

SCHOOL OF ARTS, HUMANITIES AND COMMERCE
DEPARTMENT OF COMMERCE AND MANAGEMENT
Curriculum Structure for Undergraduate Programme in
Bachelor of Business Administration - Digital Marketing and AI
(Honours / Honours with Research) – 4 Years

The proposed Curriculum Framework for the Four-year Undergraduate Programme as per the UGC Guidelines under NEP 2020 intends to provide opportunities that enables the students to acquire competence in functional areas of business and other skills essential to participate in the knowledge economy. Guidelines for the prescribed Discipline Specific Core courses as well as the optional Discipline Specific Elective courses, Skill Enhancement Courses, Ability Enhancement Courses, Value Added Courses, Generic Electives, Internship and Dissertation are all specified in the given proposal.

Bachelor of Business Administration -Digital Marketing and AI degree may be awarded to the students who exit at the end of the third year and achieve the requisite credits as per the curriculum. The students who complete a four-year program and achieve the requisite credits as per the curriculum will be awarded the four- year undergraduate Honours degree in the major discipline. The students who achieve a score of 75% or a CGPA of 7.5 and above in the first six semesters and express an interest in conducting research at the undergraduate level may opt for a research stream in their fourth year as part of the Honours with Research programs. These students are required to undertake a research project or dissertation under the supervision of a faculty member from the University, within their major discipline. The students, who achieve the requisite credits, including 12 credits from a research project or dissertation, will be awarded the Undergraduate Degree (Honours with Research).

Exit With	Credit Requirement
BACHELOR OF BUSINESS ADMINISTRATION – Digital Marketing and AI on the successful completion of three years(six semesters) of the four-year undergraduate Degree Programme.	142
BACHELOR OF BUSINESS ADMINISTRATION– Digital Marketing and AI in HONOURS / HONOURS with RESEARCH on the successful completion of four years (Eight semesters) of the Four-year undergraduate Degree Programme.	182

Programme Educational Objectives (PEO)

After successful completion of four-year Bachelor of Business Administration – Digital Marketing and AI (Honours/ Honours with Research) programme, a student will:

PEO 1: Understand the various key concepts, business models and, Business Management, Digital Marketing, AI for Business, which are emerging areas in the business Services industry.

PEO 2: Acquire the right set of skills and knowledge in functional areas, which is required in the business services sectors.

PEO 3: Explore new opportunities based on cutting-edge business concepts and administration practices.

Programme Objectives (PO)

- PO1.** Critical Thinking: Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organisational, and personal) from different perspectives.
- PO2.** Problem Solving: Understand and solve problems of relevance to society to meet the specified needs using the knowledge, skills and attitudes acquired from humanities/ sciences/ mathematics/ social sciences.
- PO3.** Computational Thinking: Understand data-based reasoning through translation of data into abstract concepts using computing technology-based tools
- PO4.** Effective Communication: Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.
- PO5.** Social Interaction: Elicit views of others, mediate disagreements and help reach conclusions in group settings.
- PO6.** Effective Citizenship: Demonstrate empathetic social concern and equity centred national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.
- PO7.** Global Perspective: Understand the economic, social and ecological connections that link the world's nations and people.
- PO8.** Ethics: Recognise different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.
- PO9.** Environment and Sustainability: Understand the issues of environmental contexts and sustainable development.
- PO10.** Self-directed and Life-long Learning: Acquire the ability to engage in independent and life-long learning in the broadest context socio-technological changes.
- PO 11.** Employment Ready Skills: Knowledge and a basketful of essential skills, required to perform in a defined job effectively, relating to the chosen fields of study.
- PO 12.** Research Related Skills: The ability to define problems, formulate appropriate and relevant research questions, formulate hypotheses, testing hypotheses using both quantitative and qualitative data, make inferences based on the analysis and interpretation of data, and predict cause-and-effect relationships.
- PO 13.** Digital Literacy: Use ICT in a variety of learning and work situations, access, evaluate, and use a variety of relevant information sources, use appropriate software for analysis of data.
- PO 14.** Leadership and Responsibility: Mapping out the tasks of a team or an organization and Setting direction, formulating an inspiring vision and building a team that can help achieve the vision, motivating and inspiring team members to engage with that vision, using management skills to guide people to the right destination.

PO 15. Coordinating and Collaborating: Work effectively and respectfully with diverse teams, Facilitate cooperative or coordinated effort on the part of a group, act together as a group or a team in the interests of a common cause and work efficiently as a member of a team.

Programme Specific Outcome (PSO)

After successful completion of four-year BBA – Digital Marketing and AI (Honours) / (Honours with Research) programme, the students will be able to:

PSO1: Acquire knowledge in the basic principles of management, Digital Marketing, AI for Business international business for effective administration of organization leading to successful achievement of predetermined goals.

