	Seminar	43	Seminar
3	Insurance & Mutual Fund organisations - status & types	44	Lecture
3	Insurance & Mutual Fund organisations - working and strategies for commercial viability.	45	Lecture
3	Guest Lecture-1	46	Lecture
3	Presentation-3	47	Lecture
4	Management of Financial Services -Intro	48	Lecture
4	Leasing and Hire Purchase:	49	Lecture
4	Presentation-4	50	Lecture
4	Leasing and Hire Purchase: Parties involved	51	Lecture
4	Evaluation of Lease transaction	52	Lecture
4	Types of lease and their implications	53	Lecture
4	Hire purchase and lease - differences and implications for the business	54	Lecture
4	Other financial services: Factoring, Forfeiting	55	Lecture
4	Other financial services: Discounting and Re Discounting of Bills,	56	Lecture
4	Guest Lecture- 2	57	Lecture
4	Consumer Credit and Venture Capital	58	Lecture
4	Other financial services: Plastic Money – concept, working and uses of each	59	Lecture
4	Clarification class-4	60	Lecture
4	Presentation-4	60	Lecture

11013900 – Corporate Accounting

Unit	Particulars	Class No.	Pedagogy of Class
Unit I	Joint Stock Companies - An introduction, Types of Companies	C1	Lecture
Unit I	types of share capital	C2	Lecture
Unit I	Issue of shares	C3	Lecture
Unit I	Issue of shares	C4	Lecture
Unit I	Issue - Journal Entries	C5	Lecture
Unit I	Issue - Journal Entries	C6	Lecture
Unit I	Forfeiture - An introduction and meaning	C7	Lecture
Unit I	Forfeiture - Entries with an examples	C8	Lecture
Unit I	Re-issue of shares - Journal entries	C9	Lecture
Unit I	Re-issue of shares - Journal entries	C10	Lecture
Unit I	Redemption of preference shares - Introduction, Types	C11	Lecture
Unit I	Redemption of preference shares - Issues with Journal Entries	C12	Lecture
Unit I	Redemption of Debenture - An introduction of Debentures and types	C13	Lecture
Unit I	Redemption of Debenture - An introduction of Debentures and types	C14	Lecture
Unit I	Clarification Class	C15	Clarification Class
Unit I	Class Room Assignment	C16	Class Room Assignment
Unit II	Final Accounts of Companies - An Introduction and Heads of Accounts appear in the Vertical form of Balance Sheet discussion	C17	Lecture
Unit II	Final Accounts of Companies - Preparation of final accounts - Preparation of Profit and Loss Account	C18	Lecture
Unit II	Final Accounts of Companies - Preparation of Profit and Loss Appropriation Account and Balance Sheet	C19	Lecture
Unit II	Final Accounts of Companies - Problems	C20	Lecture
Unit II	Final Accounts of Companies - Problems	C21	Lecture
Unit II	Including Computation of managerial Remuneration	C22	Lecture
Unit II	Including Computation of managerial Remuneration	C23	Lecture
Unit II	Disposal of profit	C24	Lecture
Unit II	Disposal of profit	C25	Lecture
Unit II	Clarification Class	C26	Clarification Class
Unit II	Accounting for amalgamation of companies as per Accounting Standard 14 - An Introduction	C27	Lecture
Unit III	Accounting for amalgamation of companies as per Accounting Standard 14 - An Introduction	C28	Lecture
Unit III	Accounting for amalgamation of companies as per Accounting Standard 14 - An Introduction	C29	Lecture
Unit III	Presentation	C30	Presentation

Unit III	Accounting for amalgamation of companies as per Accounting Standard 14 - Accounting Procedure	C31	Lecture
Unit III	Accounting for amalgamation of companies as per Accounting Standard 14 - Absorption	C32	Lecture
Unit III	Accounting for amalgamation of companies as per Accounting Standard 14 - Absorption	C33	Lecture
	Take Home Assignments		Take Home Assignments
Unit III	Accounting for Internal reconstruction	C34	Lecture
Unit III	Accounting for Internal reconstruction	C35	Lecture
Unit III	Accounting for Internal reconstruction	C36	Lecture
Unit III	Clarification Class	C37	Clarification Class
Unit IV	Consolidated Balance Sheet of Holding Companies - An Introduction and the explanation of consolidated Balance Sheet	C38	Lecture
Unit IV	Consolidated Balance Sheet of Holding Companies - Preparation of Consolidated Balance Sheet Problems and solutions	C39	Lecture
Unit IV	Consolidated Balance Sheet of Holding Companies with one Subsidiary Only	C40	Lecture
Unit IV	Consolidated Balance Sheet of Holding Companies with one Subsidiary Only	C41	Lecture
Unit IV	Consolidated Balance Sheet of Holding Companies with one Subsidiary Only	C42	Lecture
Unit IV	Consolidated Balance Sheet of Holding Companies with one Subsidiary Only	C43	Lecture
Unit IV	Consolidated Balance Sheet of Holding Companies with one Subsidiary Only	C44	Lecture
Unit IV	Class Room Assignment	C45	Class Room Assignment
Unit IV	Clarification Class	C46	Clarification Class
Unit V	Liquidation of Companies	C47	Lecture
Unit V	Statement of Affairs and Deficiency/Surplus Account	C48	Lecture
Unit V	Liquidator's final statement of A/c	C49	Lecture
Unit V	Liquidator's final statement of A/c	C50	Lecture
Unit V	Receiver's Receipt and Payment A/c	C51	Lecture
Unit V	Receiver's Receipt and Payment A/c.	C52	Lecture
Unit V	Receiver's Receipt and Payment A/c.	C53	Lecture
Unit V	Clarification Class	C54	Clarification Class
Unit V	Class Room Assignment	C55	Class Room Assignment
Unit V	Presentation	C56	Presentation
	Quiz - MCQ	C57	Quiz
	Class Room Assignment	C58	Class Room Assignment
	Presentation	C59	Presentation
	Quiz - MCQ	C60	Quiz - MCQ

11014500 – Insurance and Risk Management

Unit	Particulars	Class No.	Pedagogy of Class
I	Introduction and Scope of Insurance - History.	1	Lecture
I	Conceptual Framework, Meaning, nature and Scope of Insurance.	2	Lecture
I	Role of insurance in economic development and rural obligation	3	Lecture
I	Price of a financial transaction, Statistics, probability	4	Lecture
I	Pooling of risk, Portfolio, Mutually and Solidarity intro to Reinsurance	5	Lecture
I	Principles of Life Insurance and Governance	6	Lecture
I	Clarification Class - I	7	Lecture
I	Class room assignment	8	Lecture
II	Activity	9	Activity
II	Life Insurance techniques- Bases, Demographic basis	10	Lecture
II	Life Insurance products - Single Premium, Periodic Premium	11	Lecture
II	Mathematical provisions and Endowment plans	12	Lecture
II	Life Annuity, Index linked plans, Pension funds	13	Lecture
II	Class room assignment	14	Lecture
II	Clarification Class - II	15	Lecture
II	Activity	16	Activity
III	Life Insurance Techniques Applications	17	Lecture
III	Valuation of life insurance business, Portfolio evaluation	18	Lecture
III	Risk and Solvency	19	Lecture
III	Pension funds and occupational pension schemes	20	Lecture
III	Non life insurance techniques	21	Lecture
III	Actuarial Model, Calculations, Technical provisions	22	Lecture
III	Clarification Class - III	23	Lecture
III	Activity	24	Lecture
III	Seminar	25	Seminar
III	Class room assignment	26	Quiz
IV	Financial Aspects of Insurance, Mutual fund concept	27	Lecture
IV	Outsourcing Housing Finance,	28	Lecture
IV	Product determination - Premium and bonus.	29	Lecture
IV	Clarification Class - IV	30	Lecture
IV	Activity	31	Activity
IV	Seminar	32	Seminar
IV	Risk Management objectives and tools	33	Lecture
IV	Risk management process, Enterprise wise risk management	34	Lecture
IV	RAPM, Underwriting,	35	Lecture
IV	Role of Actuaries, Product framing	36	Lecture
IV	Insurance document preparation	37	Lecture
IV	Class room assignment	38	Lecture
IV	Clarification class	39	Lecture