PSO2: Possess skills concerning to human resource, finance, production & operation, Digital Marketing, sales, and distribution in order to increase the administrative efficiency level of business operations. Evolve and adapt to the needs of specific occasions of business through.

PSO3: Understand and develop theoretical concepts concerning to Motivation, Leadership and Entrepreneurship to efficiently handle the critical situations arising within an organization. Rise to the occasions and needs of an organization for providing goal-oriented and customized solutions

PSO4: Use of management strategies, AI Tools for business, financial and statistical tools for analyzing, finding and implementing the solutions for managerial challenges as well as effectively communicate the financial statements to the stakeholder in a manner accessible to the general public in both textual and graphical modes.

PSO5: Effectively communicate the goals and methods to the team members, organization and general public. To convince others about the effectiveness of organizational vision and create fruitful partnership. Enable effective productive management of all the financial resources of corporate entity and support its growth.

Bachelor of Business Administration– Digital Marketing and AI (Honours / Honours with Research) – 4 Years

CURRICULUM

SEMESTER I						
Course Code	Course Title	DSC/DSE/OE/AEC/S EC/VAC	Theory/ Practical	L T P	Cr	ES
	Language I	AEC	T	2 0 0	2	
24ENG101	English I	AEC	T	2 0 0	2	
26BUS101	Principles of Management	DSC	T	3 0 0	3	
26BUS102	Financial Accounting	DSC	T	3 1 0	4	
26ECO101	Economics for Decision Making	DSC	T	3 0 0	3	
26MAT105	Mathematics for Business	DSC	T	2 1 0	3	
26CSA186	Business Skills using PC Lab	SEC	P	0 0 3	2	
22ADM101	Foundations of Indian Heritage - IKS	VAC	T	2 0 1	2	
22AVP103	Mastery Over Mind	VAC	T + P	1 0 2	2	
Total Credits (A)					23	
SEMESTER II						
Course Code	Course Title	DSC/DSE/OE/AEC/S EC/VAC	Theory/ Practical	L T P	Cr	ES
	Language II	AEC	T	2 0 0	2	
24ENG111	English II	AEC	P	1 0 2	2	
26BUS111	Marketing Management	DSC	T	3 1 0	4	
26BUS112	Business Environment	DSC	T	3 1 0	4	
26BUS113	Management Information System	DSC	T	2 1 0	3	
26MAT115	Business Statistics and Operations Research	DSC	P	3 1 0	4	
26CSA187	Data Analysis using Excel Lab	SEC	P	0 0 3	2	
22ADM111	Glimpses of Glorious India - IKS	VAC	T	2 0 1	2	
24CUL100	I AM TECH	VAC	P / F			
	Open Elective I	GE(OE)	T/P	3 0 0/ 0 1 2	3	
Total credits (B)					26	
Total Credits					49	
SEMESTER III						
Course Code	Course Title	DSC/DSE/OE/AEC/S EC/VAC	Theory/ Practical	L T P	Cr	ES
26BUS201	Fundamentals of Costing	DSC	T	3 1 0	4	
26LAW200	Mercantile Laws	DSC	T	2 1 0	3	
26BUS202	Production and Operations Management	DSC	T	3 1 0	4	
26BUS203	Human Resource Management	DSC	T	3 1 0	4	
	Elective 1	DSE	T	2 1 0	3	
23LSK201	Life Skills I	SEC	T	1 0 2	2	

	Amrita Value Programme I	VAC	T	1 0 0	1	
	Open Elective II/ MOOC	GE (OE)	T/P	3 0 0/ 0 1 2	3	
				Total Credits (C)	24	
SEMESTER IV						
Course Code	Course Title	DSC/DSE/OE/AEC/S EC/VAC	Theory/ Practical	L T P	Cr	ES
26BUS211	Organizational Behaviour	DSC	T	2 1 0	3	
24ENV200	Environmental Science and Sustainability	VAC	T	3 1 0	4	
26LAW201	Income Tax Law and Practice	DSE	T	3 1 0	4	
26CSA285	Accounting Packages - Tally Lab	AEC	P	1 0 2	2	
	Elective 2	DSE	T		3	
23LSK211	Life Skills II	SEC	T	1 0 2	2	
	Amrita Value Programme II	VAC	T	1 0 0	1	
	Open Elective III	GE(OE)	T/P	3 0 0/ 0 1 2	3	
				Total Credits (D)	22	
				Total Credits	95	
SEMESTER V						
Course Code	Course Title	DSC/DSE/OE/AECC/ SEC/VAC	Theory/ Practical	L T P	Cr	ES
26BUS301	Management Accounting	DSC	T	3 1 0	4	
26BUS302	International Business	DSE	T	3 1 0	4	
26BUS303	Introduction to Research Projects	DSC	T	3 0 0	3	
	Elective - 3	DSE	T		3	
	Elective - 4	DSE	T		3	
26BUS398	Summer Internship	DSC	P		4	
23LSK301	Life Skills III	SEC	T	1 0 2	2	
26BUS390*	Open Elective – IV / Live-in Lab*	GE(OE)	T/P	3 0 0/ 0 1 2	3	
				Total Credits (E)	26	
SEMESTER VI						
Course Code	Course Title	DSC/DSE/OE/AECC/ SEC/VAC	Theory/ Practical	L T P	Cr	ES
26BUS311	Financial Management	DSC	T	3 1 0	4	
26BUS312	Entrepreneurship Development	DSC	T	3 1 0	4	
26BUS313	Strategic Management	DSC	T	3 1 0	4	
	Elective 5	DSE	T		3	
	Elective 6	DSE	T		3	
	Elective 7	DSE	T		3	
				Total credits (F)	21	
BACHELOR OF BUSINESS ADMINISTRATION (after 3 years: 142 Credits)						