15.1 Specialisation Elective: HR

Course	Course outcomes: - After completion of these courses students should be able to
11017900 - Recruitment, Training & Development	<p>C01: Define the concepts and principles, procedure of Recruitment and Selection in an organization.</p> <p>C02: Understand about different aspects of managing people in organization from the stage of acquisition to development to retention.</p> <p>C03: Apply the learning to design recruitment policy and procedure & understand about types of interviews, do's and don'ts and able to conduct interview.</p> <p>C04: Analyze the need of training & create training culture and climate & evaluate the effectiveness of training & suggest.</p> <p>C05: Evaluate the student about different aspects of managing people in organization from the stage of acquisition to development to retention.</p>
11013400 - Performance and Compensation Management	<p>C01: Define the concept of performance management in organization & understand performance appraisal systems</p> <p>C02: Understand the process and principles of Performance management & the concept of minimum wage, living wage, and fair wage.</p> <p>C03: Develop, and Monitor Performance Appraisal System.</p> <p>C04: Analyze the different wage related legislation and provisions therein & different incentive plan and employee benefits & the appropriate reward and compensation policies.</p> <p>C05: Evaluate the student about different aspects of managing people in organization from the stage of acquisition to development to retention.</p>
11014000 - Industrial Relations and Labour Laws	<p>C01: Define the core principles and structures of labour Administration & able to understand the legal framework regarding labour relations.</p> <p>C02: Understand Laws Related to Industrial Relations and Industrial Disputes, Understand Laws Related to Health, Safety and Welfare</p> <p>C03: Apply the important laws governing Industrial Relations & get the knowledge about the role of Govt.</p> <p>C04: Analyze the Laws Related to Compensation Management & able to get insights into the Industrial Relations scenario in India & Society and Trade Union in India.</p> <p>C05: Evaluate the ability to understand the legal framework regarding labour relations.</p>
11014600 - Team Building and Leadership	<p>C01: Define the term team & its importance in reference to the leadership strategies for motivating people and changing organizations.</p> <p>C02: Understand about how to establish effective team process and team communication & implement learned skills that help to implement effective changes in the workplace.</p>

	<p>C03: Develop group with problem solving skills and work through problems and issues as well as transcend differences.</p> <p>C04: Analyze the creative problem solving skills along with time and crisis management skills, improvement in their decision making and individual leadership Skills & achieve defined goals at all levels of organisation.</p> <p>C05: Evaluate the understanding of team building & problem-solving techniques to be applied in the organizations.</p>
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15.2 Mapping: Specialisation Elective: HR

11017900	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01		2	2	2		3	2		2	2	2	3
C02	2		3		3	2		2		3	2	3
C03	2	2		3	2		3	2	3	2		3
C04		2	2	2		2	2		2		2	3
C05	3	3	3	3	3	3		3		3		3

11013400	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01	3	2	3	2		2	2	2	2	2	2	2
C02	2	3	2	2	2	2	2	2	2	3	2	3
C03	2	3	2	3	3	2	2	3	3	3	3	2
C04		2	2	3	3	2	3	3	2	2	3	3
C05	2	2			3	3	3		2	2	2	2

11014000	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01	2	2	3	2	2	2		2	2	2	2	2
C02	3	3		3	2	2	2	2	2	3	2	2
C03	2	3	3		3	2	3	3	2	2	3	2
C04	2	2	2	3	3	2	3	3	2	2	3	3
C05	2		2	2		2	3	2	3	2		2

11014600	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01	1		3		2	2	2		2	1		3
C02	2	2		2	3	1		2	3		2	3
C03	3	2	2	2	1	2	2		1	3	1	3
C04	1			2	2	2		2	2	2		3
C05	3	3	3	3	3	3	3	3	3	3	3	3

15.3 Lesson Plan: Specialisation Elective - HR

11017900 - Recruitment, Training & Development

Unit	Particulars	Class No.	Pedagogy of Class
I	Introduction to Course, overview of syllabus	C1	Lecture
I	Meaning and process of Human Resource planning,	C2	Lecture
I	Factors affecting HRP	C3	Lecture
I	HRP Data Gathering	C4	Lecture
I	Job Analysis: meaning, significance, approaches in job analysis	C5	Lecture
I	Students absent	C6	Class Assignment
I	Methods of data collection,	C7	Lecture
I	Webinar on Investment awareness program	C8	Webinar
I	Job description and Job specification.	C9	Lecture
	Clarification I	C10	Clarification Class
	Classroom Assignment I	C11	Class Assignment
II	Concept & definition of recruitment, Factors affecting Recruitment	C12	Lecture
II	Recruitment Process, Recruitment Policy & Prerequisite of a good Recruitment policy	C13	Lecture
II	Students participating in World Environment day celebrations	C14	Activity
II	Sources of Recruitment: Internal sources & External Sources	C15	Lecture
II	Methods & Techniques of Recruitment: Direct method, indirect method & Third party method,	C16	Lecture
	Classroom Assignment II	C17	Class Assignment
	Take Home Assignment I		Home Assignments
	Clarification II	C18	Clarification Class
II	Recruitment Practices in India.	C19	Presentation
III	Definition & Importance of selection,	C20	Lecture
III	Procedure of Selection	C21	Quiz
III	Selection tests	C22	Lecture
III	Personality Assessment: Performance Tests, Graphology	C23	Presentation
III	Interviewing: meaning and significance, Types of interviews	C24	Lecture
III	Types of interviews	C25	Presentation
III	Emerging trends in selection process; interview through video conferencing, Skype etc.	C26	Webinar
	Clarification III	C27	Clarification Class
IV	Concept of Training, Concept of Development,	C28	Lecture
	Principles of Training, Objectives of Training,	C29	Lecture
IV	Necessity of training, Benefits of training, Factors influencing training	C30	Lecture
	Classroom Assignment III	C31	Class Assignment
IV	Identification of Training Needs,	C32	Lecture

IV	Needs assessment methods,	C33	Lecture
IV	Issues and Benefits of Needs Assessment, Consequences of absence of training needs assessment	C34	Lecture
IV	Training Methodology-Induction, Apprenticeship,	C35	Lecture
IV	Training Methodology Business Games	C36	Lecture
IV	Training Methodology-Case Study	C37	Lecture
IV	Training Methodology-In-Basket Exercises, Computer-based training,	C38	Lecture
IV	Training Methodology- Intranet-based Training,	C39	Lecture
IV	Training Methodology-Group discussion,	C40	Group discussions
IV	Training Methodology- Simulations	C41	Lecture
IV	Training Methodology-Roleplay	C42	Activity
IV	Training Methodology- Managerial grid session	C43	Lecture
IV	Training Methodology- T-group training	C44	Lecture
IV	Teaching Aids and techniques- Lecturing,	C45	Lecture
IV	Teaching Aids and techniques Audio-visual aids,	C46	Lecture
	Take Home Assignment II		Home Assignments
IV	Teaching Aids and techniques- Audio-visual aids,	C47	Lecture
IV	Programmed Instruction	C48	Lecture
IV	Multimedia training -e-learning/online learning-,	C49	Lecture
	Sessional Exams		
IV	Multimedia training -e-learning/online learning-	C50	Activity
IV	Students attending workshop on Leadership skills	C51	Activity
IV	Students attending webinar on Career in Securities Markets (Share Market) and Investments	C52	Activity
IV	Students attending Webinar on 'Employability Skills for 2021 Managers	C53	Activity
IV	Multimedia training - distance learning	C54	Presentation
IV	Concept and objectives of training evaluation	C55	Lecture
	Clarification Class IV	C56	Clarification Class
V	Concept, Need and Objectives of Management Development,	C57	Presentation
V	Management Development Methods: Understudy	C58	Lecture
V	Management Development Methods: Coaching,	C59	Lecture
V	Management Development methods Planned Progression and Action Learning	C60	Lecture
V	Management Development Methods Management Games,	C61	Activity
	Seminars	C62	Activity
V	Behavioral modelling	C63	Lecture
V	job rotation, multiple management,	C64	Lecture
V	sensitivity training	C65	Lecture
V	sensitivity training	C66	Lecture
	Clarification V	C67	Clarification Class

11013400 – Performance and Compensation Management

Unit	Particulars	Class No.	Pedagogy of Class
Unit I	Introduction- Concept, Philosophy	C1	Lecture
Unit I	History from performance appraisal to performance development	C2	Lecture
Unit I	History from performance appraisal to performance development	C3	Lecture
Unit I	Contemporary PMS	C4	Lecture
Unit I	Contemporary PMS	C5	Lecture
Unit I	Contemporary PMS	C6	Lecture
Unit II	Wage Policy in India-Minimum wage	C7	Lecture
Unit II	Wage Policy in India-Minimum wage	C8	Class assignment
Unit II	fair wage and living wage, Need-Based Minimum Wage	C9	Lecture
Unit II	fair wage and living wage, Need-Based Minimum Wage	C10	quiz
Unit II	Issues and Objectives of India's Wage Policy	C11	Lecture
Unit II	Clarification Class-UNIT-II	C12	Clarification Class
Unit III	Compensation Defined	C13	Lecture
Unit III	Goals of Compensation System	C14	Lecture
Unit III	Compensation Strategy Monetary & Non-Monetary Rewards	C15	Lecture
Unit III	Compensation Strategy Monetary & Non-Monetary Rewards	C16	Lecture
Unit III	Compensation Strategy Monetary & Non-Monetary Rewards	C17	Class assignment
Unit III	Intrinsic Rewards Cafeteria Style Compensation	C18	Lecture
Unit III	Intrinsic Rewards Cafeteria Style Compensation	C19	Presentation
Unit III	Fringe Benefits and Supplementary Compensation	C20	Lecture
Unit III	Fringe Benefits and Supplementary Compensation	C21	Presentation
Unit III	Skill based, Knowledge Based Compensation	C22	Lecture
Unit III	Skill based, Knowledge Based Compensation	C23	Class assignment
Unit III	Team Compensation	C24	Lecture
Unit III	Team Compensation	C25	Lecture
Unit III	Team Compensation	C26	Lecture
Unit III	Competency Based Compensation	C27	Presentation
Unit III	Take Home Assignment		Home Assignment
Unit III	Guidelines of Companies Act Relating to CEO Compensation	C28	Lecture
Unit III	Different Components of Compensation Package	C29	Lecture
Unit III	Different Components of Compensation Package	C30	Webinar (Archived)
Unit III	International Compensation.	C31	Lecture
Unit III	Clarification Class-UNIT-III	C32	Clarification Class
Unit IV	Components of remuneration	C33	Activity
Unit IV	Components of remuneration	C34	Lecture
Unit IV	Salary, Basic Pay	C35	Lecture