AWARD OF BBA (after 3 years: 142 Credits)						
Grand Total of A+B+C+D+E+F = 142 Credits						
SEMESTER VII (HONS)						
Course Code	Course Title	DSC/DSE/OE/AECC /SEC/VAC	Theory/ Practical	L T P	Cr	ES
26BUS401	Leadership Management	DSC	T	3 1 0	4	
26BUS402	Business Ethics and Corporate Governance	DSC	T	3 1 0	4	
26BUS403	International Marketing	DSE	T	3 0 0	3	
26BUS404	Total Quality Management	DSC	T	3 1 0	4	
26BUS405	ERP and E-Commerce	DSC	T	3 0 0	3	
26BUS406	Service Marketing	DSC	T	3 1 0	4	
Total Credits (G)					22	
SEMESTER VII (WITH RESEARCH)						
Course Code	Course Title	DSC/DSE/OE/AECC /SEC/VAC	Theory/ Practical	L T P	Cr	ES
26BUS481	Quantitative Research Tools Lab	DSC	P	2 0 4	4	
26BUS490	Research Methodology - I	DSC	T	3 1 0	4	
26BUS403	International Marketing	DSC	T	3 0 0	3	
26BUS404	Total Quality Management	DSC	T	3 1 0	4	
Total Credits (G)					15	
SEMESTER VIII (HONS)						
Course Code	Course Title	DSC/DSE/OE/AECC /SEC/VAC	Theory/ Practical	L T P	Cr	ES
26BUS498	Project	DSC	P		8	
26BUS497	International Conference Presentation and Research Publication.	DSC	P		10	
Total Credits (H)					18	
SEMESTER VIII (WITH RESEARCH)						
Course Code	Course Title	DSC/DSE/OE/AECC /SEC/VAC	Theory/ Practical	L T P	Cr	ES
26BUS491	Research Methodology - II	DSC	T	3 0 0	3	
26BUS497	International Conference Presentation and Research Publication	DSC	P		10	
26BUS499	Research Dissertation	DSC	p		12	
Total Credits (H)					25	
AWARD OF BACHELOR OF BUSINESS ADMINISTRATION (HONOURS) (after 4 years: 182 Credits)						
Grand Total of A+B+C+D+E+F+G+H = 182 Credits						

LANGUAGES										
	Paper I				Paper II					
24MAL101	Malayalam I	2 0 0	2		24MAL111	Malayalam II	2 0 0	2		
24HIN101	Hindi I	2 0 0	2		24HIN111	Hindi II	2 0 0	2		
24KAN101	Kannada I	2 0 0	2		24KAN111	Kannada II	2 0 0	2		
24SAN101	Sanskrit I	2 0 0	2		24SAN111	Sanskrit II	2 0 0	2		
24TAM101	Tamil I	2 0 0	2		24TAM111	Tamil II	2 0 0	2		
24ENG100	Additional English – I	2 0 0	2		24ENG110	Additional English - II	2 0 0	2		

BACHELOR OF BUSINESS ADMINISTRATION

CODE	DIVISION DETAILS	NUMBER	CREDITS
DSC	Discipline Specific Course	19	69
DSE	Discipline Specific Elective	9	29
OE	Open Elective	4	12
AEC	Ability Enhancement Compulsory Courses	5	10
SEC	Skill Enhancement Courses	5	10
VAC	Value Addition Courses	7	12
Total			142

BACHELOR OF BUSINESS ADMINISTRATION (HONOURS)

CODE	DIVISION DETAILS	NUMBER	CREDITS
DSC	Discipline Specific Course	26	106
DSE	Discipline Specific Elective	10	32
OE	Open Elective	4	12
AEC	Ability Enhancement Compulsory Courses	5	10
SEC	Skill Enhancement Courses	5	10
VAC	Value Addition Courses	7	12
Total			182