Unit IV	Dearness Allowance	C36	Lecture
Unit IV	System of Dearness Allowance Payment	C37	Lecture
Unit IV	Flat and Indexed DA	C38	Quiz
Unit IV	Frequency of DA payment	C39	Lecture
Unit IV	Allowances and Reimbursements	C40	Presentation
Unit IV	Benefits, Retirement Benefits, Perquisites	C41	Lecture
Unit IV	Performance -related Pay	C42	Lecture
Unit IV	Take Home Assignment		Home Assignment
Unit IV	Performance -related Pay	C43	Class assignment
Unit IV	Non- monetary benefits	C44	Lecture
Unit IV	Clarification Class-UNIT-IV	C45	Clarification Class
Unit V	Performance Related Pay Definition, Advantages of PRP programmes	C46	Lecture
Unit V	Prerequisites of an Effective PRP	C47	Lecture
Unit V	Types of PRP- Short-term,	C48	Lecture
Unit V	Types of PRP- Short-term,	C49	Presentation
Unit V	Merit Pay	C50	Lecture
Unit V	Individual Incentive Plans	C51	Lecture
Unit V	Individual Incentive Plans	C52	Presentation
Unit V	Straight Piece Work and Standard Hour Work Plan	C53	Lecture
Unit V	Team Incentive Plans	C54	Lecture
Unit V	Team Incentive Plans	C55	Presentation
Unit V	Gain sharing Plans	C56	Lecture
Unit V	Long Term Profit Sharing Plan	C57	Lecture
Unit V	Stock Option Plans (SOP)	C58	Lecture
Unit V	Employee Stock Ownership Plans (ESOP)	C59	Presentation
Unit V	Clarification Class-UNIT-V	C60	Clarification Class

11014000 – Industrial Relations and Labour Laws

Unit	Particulars	Class No.	Pedagogy of Class
UNIT I	Introduction to Industrial Relations, Role - Importance	C1	Lecture
UNIT I	Trade Unions	C2	Lecture
UNIT I	Trade Unions	C3	Lecture
UNIT I	Trade Unions	C4	Class Room Assignment-I
UNIT I	Industrial disputes and their Resolutions	C5	Lecture
UNIT I	Industrial disputes and their Resolutions	C6	Lecture
UNIT I	Industrial disputes and their Resolutions	C7	Lecture
UNIT I	Industrial disputes and their Resolutions	C8	Lecture
UNIT I	Clarification Class	C9	Clarification Class-I
UNIT I	Take Home Assignment		Take Home Assignment
UNIT II	Introduction to Participative Management-Structure - Scope	C10	Lecture
UNIT II	Introduction to Participative Management-Structure - Scope	C11	Lecture
UNIT II	Collective Bargaining	C12	Lecture
UNIT II	Collective Bargaining	C13	Presentation-I
UNIT II	Works Committee	C14	Lecture
UNIT II	Works Committee	C15	Lecture
UNIT II	Joint Management Councils	C16	Lecture
UNIT II	Joint Management Councils	C17	Class Room Assignment-II
UNIT II	Pre-Requisite for successful participation	C18	Lecture
UNIT II	Pre-Requisite for successful participation	C19	Lecture
UNIT II	Role of Government in Collective Bargaining	C20	Lecture
UNIT II	Role of Government in Collective Bargaining	C21	Lecture
UNIT II	Clarification Class	C22	Clarification Class-II
UNIT III	Introduction to Industrial unrest	C23	Lecture
UNIT III	Employee dissatisfaction	C24	Lecture
UNIT III	Employee dissatisfaction	C25	Presentation-II
UNIT III	Grievances	C26	Lecture
UNIT III	Grievances	C27	Quiz
UNIT III	Disciplinary Action	C28	Lecture
UNIT III	Domestic Enquiry	C29	Lecture
UNIT III	Strikes - lockout	C30	Lecture
UNIT III	Strikes - lockout	C31	Lecture
UNIT III	Prevention of Strikes - Lockouts.	C32	Activity
UNIT III	Prevention of Strikes - Lockouts.	C33	Activity
UNIT III	Discipline: Positive, negative discipline	C34	Lecture
UNIT III	Discipline: Positive, negative discipline	C35	Lecture
UNIT III	disciplinary procedure	C36	Lecture
UNIT III	Disciplinary Procedure	C37	Class Room Assignment-III
UNIT III	Absenteeism, Turnover	C38	Lecture

UNIT III	Absenteeism, Turnover	C39	Lecture
UNIT III	Dismissal and Discharge	C40	Lecture
UNIT III	Dismissal and Discharge	C41	Lecture
UNIT III	Clarification Class	C42	Clarification Class-III
UNIT III	Take Home Assignments		Take Home Assignment
UNIT IV	Factories Act- Meaning, Definition	C43	Lecture
UNIT IV	Factories Act- Meaning, Definition	C44	Lecture
UNIT IV	Factories Act- Meaning, Definition	C45	Lecture
UNIT IV	Factories Act- Meaning, Definition	C46	Presentation-III
UNIT IV	Welfare	C47	Lecture
UNIT IV	Welfare	C48	Class Room Assignment-IV
UNIT IV	Safety	C49	Lecture
UNIT IV	Safety	C50	Lecture
UNIT IV	Health Measures	C51	Lecture
UNIT IV	Health Measures	C52	Lecture
UNIT IV	Health Measures	C53	Presentation-IV
UNIT IV	Clarification Class	C54	Clarification Class-IV
UNIT V	Workmen's Compensation Act	C55	Lecture
UNIT V	Workmen's Compensation Act	C56	Lecture
UNIT V	Workmen's Compensation Act	C57	Quiz
UNIT V	International Labor Organization - Role and Function.	C58	Lecture
UNIT V	International Labor Organization - Role and Function.	C59	Lecture
UNIT V	Clarification Class	C60	Clarification Class-V

11014600 – Team Building and Leadership

Unit	Particulars	Class No.	Pedagogy of Class
Unit I	Introduction to subject	C1	Lecture
Unit I	Meaning, Concepts and Myths about Leadership	C2	Lecture
Unit I	Components of Leadership Leader	C3	Lecture
Unit I	Components of Leadership Leader	C4	Lecture
Unit I	Followers and situation, Leadership styles	C5	Lecture
Unit I	Followers and situation, Leadership styles	C6	Lecture
Unit I	Assessing Leadership & Measuring Its effects	C7	Lecture
Unit I	Assessing Leadership & Measuring Its effects	C8	Lecture
Unit I	Caselet	C9	CRA
Unit I	Clarification Class	C10	Caselet
Unit I	Caselet	C11	Lecture
Unit I	Clarification Class		Clarification Class
Unit II	Power and Influence	C12	Lecture
Unit II	Power and Influence	C13	Lecture
Unit II	Leadership and Values	C14	Lecture
Unit II	Leadership Traits	C15	Lecture
Unit II	Leadership Behaviour	C16	Lecture
Unit II	Contingency Theories of Leadership	C17	Lecture
Unit II	Contingency Theories of Leadership	C18	Lecture
Unit II	Leadership and Change	C19	Lecture
Unit II	Introduction to subject	C20	Presentation
Unit II	Meaning, Concepts and Myths about Leadership	C21	Presentation
Unit II	Components of Leadership	C22	Lecture
Unit III	Components of Leadership	C23	Lecture
Unit III	Followers and situation, Leadership styles	C24	Lecture
Unit III	Followers and situation, Leadership styles	C25	Lecture
Unit III	Assessing Leadership & Measuring Its effects	C26	Lecture
Unit III	Assessing Leadership & Measuring Its effects	C27	Lecture
Unit III	Leadership Theories	C28	GD
Unit III	CRA	C29	CRS
Unit III	Caselet- Leadership styles	C30	Lecture
Unit III	Contingency Theories of Leadership	C31	Lecture
Unit III	Contingency Theories of Leadership	C32	Lecture
Unit III	Presentation		Presentation
Unit III	Unit I	C33	Lecture
Unit III	Power and Influence	C34	Lecture
Unit III	Components of Leadership	C35	Presentation
Unit III	Components of Leadership	C36	Presentation
Unit III	Followers and situation, Leadership styles	C37	Lecture
Unit III	Leadership Behaviour	C38	Lecture
Unit III	Quiz	C39	Quiz
Unit III	Leadership and Change	C40	Lecture
Unit III	Presentation		Presentation
Unit III	Group Nature- Group Behaviour	C41	Lecture
Unit III	Clarification Class		Clarification Class
Unit III	Quiz	C42	Quiz

	Seminar		Seminar
Unit III	GD	C43	GD
Unit III	Types of groups and leadership	C44	Lecture
Unit III	Caselet	C45	Caselet
Unit III	Team Effectiveness	C46	Lecture
Unit III	Caselet	C47	Caselet
Unit III	Team Characteristics and skills	C48	Lecture
Unit III	Team Building process and stages	C49	Lecture
Unit IV	CRA	C50	CRA
Unit IV	Team building issues, Motives of team building,	C51	Lecture
Unit IV	Team development process,	C52	Lecture
Unit IV	Stages of team development and Team building,	C53	Lecture
Unit IV	Skills useful in Team building,	C54	Lecture
Unit III	Contemporary issues in managing teams,	C55	Lecture
Unit III	Life Cycle of Team	C56	Activity
Unit III	GD	C57	GD
Unit III	Clarification Class		Clarification Class
Unit III	Group behaviour, Change and Types of Group	C58	Lecture
Unit III	Natural Leaders,	C59	Lecture
Unit III	Dimensions of leadership,	C60	Lecture
Unit III	Dimensions of leadership,		Lecture
Unit III	The team facilitation process, Role,		Lecture
Unit III	Unit III		Lecture
Unit IV	Advanced Leadership Skills		Lecture
Unit IV	Caselet		Caselet
Unit IV	Team Building for Work Teams		Lecture
Unit IV	Presentation		Presentation
Unit IV	Lecture		Lecture
Unit IV	Clarification Class		Clarification Class

16.1 Specialisation Elective: Foreign Trade

Course	Course outcomes: - After completion of these courses students should be able to
11019900 Foreign Trade & Indian Economy	<p>C01: Understand the basics of International Trade and its impact over Indian Economy</p> <p>C02: Explain Commercial Policy of India and changes over time</p> <p>C03: Compare and categorize trends of Indian Exports and Imports in terms of geographical locations and major trading partners</p> <p>C04: Analyze India's Balance of Payments crisis</p> <p>C05: Evaluate the impact of Globalization and Liberalization on Indian Economy</p>
11020100 Export Import Procedure & Documentation	<p>C01: Define about basic difference between national & international Trade and practices to be performed for export & Import.</p> <p>C02: Understand the fundamentals of Indian economy & objectives of export-import</p> <p>C03: Understand the role of different financial institutions in export & import</p> <p>C04: Apply the concept of balance of trade & documentation for export & import</p> <p>C05: Analyze the impact of foreign trade.</p>
11020300 International Relations	<p>C01: What is International Relation and Approaches to the Study of International Relations.</p> <p>C02: Classify the mutual relationship of India and the World has to be understood with Envisaged role of the UN and actual record.</p> <p>C03: Develop the understanding about the UN agencies-aims and functioning; need for UN reforms shall be discussed.</p> <p>C04: Examine India's Political Policies and shall be discussed along with India's Foreign Policy.</p> <p>C05: Determine the India and the UN System, vision of a new world order.</p>
11020400 International Economics and Foreign Exchange Management	<p>C01: Tell about international economics, trade theory and trade policy.</p> <p>C02: Explain about international finance.</p> <p>C03: Identify role of financial institutions in foreign exchange management.</p> <p>C04: Examine the methods of international trade settlement.</p> <p>C05: Interpret the exchange rate mechanism and its effects on export finance.</p>

16.2 Mapping: Specialisation Elective: Foreign Trade

11019900	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01	2	3	3	3	2	3		2	3	3		1
C02	3		3		3		3	3	3		2	2
C03		3	2	3	2	3	2		2	3	2	
C04	2	3	3	2	3	2	1	2		2	2	2
C05	3	2		2		3		3	3	3	2	3

11020100	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01	2	2	3	2		1	2	2		2	2	2
C02		3	2	2	2	2		2	2	3	2	3
C03	2	3	2	3	3	2	2	3	3	3	3	2
C04		2	2	3	3	3	3	2	2	2	3	3
C05	3		2	2	3		3	2	2	2	2	2

11020300	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01	3		3	2	2	2		2	2	2	2	2
C02	3			3			2			3		2
C03		3	3		3	2	3	3			3	2
C04	2	2		3	3		3	3	2	2	3	3
C05	2		2	2		2	3	2	3	2		2

11020400	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01	3		3		2	2	2		2			3
C02	2	2			3			2	3		2	3
C03	3	2	2			2				3		3
C04				2	2	2		2		2		3
C05	3	3	3	3	3	3	3	3	3	3	3	3

16.3 Lesson Plan: Specialisation Elective - Foreign Trade

11019900 – Foreign Trade & Indian Economy

Unit	Particulars	Class No.	Pedagogy of Class
I	Introduction-Trade its meaning and types	C1	Lecture
I	Difference between National and International Trade	C2	Lecture
I	Theories of International Trade	C3	Lecture
I	Global trade and its growth. India's relative position in world trade. Changes over time	C4	Lecture
	Clarification Class	C5	Clarification Class
II	Fundamentals of Indian Economy	C6	Lecture
II	India's commercial policy- a historic perspective, Objective and essential features	C7	Lecture
II	Import Substitution policies and rationale changes over time	C8	Lecture
II	Import Substitution policies and rationale changes over time	C9	Lecture
	Clarification Class	C10	Clarification Class
III	Analysis of India's exports and imports since 1965:Commodity composition, Geographical direction	C11	Lecture
III	Analysis of India's exports and imports since 1965:Commodity composition, Geographical direction	C12	Lecture
III	Recent trends in India's Foreign Trade	C13	Lecture
III	Major Items of Exports: Composition, Direction and Future Prospects	C14	Lecture
III	Major Items of Imports: Composition, Direction and Future Prospects	C15	Lecture
III	Major Items of Imports: Composition, Direction and Future Prospects	C16	Lecture
III	Clarification Class	C17	Clarification Class
IV	Balance of Trade	C18	Lecture
IV	Balance of Payments, analysis and changes over time	C19	Lecture
IV	Balance of Payments, analysis and changes over time	C20	Lecture
IV	India's major trading partners	C21	Lecture
IV	Financing of foreign trade	C22	Lecture
IV	National level financing institutions	C23	Lecture
IV	EXIM Bank, ECGC and other Institutions	C24	Lecture
IV	EXIM Bank, ECGC and other Institutions	C25	Lecture
	Clarification Class	C26	Clarification Class
V	Changes in the pattern of state trading in India over time: From state trading to export promotion	C27	Lecture
V	Changes in the pattern of state trading in India over time: From state trading to export promotion	C28	Lecture
V	Export promotion measures	C29	Lecture
V	Institutional framework for export promotion	C30	Lecture
V	Free trade zones and EOUs	C31	Lecture

V	Export Houses, trading houses and star trading houses	C32	Lecture
V	EPZ & SEZs	C33	Lecture
	Clarification Class	C34	Clarification Class
VI	Exchange Control	C35	Lecture
VI	Exchange rate policy in India	C36	Lecture
VI	Exchange rate policy in India	C37	Lecture
VI	Convertibility of Rupee and Impact on Foreign Trade	C38	Lecture
VI	Convertibility of Rupee and Impact on Foreign Trade	C39	Lecture
VI	Free Trade and Protective Trade Policies	C40	Lecture
VI	Free Trade and Protective Trade Policies	C41	Lecture
	Clarification Class	C42	Clarification Class
VII	The BOP crisis in 1991 and the economic reforms thereafter	C43	Lecture
VII	The BOP crisis in 1991 and the economic reforms thereafter	C44	Lecture
VII	Liberalization in trade policy	C45	Lecture
VII	Liberalization in trade policy	C46	Lecture
VII	Globalization of foreign direct investments and financial markets	C47	Lecture
VII	FDI and FII in India	C48	Lecture
	Clarification Class	C49	Clarification Class
VIII	Globalization and emerging foreign trade scenario	C50	Lecture
VIII	Globalization and emerging foreign trade scenario	C51	Lecture
VIII	Recent World trade Scenario	C52	Lecture
VIII	Recent World trade Scenario	C53	Lecture
VIII	Recent changes in trade policy	C54	Lecture
VIII	WTO and India	C55	Lecture
	Clarification Class	C56	Clarification Class
	Class Room Assignment	C57	Class Room Assignment
	Quiz	C58	Quiz
	Presentation	C59	Presentation
	Activity	C60	Activity