BACHELOR OF BUSINESS ADMINISTRATION (HONOURS WITH RESEARCH)

CODE	DIVISION DETAILS	NUMBER	CREDITS
DSC	Discipline Specific Course	26	109
DSE	Discipline Specific Elective	10	29
OE	Open Elective	4	12
AEC	Ability Enhancement Compulsory Courses	5	10
SEC	Skill Enhancement Courses	5	10
VAC	Value Addition Courses	7	12
Total			182

Electives**SEMESTER III**

Course Code	Course Title	DSC/DSE/O E/AEC/SEC/ VAC	Theory/ Practical	L T P	Cr	ES
26BUS231	Introduction to Digital Marketing	DSE	T	3 0 0	3	
26BUS232	Digital Media Laws	DSE	T	3 0 0	3	

SEMESTER IV

Course Code	Course Title	DSC/DSE/O E/AEC/SEC/VAC	Theory/ Practical	L T P	Cr	ES
26BUS241	Introduction to Artificial Intelligence	DSE	T	3 0 0	3	
26BUS242	Social Media Marketing	DSE	T	3 0 0	3	

SEMESTER V

Course Code	Course Title	DSC/DSE/O E/AEC/SEC/VAC	Theory/ Practical	L T P	Cr	ES
26BUS331	Advertising and Sales Promotion	DSE	T	3 0 0	3	
26BUS332	Digital Services Marketing	DSE	T	3 0 0	3	
26BUS333	Consumer Behaviour and Market Research	DSE	T	3 0 0	3	
26BUS334	Web Technologies and E-Commerce	DSE	T	3 0 0	3	

SEMESTER VI

Course Code	Course Title	DSC/DSE/O E/AEC/SEC/VAC	Theory/ Practical	L T P	Cr	ES
26BUS341	AI for Marketing and Customer Insights	DSE	T	3 0 0	3	
26BUS342	AI Ethics and Responsible Innovation	DSE	T	3 0 0	3	
26BUS343	Data Visualisation and Dashboards – Power BI	DSE	T	3 0 0	3	
26BUS344	AI in People Analytics and Talent Management	DSE	T	3 0 0	3	
26BUS345	Data- Driven Banking Insurance and Finance	DSE	T	3 0 0	3	
26BUS346	Enterprise Systems for Digital Business	DSE	T	3 0 0	3	

AMRITA VALUE PROGRAMMES FOR UG PROGRAMMES

Course Code	Title	L-T-P	Credits
22ADM201	Strategic Lessons from Mahabharata	1-0-0	1
22ADM211	Leadership from Ramayana	1-0-0	1
22AVP210	Kerala Mural Art and Painting	1-0-0	1
22AVP201	Amma's Life and Message to the modern world	1-0-0	1
22AVP204	Lessons from the Upanishads	1-0-0	1
22AVP205	Message of the Bhagavad Gita	1-0-0	1
22AVP206	Life and Message of Swami Vivekananda	1-0-0	1
22AVP207	Life and Teachings of Spiritual Masters of India	1-0-0	1
22AVP208	Insights into Indian Arts and Literature	1-0-0	1
22AVP213	Traditional Fine Arts of India	1-0-0	1
22AVP214	Principles of Worship in India	1-0-0	1
22AVP215	Temple Mural Arts in Kerala	1-0-0	1
22AVP218	Insights into Indian Classical Music	1-0-0	1
22AVP219	Insights into Traditional Indian Painting	1-0-0	1
22AVP220	Insights into Indian Classical Dance	1-0-0	1
22AVP221	Indian Martial Arts and Self Defence	1-0-0	1
22AVP209	Yoga and Meditation	1-0-0	1

OPEN ELECTIVES-UG (Arts , Humanities and Commerce)

24OEL231	Introduction to Accounting	2 1 0	3
24OEL232	Business Studies	2 1 0	3
24OEL233	Personal Financial Management	2 1 0	3
24OEL234	Working Capital Management	2 1 0	3
24OEL235	Non-Profit Organization	3 0 0	3
24OEL236	Digital Banking	3 0 0	3
24OEL237	Basics of Company accounts	3 0 0	3
24OEL238	Money market and Capital market	3 0 0	3
24OEL239	Macroeconomics	3 0 0	3
24OEL240	Microeconomics	3 0 0	3
24OEL241	Retail Banking	3 0 0	3
24OEL242	Business management	3 0 0	3
24OEL243	Introduction to travel and tourism	3 0 0	3
24OEL244	Basics of Insurance Management	3 0 0	3
24OEL245	Introduction to costing	2 1 0	3
24OEL246	Advertising	3 0 0	3
24OEL247	Green Marketing	3 0 0	3
24OEL248	Modern Banking	3 0 0	3
24OEL249	Project Management	3 0 0	3
24OEL250	Indian Financial System	3 0 0	3
24OEL251	B2B Marketing	3 0 0	3
24OEL252	Business Ethics	3 0 0	3
24OEL253	Sales and Distribution Management	3 0 0	3
24OEL254	Basics of Human ResourceManagement	3 0 0	3
24OEL255	Basics of Management	3 0 0	3
24OEL256	Introduction to EntrepreneurshipDevelopment	3 0 0	3
24OEL257	Understanding Travel and Tourism	3 0 0	3