11020100 – Export Import Procedure & Documentation

Unit	Particulars	Class No.	Pedagogy of Class
Unit I	Introduction about Subject, pedagogy Books of Export Management	C1	Lecture
Unit I	Significance of Exports: Export Prospects of a Country. Search of Product: Types, Schemes, Factors.	C2	Lecture
Unit I	Search of Market: Determinants & Schemes.	C3	Lecture
Unit I	Guidelines for International Business Negotiations	C4	Lecture
Unit I	Appointing Sales Agents Abroad, Processing of an Export Order	C5	Lecture
Unit I	Registration of Exporters, Importers Import Export Code Number.	C6	Lecture
Unit I	Class Room Assignment	C7	Class Room Assignment
Unit I	Registration cum membership certificates. Quality Control	C8	Lecture
Unit I	Activity Class	C9	Activity
Unit I	Pre-shipment Inspection Labelling, Marking, Packing and Packaging.	C10	Lecture
Unit I	Clarification Class	C11	Clarification Class
Unit II	Risks in Export Trade	C12	Lecture
Unit II	Presentation	C13	Presentation
Unit II	Marine Risks, Marine Insurance.	C14	Lecture
Unit II	Market Risks, ECGC	C15	Lecture
Unit II	Clarification Class	C16	Clarification Class
Unit III	Exports Finance	C17	Lecture
Unit III	Class Room Assignment	C18	Class Room Assignment
Unit III	Pre-shipment Finance	C19	Lecture
Unit III	Post-shipment Finance	C20	Lecture
Unit III	Role of Exim Bank	C21	Lecture
Unit III	Webinar	C22	Webinar
Unit III	Clarification Class	C23	Clarification Class
Unit IV	Export Logistics, Freight Forwarder	C24	Lecture
Unit IV	Export Document Care in preparing export document	C25	Lecture
Unit IV	Document related to Excise clearance A.R.(4) – Form Softex – Form P.P. - Form	C26	Lecture
Unit IV	Activity Class	C27	Activity
Unit IV	Documents related to customs clearance : Lorry Ticket Documents related to foreign exchange clearance : Bill of shipment.	C28	Lecture
Unit IV	Documents related to transportation and procedures : L/C, Types of L/C UCP 600 Invoice, Types of Invoices / Performa, consular, legalized.	C29	Lecture
Unit IV	Clarification Class	C30	Clarification Class
Unit IV	Presentation	C31	Presentation

Unit-V	Documents required for Preparation of main documents : Bill of Lading,	C32	Lecture
Unit-V	Auxiliary documents, Mate's Receipt, Inspections Certificate, Insurance Certificate, Place of Origin Packing/Shipping note, Antiquity	C33	Lecture
Unit-V	Black List Certificate and others. Aligned documents system Master documents - I Master documents – II	C34	Lecture
Unit-V	Webinar	C35	Webinar
Unit-V	Clarification Class	C36	Clarification Class
	Activity Class	C37	Activity
	Class Room Assignment	C38	Class Room Assignment
Unit VI	Procedures for Imports: Import finance. Opening of Import Letter of credit. External commercial Borrowings.	C39	Lecture
Unit VI	Buyers Credit / Trade Credit. Direct Imports. Retirement of Import documents under an LC or otherwise on collection	C40	Lecture
Unit VI	FEMA provision regarding Imports.	C41	Lecture
Unit VI	Clarification Class	C42	Clarification Class
	Class Test	C43	Test
	Activity Class	C44	Activity
	Quiz	C45	Quiz
	Activity Class	C46	Activity
Unit VII	Role of Customs and regulations regarding imports Indian Customs Act. 1962	C47	Lecture
Unit VII	Customs Tariff Act, Filing of Bill of entry.	C48	Lecture
Unit VII	Class Room Assignment	C49	Class Room Assignment
Unit VII	Clearance of cargo at the time of imports.	C50	Lecture
Unit VII	Valuation and assessment of goods for payment of customs duty	C51	Lecture
Unit VII	CONCOR: Inland Container Depot (ICD) & Container Freight Station (CFS)	C52	Lecture
Unit VII	CONCOR: Inland Container Depot (ICD) & Container Freight Station (CFS)	C53	Lecture
Unit VII	Clarification Class	C54	Clarification Class
	Unit I Revision	C55	Lecture
	Unit II & III Revision	C56	Lecture
	Unit IV Revision	C57	Lecture
	Unit V Revision	C58	Lecture
	Unit VI Revision	C59	Lecture
	Unit VII Revision	C60	Lecture

11020300 – International Relations

Unit	Particulars	Class No.	Pedagogy of Class
I	International Relations	C-1	Lecture
I	Approaches to the Study of International Relations	C-2	Lecture
I	Approaches to the Study of International Relations	C-3	Lecture
I	Idealism in International Relations	C-4	Lecture
I	Guest lecture	C-5	Take Home Assignments
I	Class on Jail Visit	C-6	Lecture
I	Marxist approach	C-7	Lecture
I	Functionalist Approach	C-8	Lecture
I	Systems theory	C-9	Lecture
I	Key concepts in international Relations	C-10	Lecture
I	Balance of power and deterrence;	C-12	Lecture
I	Transnational actors and collective security;	C-13	Lecture
I	World capitalist economy and globalisation	C-14	Lecture
I	Clarification Class	C-15	Lecture
I	Changing International Political Order:	C-16	Lecture
I	Rise of super powers; strategic and ideological Bipolarity,	C-17	Lecture
I	Arms race and Cold War; nuclear threat	C-18	Lecture
	Principles of Organization : Hierarchy		
I	Arms race and Cold War; nuclear threat	C-19	Lecture
I	Non-aligned movement: Aims and achievements;	C-20	Lecture
I	Non-aligned movement: Aims and achievements;	C-21	Lecture
I	Collapse of the Soviet Union;	C-22	Lecture
I	Clarification Class	C-23	Lecture
II	India and the World	C-24	Lecture
II	Class Room Assignment	C-25	Class Room Assignment
II	Evolution of the International Economic System:	C-26	Lecture
II	Bretton woods to WTO	C-27	Lecture
II	Socialist economies and the CMEA (Council for Mutual Economic Assistance);	C-28	Lecture
II	Third World demand for new international economic order	C-29	Lecture
II	Globalization of the world economy.	C-30	Lecture
II	Envisaged role of the UN and actual record	C-31	Lecture
II	specialized UN agencies-aims and functioning;	C-32	Lecture
II	need for UN reforms	C-33	Lecture
II	Regionalization of World Politics:	C-34	Lecture
II	EU ASEAN	C-35	Lecture
II	APEC	C-36	Lecture

II	SAARC	C-37	Lecture
II	Class Room Assignment	C-38	
II	NAFTA	C-39	Lecture
II	Contemporary Global Concerns	C-40	Lecture
II	Democracy, human rights,	C-41	Lecture
II	Environment, gender justice,	C-42	Lecture
II	Terrorism, nuclear proliferation.	C-43	Lecture
II	Clarification Class	C-44	Lecture
II	Indian Foreign Policy: Determinants of foreign policy; Institution of Policy-Making continuity and change	C-45	Lecture
II	India's Contribution to the Non-Alignment Movement: Different phases; current role.	C-46	Lecture
III	India and south Asia: Regional Co-operation: SAARC - past performance and future prospects.	C-47	Lecture
III	South Asia as a Free Trade Area.	C-48	Lecture
III	Class Room Assignment	C-49	Class Assignment
III	India's "Look East" policy.	C-50	Lecture
III	India and the Global South: Relations with Africa and Latin America; leadership role in the demand for NIEO and WTO negotiations.	C-51	Lecture
IV	India and the Global Centres of Power: USA	C-52	Lecture
IV	EU, Japan,	C-53	Lecture
IV	Class Room Assignment	C-54	
IV	China and Russia	C-55	Lecture
IV	India and the UN System: Role in UN Peace-keeping; demand for Permanent Seat in the Security Council.	C-56	Lecture
IV	India and the Nuclear Question: Changing perceptions and policy.	C-57	Lecture
IV	Recent developments in Indian Foreign policy: India's position on the recent crisis in Afghanistan, Iraq	C-58	Lecture
IV	West Asia, growing relations with US and Israel	C-59	Lecture
IV	vision of a new world order.	C-60	Lecture