24OEL258	Supply Chain Management	3 0 0	3
24OEL259	Introduction to Marketing	3 0 0	3
24OEL260	Film Appreciation	0 1 2	3
24OEL261	Introduction to Media Studies	3 0 0	3
24OEL262	Introduction to Psychology	3 0 0	3
24OEL263	Introduction to Gender Studies	3 0 0	3
24OEL264	Constitution and Media Ethics	3 0 0	3
24OEL265	Introduction to Calligraphy	3 0 0	3
24OEL266	Introduction to Branding	3 0 0	3
24OEL267	Introduction to Indian Sculptures	3 0 0	3
24OEL268	Introduction to figure drawing	0 1 2	3
24OEL269	Introduction to product sketching	0 1 2	3
24OEL270	Basics of Water Colour painting.	0 1 2	3
24OEL271	Basics of Landscape painting in water Colour	0 1 2	3
24OEL272	Basics of Oil painting	0 1 2	3
24OEL273	Anchoring and Programme Casting	0 1 2	3
24OEL274	Basics of Photography	0 1 2	3
24OEL275	Basics of Videography	0 1 2	3
24OEL276	Introduction to Fashion Photography	0 1 2	3
24OEL277	Introduction to Advertising	3 0 0	3
24OEL278	Film Theory	3 0 0	3
24OEL279	Event Management	3 0 0	3
24OEL280	Documenting Social Issues	0 1 2	3
24OEL281	Communication Strategies for Event Management	2 1 0	3
24OEL282	Effective Leadership through Non-Violence in Communication	3 0 0	3
24OEL283	Basics of Psychology and Personality Development	3 0 0	3
24OEL284	Introduction to Sci-Fi Studies	3 0 0	3
24OEL285	Campus Novels	3 0 0	3
24OEL286	Technical Communication	3 0 0	3
24OEL287	English for Academic Writing	3 0 0	3
24OEL288	English for Informal Communication	2 0 1	3
24OEL289	Orientation in Creative Writing	2 0 1	3
24OEL290	English for Competitive Exams and Interviews	3 0 0	3
24OEL291	Introduction to Comic Studies	3 0 0	3
24OEL292	Introduction to Food Studies	3 0 0	3
24OEL293	Film and Literature	3 0 0	3
24OEL294	Computer Aided Language Learning	3 0 0	3
24OEL295	Theatre and Communication	3 0 0	3
24OEL296	Women's Writing in India	3 0 0	3

SEMESTER I

24ENG101

English I

2002

Objectives:

To help students obtain an ability to communicate fluently in English; to enable and enhance the students' skills in listening, speaking, reading, and writing; to impart an aesthetic sense and enhance creativity

Cos	Course Outcomes
CO 1	Demonstrate competence in the mechanics of writing
CO 2	Summarise audio and written texts to convey messages effectively
CO 3	Apply mechanics of writing and AI tools to draft academic and professional documents
CO4	Organise ideas and thoughts for clear written and oral communication
CO 5	Critically evaluate literary texts

Unit I

Mechanics of writing - Parts of speech – use of prepositions, adjectives, adverbs and determiners – word order – collocation – concord (Subject-Verb, Pronoun-Antecedent) – kinds and patterns of sentences

Unit II

Tenses - Modal auxiliaries - Reported speech - Active and Passive Voice - Phrasal Verbs - Linkers/ Discourse Markers - Question Tags

Unit III

Pre-writing techniques - Paragraph writing – Cohesion – Development – types: definition, comparison, classification, contrast, cause and effect - Essay writing: Descriptive and Narrative - Introduction to the use of Gen AI in writing (AI tools, Do's and Don'ts while using AI, how to write prompts, etc.)

Unit IV

Listening comprehension (3 pieces – Do Schools kill creativity? By Sir Ken Robinson, Steve Jobs' 2005 Stanford Commencement Address, India Questions Dr Abdul Kalam- Aired August 2007) - Reading Comprehension – Skimming and Scanning- Inference and Deduction – Reading different kinds of material – Speaking: Narration of incidents / stories/ anecdotes.

Unit V

Shashi Tharoor – “‘Kindly Adjust’ to Our English

A. G. Gardiner – “A Fellow Traveller”

Ruskin Bond – “The Eyes Have It”

Mrinal Pande – “Girls”

W. H. Auden – “Unknown Citizen”

W H Davies - “Leisure”

References:

1. Murphy, Raymond, *Murphy's English Grammar*, CUP, 2004
2. Syamala, V. *Speak English in Four Easy Steps*, Improve English Foundation Trivandrum: 2006
3. Martinet, Thomson, *A Practical English Grammar*, IV Ed. OUP, 1986.
4. The Week - June 03, 2018, LAST WORD; <https://www.theweek.in/columns/shashi-tharoor/2018/05/25/kindly-adjust-to-our-english.html?fbclid=IwAR3IhtdXqvuV4ySECn9S7SA6HmCEYISyd1QHd3BlwKgiNKKwdkeSg3qWp-U/>
5. A G Gardiner – *Leaves in the Wind*, Digicat (e-book), 2015
6. Ruskin Bond – *The Best of Ruskin Bond*; India Penguin. April 2016.
7. Mrinal Pande – *Stepping Out*; Penguin India; 2003
8. W H Auden – *Another Time*; Random House Pub; 1940
9. William H Davies – *Songs of Joy and Others*; Andesite Press, August 2017.
10. Sir Ken Robinson – “Do schools kill creativity?”. <https://go.ted.com/6WoC>
11. Steve Jobs' 2005 Stanford Commencement Address. <https://youtu.be/UF8uR6Z6KLc?si=InMNYJOk3Yw7H7tF>
12. India Questions Dr Abdul Kalam (aired: August 2007). <https://youtu.be/erg3CmVm6M4?si=YudsxXZOFY1do91C>

Course Objectives:

- To enable the students to acquire basic skills in functional language.
- To develop independent reading skills and reading for appreciating literary works.
- Enable students to communicate in the language they have studied in a range of contexts and for a variety of purposes
- To analyse language in context to gain an understanding of vocabulary, spelling, punctuation and speech

Course outcomes:

CO1: Develop the ability to read and critically appreciate a given text

CO2: Develop fluency in speaking the language

CO3: Ability to blend language and Indian spirituality.

Unit	Topic
1	Adhyatmaramayanam , Tharopadesam(Enthinnu Sokam....thulom) ----- Jnanappana (sthanamanangal....Trishnakondubhramikkunnathokkeyum)
2	Modern Poets: Mampazham-Vyloppilly Sreedharamenon Critical analysis of the poem.
3	Short stories from period 1/2/3: Poovanpazham -Vaikaom Muhammed Basheer
4	Literary Criticism: Bharatha Paryatanam - <i>Vyasante Chiri</i> -Ithihasa studies-Kuttikrishna Marar- Outline of literary Criticism in Malayalam Literature
5	Error-freeMalayalam: 1 .Language; 2 .Clarity of expression; 3 .Punctuation-Thettillatha Malayalam – Writing- a . Expansion of ideas; b .PrecisWriting; c . Essay Writing

Text books/Reference :

1. Adhyatmaramayanam – Thunjath Ramanujan Ezhuthachan
2. Ramayanavichinthanam-Dr. A. M. Unnikrishnan
3. Thunjan Padhanangal-Prof.Panmana Ramachandran
4. Complete Works including Jnanappana-Poonthanam
5. Vyloppilly-M.N.Vijayan
6. Vyloppilli-Vyakthi,Kavi-Dr.M.Leelavathi/S.Gupthan Nair
7. Basheerinte Poonkavanam-Prof.M.N.Karasseri
8. Basheer-Life & Works
9. Bharatha Paryatanam-Kuttikrishna Marar
10. Lavanyasastrathinte Yukthisilpam-Dr.Thomas Mathew
- 11)Thettillatha Malayalam – Prof.Panmana Ramachandran Nair(His all books on Error Free Malayalam)

Course Objective: The course will enable the students to understand the basics of grammar and usage, to appreciate the literary compositions, and to understand the intricacies of language and literature.

Course Outcomes: By the end of the course the students will be able to:

1. Distinguish various literary genres.
2. Explore tradition and culture through literature.
3. Apply the basics of grammar.
4. Critically analyse the prescribed literary texts.

UNIT 1

Hindi Sahithya ki Panch shresht Kahaniyam:

- a. Sughmay Jeevan –Chandradhar Sharma ,Guleri
- b. Dhan ki Bhent-Rabindranath Tagore
- c. Anbola –Jayashankar Prasad
- d. Swamini (Manasrovar bhagh-1) Premchand

UNIT 2.