11020400 – International Economics and Foreign Exchange Management

Unit	Particulars	Class No.	Pedagogy of Class
Unit 1	The three aspects of International Economics	C1	Lecture
Unit 1	trade theory, trade policy and international finance.	C2	Lecture
Unit 1	trade theory, trade policy and international finance.	C3	Lecture
Unit 1	trade theory, trade policy and international finance.	C4	Lecture
Unit 2	Concept of opportunity cost, Ricardo	C5	Lecture
Unit 2	Production functions, factor intensities	C6	Lecture
Unit 2	Class Room Assignment	C7	Class Room Assignment
Unit 2	Clarification Class	C8	Clarification Class
Unit 2	modern theory of Heckcher Ohlin	C9	Lecture
Unit 2	trade theories post the Heckcher Ohlin model	C10	Lecture
Unit 2	Introduction to: Technological gap theories and Product Life Cycle.	C11	Lecture
Unit 2	Activity	C12	Activity
Unit 2	Theories of economies of scale	C13	
Unit 3	Free Trade and Protection	C14	Lecture
Unit 3	Tariffs, quotas and subsidies	C15	Lecture
	Activity	C16	Activity
Unit 3	GATT and Uruguay Round	C17	Lecture
	Presentation	C18	Presentation
Unit 3	Class Room Assignment	C19	Class Room Assignment
	Group Discussion	C20	Group Discussion
Unit 3	Formation of WTO	C21	Lecture
Unit 3	Introduction to important Agreements of WTO. (Agreement on Agriculture, TRIPs, TRIMs, GATS, ATC, SPS etc.)	C22	Lecture
Unit 3	Terms of Trade, Factors affecting them.	C23	Lecture
Unit 3	Exchange Rates, Fixed and Flexible. Exchange Control.	C24	Lecture
Unit 3	Exchange Rates, Fixed and Flexible. Exchange Control.	C25	Lecture
	Presentation	C26	Presentation
	Activity	C27	Activity
	Clarification Class	C28	Clarification Class
	Class Room Assignment	C29	Class Room Assignment
Unit 4	International Finance: IMF objectives and brief history: Demise of Bretton Wood. IMF conditionality.	C30	Lecture
Unit 4	Introduction to: Customs union and regional groupings, its impact on world trade.	C31	Lecture
Unit 4	Introduction to: Customs union and regional groupings, its impact on world trade.	C32	Lecture
	Activity	C33	Activity
Unit 4	Formation of European Union and introduction of	C34	Lecture

	Euro. Concept of Optimum Currency Areas.		
Unit 4	International capital markets.	C35	Lecture
Unit 5	Introduction to Foreign Exchange Management: Management of foreign exchange with special reference of India.	C36	Lecture
Unit 5	India's forex scenario. BOP crisis of 1990, LERMS, convertibility	C37	Lecture
Unit 5	Finance function: Financial institutions in international trade.	C38	Lecture
Unit 5	Finance function: Financial institutions in international trade.	C39	Lecture
	Group Discussion	C40	Group Discussion
	Activity	C41	Activity
	Clarification Class	C42	Clarification Class
Unit 5	Non resident accounts: Repatriable and non repatriable, significance for the economy and bank.	C43	Lecture
Unit 5	Non resident accounts: Repatriable and non repatriable, significance for the economy and bank.	C44	Lecture
Unit 6	Methods of International Trade settlement: Open account, clean advances, documentary credit, and documentary collection.	C45	Lecture
Unit 6	Methods of International Trade settlement: Open account, clean advances, documentary credit, and documentary collection.	C46	Lecture
Unit 6	Documentary credit (letter of credit): Types of LC – parties, mechanism with illustration.	C47	Lecture
Unit 6	Class Room Assignment	C48	Class Room Assignment
Unit 6	Documents involved in international trade: Statutory documents, financial documents, transport documents, risk bearing documents	C49	Lecture
Unit 6	INCOTERMS: CIF, FOB, CIP.	C50	Lecture
Unit 7	Financing of imports by opening of letter of credit: Documents required, trade and exchange control formalities, sanction of LC limit.	C51	Lecture
Unit 7	Financing of imports by opening of letter of credit: Documents required, trade and exchange control formalities, sanction of LC limit.	C52	Lecture
Unit 7	Financing export/ deemed export: Pre ship, and post shipment finance export methods, how to start export? ECGC and other formalities.	C53	Lecture
Unit 7	Financing export/ deemed export: Pre ship, and post shipment finance export methods, how to start export? ECGC and other formalities.	C54	Lecture
	Clarification Class	C55	Clarification Class
Unit 8	Introduction to exchange rate mechanism: Spot-forward rate, exchange arithmetic. Forward, swap futures and options.	C56	Lecture
Unit 8	Introduction to exchange rate mechanism: Spot-forward rate, exchange arithmetic. Forward, swap	C57	Lecture

	futures and options.		
Unit 8	Guarantees in International Trade: Performance, bid bond etc.	C58	Lecture
Unit 8	Guarantees in International Trade: Performance, bid bond etc.	C59	Lecture
	Clarification Class	C60	Clarification Class

17.1 Specialisation Elective: Digital Marketing

Course	Course outcomes: - After completion of these courses students should be able to
11020000 Digital Marketing & Content Development	<p>C01: Define strategies and techniques suited to college-level standards, communicate clearly and effectively to an intended audience in written, oral, and digital media.</p> <p>C02: Demonstrate best practices in business for planning, decision-making, problem-solving, and conflict management within an ethical framework.</p> <p>C03: Develop leadership skills will be evidenced in taking initiative, communicating objectives, building agreement, ability to change and motivating team members to perform.</p> <p>C04: Make use of their understanding of the various new media such as; social media, mobile technology, web analytics, search engine optimization, viral advertising.</p> <p>C05: Evaluate review questions of ethics, privacy issues with social media, conflict, and citizenship to frame understanding of digital marketing.</p>
11020200 Search Engine Marketing & Optimization	<p>C01: Evaluate and apply key concepts related to digital marketing including consumer behavior, online marketing communications, and social media marketing.</p> <p>C02: Critically assess role that digital marketing can play in business strategy.</p> <p>C03: Plan and compose tactical marketing decisions as a group considering effective product, pricing, distribution and promotion decisions as necessary to meet the needs of a client brief.</p> <p>C04: Reflect on the practical implementation of a digital marketing strategy and role within the group work from a critical and evaluative individual perspective.</p> <p>C05: Understand the tools used by marketing managers in decision situations</p>
11020500 Advanced Google Adwords and Online Display Advertising	<p>C01: Define the key concepts in Social Media Marketing through google adword.</p> <p>C02: Discuss and differentiate between various social media platforms and content designing Marketing strategies used for those.</p> <p>C03: Choose the appropriate tools for content designing as per the requirement of the social media platform and target audience.</p> <p>C04: Explain the factors to be considered for designing social media strategy or designing a social media marketing campaign.</p> <p>C05: Compare various social media platforms and measure the impact of advertising or marketing through those.</p>
11020600 Data Analysis & Visualization	<p>C01: Convey to students the importance of data analysis and visualization in all functions and domains of management.</p> <p>C02: Familiarize them with the steps to organize, present, analyze and</p>

	<p>visualize data.</p> <p>C03: Develop student's ability to use advanced functions of MS Excel for informing Financial Decisions.</p> <p>C04: Demonstrate to them how to slice and dice data and conduct related analyses with Pivot tables</p> <p>C05: Introduce students to specialized Data Visualization software.</p>
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17.2 Mapping - Specialisation Elective: Digital Marketing

11020000	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01	3		3		3	3	2		2	3	3	
C02	1	2	2	3			3		3	3	1	2
C03	2	3		3	3	3		3	3		2	3
C04	2	3	3		3		3	3		3	2	3
C05	3		3	3	3	3		3	3		3	

11020200	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01	3	3		2					3	2	3	3
C02	3	3	2	3	3	3	3		3		3	3
C03	3	3	3		3	3	3	2	3	3	3	3
C04	2		3	2	3	3	3	3	3	3		2
C05	3	3	2	2		2			3	2	3	3

11020500	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01	3	3		2					3	2	3	3
C02	3	3	2	3	3	3	3	2	3		3	3
C03	3	3	3		3	3	3		3	3	3	3
C04	2		3	2	3	3	3	3	3	3		2
C05	3	3	2	2		2			3	2	3	3

11020600	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01	3		3	3	3		3	2	2	3	3	
C02	3	3	3		3	2	2	3	3		3	3
C03	3	3		3		3	3	3		3	3	3
C04	3		3	3	3	3		3	3	3	3	
C05	3	3	3		3	3			3	3	3	3