Hindi Kavitha:

- a. 'Aarya' –Maithili Sharan Gupt
- b. "Meribhi abha he Ismein' .,"Mubarak Ho Naya Saal"- _Nagarjun
- c. "Nishaa Ki rod eta Rakesh- Nihar se'.,Shoonya Mandir meinBanoongi-Sandhya Geet se - Mahadevi varma
- d. 'KhoobLadi Mardani vahtho Jhansi Vali rani thi'-subhadra Kumari chohan

UNIT 3.

Hindi Ekanki:

- a) Mohan Rakesh :Andeke Chilke
- b) Vishnu Prabhakar :Sarkari Noukari

UNIT 4.

Grammar:1)Karak2) Upasarg3)Pratyay4)Vakya Rachana 5)Padaparichay.6)Sarvanam7)kriya 8)Adjective 9)Adverb10)Tenses

REFERENCE

1. Sugam Hindi Vyakarn, :Prof.Vanshidhar & Dharmapal Shastri
2. Vyavaharik Hindi Vyakarantatha Rachana: Dr.Hardev Bahari
- Shiksharthi HindiVyakaran:Dr. Nagappa
3. Hindi Sahithya ki Panch shresht Kahaniyam: Edited by: Dr.Sachidanandh Shuklu (Printed and Published by V&S publishers, Abridged, AnsariGanj, Delhi)
4. Hindi Samay.com,/Hindikahani.com/exotic indiaart.com

Objectives:

- To enable the students to acquire basic skills in functional language.
- To develop independent reading skills and reading for appreciating literary works.
- Enable students to communicate in the language they have studied in a range of contexts and for a variety of purposes
- To analyse language in context to gain an understanding of vocabulary, spelling, punctuation and speech

Course Outcome

CO1	Develop the ability to read, listen and write in Kannada and to understand and use the language in a variety of contexts and situations
CO2	enable the learners to understand the grammatical structures of classes of words
CO3	Develop ability to speak fluently and interactively in both personal and professional context

Course Contents

UNIT – 1

Adalithadalli Kannadada balake: (Use of Kannada in business and administration)
 Bhashe – swaroompa, stityantaragalu,
 Aadu bhashe, pradeshika bhashe, Grantika bhashe
 Paaribhaashika padagalu

UNIT – 2

Padagala rachane, deshiya – anya deshiya padagalu
 Lekhana Chinnhegalu
 Kannada bhavanigeya shuddha mattu ashuddha roopagalu,
 Dwiruktigalu, jodunudigalu

UNIT – 3

Nudigattgalu, gaade vistarane
 Listening to radio speech, tongue twister - practice

UNIT – 4

Patra Lekhana - aupacharika haagu anoupacharika
 Kandikegala rachane
 Prabandhagalu: vivaranaatmaka haagu niroopanatmaka

UNIT – 5

Poems

- Vachanagalu – kaalugalembavu gaali kandaya – Allamaprabhu, Ratnada sankoleyaadade todarallve – Akkamahadevi, ole hatti uridare nilabahudallade - Basavanna
- Keerthanegalu – Tanuva nirolagaddi phalavenu – Purandaradasa, Tallanisadiru kandya taalu manave - Kanakadaasa
- Tripadigalu – Saalavanu kombaaga haalagarundante - Sarvagna
- Janapada geetegalu - Yaake badtaadi tamma

Short stories

- Sambhanda – Shrikrishna Alanahalli
- Moksha – Sethuram
- **Prabandhagalu**
- Namma Maneya Deepa – Ha.Ma.Nayak
- Bhadhuku Kanasalla, Ondhu Kale – N K Kulakarni

References:

1. H.S.Krishnaswamy Iyangaar – Adalitha Kannada – Chetana publication, Mysuru
2. Kannada Vyakarana mattu Rachane – N.Gopalakrishna Udupa, M.C.C.Publication
3. G.H.Naayak – Kannada Sanna Kathegalu – Chetana Book House
4. Shatamaanada Lalitha Prabandha – Gurulinga Kaapase - Karnataka Sahitya Academy
5. Naavalla – Kathasankalana – Sethuram
6. Basavannanavara Vachanagalu – G.V.Shastri – Paaru prakashana
7. Kannadada Balake – H.S.Krishnaswamy Iyangaar – Chetana book house
8. Sarvagnana Vachanagalu – Venkata Subbaiha, Vijayavaahini Publications

24SAN101

SANSKRIT I

2002

Course Objectives:

- To enable the students to acquire basic skills in functional language
- To develop independent reading skills and reading for appreciating literary works.