17.3 Lesson Plan: Specialisation Elective - Digital Marketing

11020000 - Digital Marketing & Content Development

Unit	Particulars	Class No.	Pedagogy of Class
Unit I	Introduction to Digital Marketing (DM) - Overview of Digital marketing	C1	Lecture
Unit I	Meaning, Definition, Origin and Need of Digital marketing	C2	Lecture
Unit I	History of DM	C3	Lecture
Unit I	Traditional Vs. Digital Marketing	C4	Lecture
Unit I	Concept and approaches to DM	C5	Lecture
Unit I	Advantage and Disadvantage. Scope of DM	C6	Lecture
Unit I	Future of digital marketing in India and outside India	C7	Lecture
Unit I	Examples of good practices in DM	C8	Lecture
Unit I	Class Room Assignment	C9	Class Room Assignment
Unit I	Quiz- Unit	C10	Quiz
Unit I	Clarification Class	C11	Clarification Class
UNIT II	Modes of Digital Marketing- Mobile marketing	C12	Lecture
	Webinar	C13	Webinar
UNIT II	Overview of the B2B and B2C Mobile Market	C14	Lecture
UNIT II	Email Marketing- Need for Emails	C15	Lecture
UNIT II	Types of Emails and options in Email advertising	C16	Lecture
UNIT II	Social media marketing and other forms of digital Marketing	C17	Lecture
UNIT II	Overview of various & tools of digital marketing	C18	Lecture
UNIT II	Class Room Assignment	C19	Class Room Assignment
UNIT III	Measurement Metrics- Digital Marketing Media	C20	Lecture
UNIT III	Budget Allocation	C21	Lecture
UNIT III	ROI for Digital Marketing	C22	Presentation
UNIT III	Analytics and Key Performance Indicators (KPI)	C23	Presentation
UNIT III	Attribution Models and Frameworks	C24	Lecture
UNIT III	Digital Marketing in Governance	C25	Lecture
	Activity	C26	Activity
UNIT III	Emerging Technologies for Digital Marketing	C27	Lecture
UNIT III	Leading and Managing Digital Marketing teams.	C28	Lecture
UNIT III	Class Room Assignment	C29	Class Room Assignment
UNIT III	Clarification Class	C30	Clarification Class
UNIT III	Quiz- Unit-II based (Oral Test)	C31	Quiz
UNIT IV	Payment Gateways and Security System- Electronic Payment System	C32	Lecture
UNIT IV	Electronic cash; Smart cards	C33	Lecture
UNIT IV	Risk and Electronic payment system; Types of Transaction security- Security risk of E- Commerce	C34	Lecture
UNIT IV	Types and sources of threats; Protecting e-Page	C35	Lecture

	business assets and intellectual property		
UNIT IV	Firewalls; Client Server Network Security	C36	Lecture
UNIT IV	Presentation	C37	Presentation
UNIT IV	Class Room Assignment	C38	Class Room Assignment
UNIT IV	Clarification Class	C39	Clarification Class
UNIT IV	Video Lecture	C40	Activity
UNIT IV	Presentation	C41	Presentation
UNIT V	Introduction to Blogging - Writing and Optimizing Blog Posts	C42	Lecture
UNIT V	Website Content Writing - Developing Sitemaps	C43	Lecture
UNIT V	Structuring Wireframes. Proposal Writing- Introduction to writing a Business Proposal	C44	Lecture
UNIT V	Writing for Public Relations - writing Media Briefs, Press Notes / Press Releases	C45	Lecture
UNIT V	Content for Media/Press Kits.	C46	Lecture
UNIT V	Clarification Class	C47	Clarification Class
UNIT V	Writing for Brochures and Pamphlets – Content Development, Structure and Strategy.	C48	Lecture
UNIT V	Writing for Brochures and Pamphlets – Content Development, Structure and Strategy.	C49	Lecture
UNIT V	Presentation	C50	Presentation
UNIT V	Presentation	C51	Presentation
	Activity	C52	Activity
	Activity	C53	Activity
	Activity	C54	Activity
	Webinar	C55	Webinar
	Clarification Class	C56	Clarification Class
	Presentation-Revision/ Query Solving	C57	Lecture
	Presentation-Revision/ Query Solving	C58	Lecture
	Presentation-Revision/ Query Solving	C59	Lecture
	Presentation-Revision/ Query Solving	C60	Lecture

11020200 – Search Engine Marketing & Optimization

Unit	Particulars	Class No.	Pedagogy of Class
Unit I	Introduction to Search Engine Marketing.	C1	Lecture
Unit I	SEM anatomy - Paid search details,	C2	Lecture
Unit I	organic search detail,	C3	Lecture
Unit I	content targeting - repeat keywords	C4	Lecture
Unit I	meta description, meta tags - User experience.	C5	Lecture
Unit I	SEM terminology- PPC, CPC, creative, SERP, CTR%, Impressions	C6	Lecture
Unit I	Google content network, rank/position, quality score	C7	Lecture
Unit I	marketing tips and tricks.	C8	Lecture
Unit I	Class Room Assignment	C9	Class Room Assignment
Unit I	Quiz	C10	Quiz
Unit I	Clarification Class	C11	Clarification Class
UNIT II	Modes of Digital Marketing- Mobile marketing	C12	Lecture
	Webinar	C13	Webinar
UNIT II	Introduction to Search Engine Optimization.	C14	Lecture
UNIT II	Functions of search engines and their working;	C15	Lecture
UNIT II	Factors on which search engines determine the rating	C16	Lecture
UNIT II	Different types of traffic;	C17	Lecture
UNIT II	Keywords; Understanding keywords mix.	C18	Lecture
UNIT II	Class Room Assignment	C19	Class Room Assignment
UNIT III	Local SEO; Google Places listing and its optimization	C20	Lecture
UNIT III	Classified submissions	C21	Lecture
UNIT III	Using H Card, citation, NAP (Name, Address, Place).	C22	Lecture
UNIT III	Primary keywords	C23	Lecture
UNIT III	secondary keywords	C24	Lecture
UNIT III	tertiary keywords	C25	Lecture
	Activity	C26	Activity
UNIT III	difference between keyword stuffing and keyword placement.	C27	Lecture
UNIT III	How to write an optimized content for article, blog and press release	C28	Lecture
UNIT III	Class Room Assignment	C29	Class Room Assignment
UNIT III	Clarification Class	C30	Clarification Class
UNIT III	Quiz	C31	Quiz
UNIT IV	Monitoring SEO process; Preparing SEO Reports	C32	Lecture
UNIT IV	On page SEO, OFF page SEO	C33	Lecture
UNIT IV	Link building- types, benefits;	C34	Lecture
UNIT IV	Setting up SEM strategy.	C35	Lecture
UNIT IV	Analysis of the efficiency of SEM strategy	C36	Lecture
UNIT IV	Presentation	C37	Presentation
UNIT IV	Class Room Assignment	C38	Class Room

			Assignment
UNIT IV	Digital promotion, Tools and techniques	C39	Lecture
UNIT IV	Clarification Class	C40	Clarification Class
UNIT IV	Activity	C41	Activity
UNIT IV	Presentation	C42	Presentation
UNIT V	Lab Work: Keyword research	C43	Lab Work
UNIT V	Indexing	C44	Lab Work
UNIT V	On-site optimization-Meta title, meta description, meta keyword tags and body text	C45	Lab Work
UNIT V	Link building	C46	Lab Work
UNIT V	Clarification Class	C47	Clarification Class
UNIT V	Page rank algorithm	C48	Lab Work
UNIT V	Make required changes on a website for SEO	C49	Lab Work
UNIT V	Presentation	C50	Presentation
UNIT V	Presentation	C51	Presentation
UNIT V	Implementing SEMO tools and techniques	C52	Lab Work
	Activity	C53	Activity
	Activity	C54	Activity
	Activity	C55	Activity
	Clarification Class	C56	Clarification Class
UNIT V	Application of SEO on different case study of various websites such as E-comm, hotel websites or classroom students blogs	C57	Lecture
UNIT V	Application of SEO on different case study of various websites such as E-comm, hotel websites or classroom students blogs	C58	Lecture
	Presentation-Revision/ Query Solving	C59	Lecture
	Presentation-Revision/ Query Solving	C60	Lecture

11020500 – Advanced Google Adwords and Online Display Advertising

Unit	Particulars	Class No.	Pedagogy of Class
Unit I	Recapitulation of Google AdWords and PPC. Online Advertising - Introduction;	C1	Lecture
Unit I	Types of Online Advertising; Display Advertising - Banner Ads	C2	Lecture
Unit I	Rich Media Ads, Pop – ups and Pop – Under Ads.	C3	Lecture
Unit I	Contextual Advertising - In text Ads,	C4	Lecture
Unit I	In image Ads, In Video Ads, In Page Ads.	C5	Lecture
Unit I	In image Ads, In Video Ads, In Page Ads.	C6	Lecture
Unit I	Companies providing Online advertising solution;	C7	Lecture
Unit I	Tracking and Measuring ROI of online advertisement	C8	Lecture
Unit I	Class Room Assignment	C9	Class Room Assignment
Unit I	Quiz	C10	Quiz
Unit I	Clarification Class	C11	Clarification Class
UNIT II	Types of Search campaigns; Dynamic search & product listing.	C12	Lecture
	Webinar	C13	Webinar
UNIT II	Google Merchant Center	C14	Lecture
UNIT II	Creating 1st Search Campaign	C15	Lecture
UNIT II	Understanding location targeting -Different types of location targeting	C16	Lecture
UNIT II	Bidding strategy – CPC Understanding different types of bid strategy	C17	Lecture
UNIT II	Advanced level bid strategies, Flexible bid strategy	C18	Lecture
UNIT II	Class Room Assignment	C19	Class Room Assignment
UNIT II	Understanding Ad extensions -Types of ad extensions	C20	Lecture
UNIT II	Creating ad groups -Creating Ads; Understanding Ad Metrics	C21	Lecture
UNIT II	Display and Destination URL - Write a compelling Ad copy. Examples of Ads.	C22	Lecture
UNIT III	Creating Display Campaigns: Types, All features;	C23	Lecture
UNIT III	Mobile App; Remarketing; Engagement.	C24	Lecture
UNIT III	Differentiate between in Search and Display Campaign settings	C25	Lecture
	Activity	C26	Activity
UNIT III	Campaign level settings; Understanding CPM bid strategy	C27	Lecture
UNIT III	Ad-scheduling & Ad-delivery;	C28	Lecture
UNIT III	Class Room Assignment	C29	Class Room Assignment
UNIT III	Clarification Class	C30	Clarification Class
UNIT III	Quiz	C31	Quiz
UNIT III	Understanding ads placement - Using Display	C32	Lecture

	banner tool and finding relevant websites for ads placement.		
UNIT IV	Optimizing Search & Display Campaign. Optimization at the time of campaign creation	C33	Lecture
UNIT IV	Optimizing campaign via ad groups	C34	Lecture
UNIT IV	Importance of CTR and Quality Score in optimization	C35	Lecture
UNIT IV	Ways to Increase CTR, Improve Quality Score	C36	Lecture
UNIT IV	Presentation	C37	Presentation
UNIT IV	Class Room Assignment	C38	Class Room Assignment
UNIT IV	Evaluating Campaign stats - Optimizing with conversion report	C39	Lecture
UNIT IV	Clarification Class	C40	Clarification Class
UNIT IV	Activity	C41	Activity
UNIT IV	Presentation	C42	Presentation
UNIT IV	Optimizing with keywords. Analyzing competitor's performance.	C43	Lecture
UNIT IV	Detecting fraud clicks. Remarketing – Overview; Setting up remarketing campaign.	C44	Lecture
UNIT V	Run an Ad Words Search Campaign	C45	Lab Work
UNIT V	Create, execute, and monitor a search engine marketing campaign on the Ad Words platform for either Institute or your own business. Student will test, monitor, and optimize the results for the best possible ROI due to live campaign.	C46	Lab Work
UNIT V	Clarification Class	C47	Clarification Class
UNIT V	Run a Display, Mobile, or Video Campaign	C48	Lab Work
UNIT V	Run a Display, Mobile, or Video Campaign	C49	Lab Work
UNIT V	Presentation	C50	Presentation
UNIT V	Presentation	C51	Presentation
UNIT V	Evaluate the results of a display advertising campaign and create a presentation of the results similar to what you'd provide to your client and prepare summary which will include the targeting strategy, creative used, the results of the campaign, along with recommendations on how to improve the campaign.	C52	Lab Work
UNIT V	Evaluate the results of a display advertising campaign and create a presentation of the results similar to what you'd provide to your client and prepare summary which will include the targeting strategy, creative used, the results of the campaign, along with recommendations on how to improve the campaign.	C53	Lab Work
	Activity	C54	Activity
	Activity	C55	Activity
	Clarification Class	C56	Clarification Class
UNIT V	Evaluate the results of a display advertising campaign and create a presentation of the results	C57	Lecture

	similar to what you'd provide to your client and prepare summary which will include the targeting strategy, creative used, the results of the campaign, along with recommendations on how to improve the campaign.		
UNIT V	Allocate given funds to various online advertising platforms and justify the allocation.	C58	Lecture
	Presentation-Revision/ Query Solving	C59	Lecture
	Presentation-Revision/ Query Solving	C60	Lecture

11020600 – Data Analysis & Visualization

Unit	Particulars	Class No.	Pedagogy of Class
Unit I	Review of MS Excel content learnt in Computer Applications in Management in first semester – recapitulation of Excel Functions and Formulae	C1	Lecture
Unit I	Review of MS Excel content learnt in Computer Applications in Management in first semester – recapitulation of Excel Functions and Formulae	C2	Lecture
Unit I	Review of MS Excel content learnt in Computer Applications in Management in first semester – recapitulation of Excel Functions and Formulae	C3	Lecture
Unit I	Look Up functions	C4	Lecture
Unit I	Index Function	C5	Lecture
Unit I	Match Function	C6	Lecture
Unit I	Text Functions	C7	Lecture
Unit I	Date functions	C8	Lecture
Unit I	Class Room Assignment	C9	Class Room Assignment
Unit I	Quiz- Unit	C10	Quiz
Unit I	Clarification Class	C11	Clarification Class
UNIT II	Data Analysis in Excel using classic tools: pivot tables,	C12	Lecture
	Webinar	C13	Webinar
UNIT II	pivot charts, and slicers	C14	Lecture
UNIT II	Pivot Tables and Charts- Creating a pivot table	C15	Lecture
UNIT II	Displaying with a pivot chart	C16	Lecture
UNIT II	Slicing and dicing of data and related analyses with Pivot tables	C17	Lecture
UNIT II	Using One-way and Two-way Data Tables to analyse data	C18	Lecture
UNIT II	Class Room Assignment	C19	Class Room Assignment
UNIT II	Sensitivity Analysis	C20	Lecture
UNIT II	Goal Seek	C21	Lecture
UNIT II	Scenario Manager	C22	Presentation
UNIT II	Saving pivot tables and charts to web pages	C23	Presentation
UNIT III	Excel Add-Ins. Excel's Data Analysis Toolpak - Summarizing Data with Histograms and frequency distributions.	C24	Lecture
UNIT III	Excel Add-Ins. Excel's Data Analysis Toolpak - Summarizing Data with Histograms and frequency distributions.	C25	Lecture
	Activity	C26	Activity
UNIT III	Descriptive Statistics;	C27	Lecture
UNIT III	Using Correlations to summarize Relationships	C28	Lecture
UNIT III	Class Room Assignment	C29	Class Room Assignment
UNIT III	Clarification Class	C30	Clarification Class

UNIT III	Quiz- Unit-II based (Oral Test)	C31	Quiz
UNIT III	Predictive Analysis with Excel - Implementing multiple regression analyses in Excel	C32	Lecture
UNIT III	Predictive Analysis with Excel - Implementing multiple regression analyses in Excel	C33	Lecture
UNIT III	Forecasting with Moving Averages	C34	Lecture
UNIT III	Forecasting with Moving Averages	C35	Lecture
UNIT III	Time Series Analysis	C36	Lecture
UNIT III	Presentation	C37	Presentation
UNIT III	Class Room Assignment	C38	Class Room Assignment
UNIT III	Clarification Class	C39	Clarification Class
UNIT IV	Activity	C40	Activity
	Presentation	C41	Presentation
UNIT IV	Data Visualization tools in Excel – Line Graphs, Bar Graphs, Pie Charts, Heat Maps etc. Creating an Interactive Excel Dashboard.	C42	Lecture
UNIT IV	Introduction to Tableau. Understanding how Tableau works – Dimensions and Measures, Continuous and Discrete Pills in Tableau	C43	Lecture
UNIT IV	Axis vs Label; Colour and Maps – Gradient vs Colour Palette, Symbol map vs. Filled map. Date types	C44	Lecture
UNIT IV	Filtering – on a discrete pill and on a continuous measure pill. Aggregation in Tableau; Granularity in Tableau.	C45	Lecture
UNIT IV	Creation of Calculated Fields in Tableau – Calculating rates and ratios.	C46	Lecture
UNIT IV	Using the right Data Visualization tool in a given situation. Integration of Tools.	C47	Clarification Class
UNIT IV	Creating a data story – elements of a data story, steps for creation. Some best practices	C48	Lecture
UNIT IV	Creating a data story – elements of a data story, steps for creation. Some best practices	C49	Lecture
UNIT IV	Presentation	C50	Presentation
UNIT IV	Presentation	C51	Presentation
	Activity	C52	Activity
	Activity	C53	Activity
	Activity	C54	Activity
	Webinar	C55	Webinar
	Clarification Class	C56	Clarification Class
	Presentation-Revision/ Query Solving	C57	Lecture
	Presentation-Revision/ Query Solving	C58	Lecture
	Presentation-Revision/ Query Solving	C59	Lecture
	Presentation-Revision/ Query Solving	C60	Lecture