- To analyse language in context to gain an understanding of vocabulary, spelling, punctuation and speech
- Grasp the connection between Sanskrit language and Indian philosophy

Course Outcomes:

CO 1 Read and understand Sanskrit verses and sentences and communicate in Sanskrit

CO 2 Imbibe values of life and Indian tradition propounded by the scriptures

Module I

Introduction to Sanskrit language, Devanagari script - Vowels and consonants, pronunciation, classification of consonants, conjunct consonants, words – nouns and verbs, cases – introduction, numbers, Pronouns, communicating time in Sanskrit. Practical classes in spoken Sanskrit

Module II

Verbs- Singular, Dual and plural — First person, Second person, Third person.

Tenses – Past, Present and future – Atmanepadi and parasmaipadi-karthariprayoga.

Module III

General group words for communication and moral stories.

Module IV

ChanakyaNeeti chapter III (part I), Bhagavad Gita chapter 14 (part I)

Module V

Translation of simple sentences from Sanskrit to English and vice versa.

24TAM101

TAMIL I

200 2

Course Objectives:

To teach Tamil for effective communication in different spheres of life: - cultural relations in society.

Course Outcomes:

1. Giving exposure to history of Tamil literature and Introduction of select Classics
2. Initiating Students to the spirit of Bhakti literature
3. Encouraging creativity of students by teaching Contemporary Literature poetry, modern poetry, Short Story, Prose, Novel, etc
4. Introduction of basic Grammar, Letter writing and essay writing skills of Tamil language.

அலகு-1

தமிழ்இலக்கியவரலாற்றில்சங்கஇலக்கியம்: முதல், இடை, கடைசங்கம்.

சங்கஇலக்கியங்கள்பத்துப்பாட்டு.

குறுந்தொகை (6,8பாடல்கள்),

புறநானூறு (184,192பாடல்கள்).

சங்கம்மருவியகாலஇலக்கியம்:

சிலப்பதிகாரம் (வழக்குறைக்காதை),

பதினெண்கீழ்கணக்குநூல்கள்,

திருக்குறள் (மருந்து)

UNIT-1 History of Tamil Literature: First, Intermediate, Last sangam. Sangam Literature, Pattuppaattu. Kuruntogai, Puranaanuru.

Literature of the Sangam Maruviya period – Silappathiagaram (vazhakkuraikaathai), PatinēṅkiizhKaṇakkuNuulkaḷ. Tirukkural (Marunthu)

அலகு 2

பக்திஇலக்கியம்:-

பன்னிருதிருமுறைகள்அறிமுகம்,
மாணிக்கவாசகர் (திருவாசகம்- சிவபுராணம்)

UNIT 2 Bhakti Literature – Introduction to PanniruThirumuraikal, Manikkavasagar (Thiruvagasam- Siva Puranam)

அலகு -3

தற்காலஇலக்கியம்:-

கவிதை : பாதியார் (குயில்பாட்டு), பாரதிதாசன் (தமிழின்இனிமை).

உரைநடை: ஞா.தேவநேயப்பாவாணர் (தமிழும்திருவிடமும்சமமா?),
பரிதிமாற்கலைஞர் (தமிழ்மொழியின்வரலாறு (ஆதிவரலாறு)).
சிற்பி (வள்ளுவர்வகுக்கும்இன்பம்)

சிறுகதை: அழகியபெரியவன் – (வனம்மாள்)

நாவல்: இமையம் (பெத்தவன்)

UNIT-3 Contemporary Literature: Poetry - Bharathiar(kuyilpāṭṭu), Bharathidasan (tamiḻiṇṇimai, inṇattamiḻ) Pattukottai Kalyanasundaram.

Prose: G. DevaneyaBhavanar (TamizhumDhiravidamumsamamaa?), Paritimārkalaiṇar (paranarkettaparisu), chirbi (valluvarvakukkuminbam)

Short Story: Azhagiya Periyavan – (VanammaaL)

Novel: Imaiyam (Peththavan)

அலகு – 4தொல்காப்பியம்:

எழுத்து – பிறப்பியல்.

நிறுத்தக்குறிகள்மற்றும்

கடிதம்எழுதுதலும்கட்டுரைஎழுதுதலும்

UNIT – 4tolkāppiyam: Alphabet – pirāppiyal. Punctuation marks and Letter writing and essay writing.

REFERENCE

இமையம், *பெத்தவன்*, க்ரியாவெளியீடு 2019.

அழகியபெரியவன், *அழகியபெரியவன்கதைகள்*, நற்றிணைபதிப்பகம், 2016

சி.பாலசுப்பிரமணியன், *கட்டுரை-வளம்*, நறுமலர்ப்பதிப்பகம், பத்தாம்பதிப்பு 1994

பரிதிமாற்கலைஞர், *தமிழ்மொழியின்வரலாறு*, பூம்புகார்பதிப்பகம், ஆறாம்பதிப்பு 2013.

அகளங்கன், *பன்னிருதிருமுறை – அறிமுகம்*, இந்துமாமன்றம்வவுனியா, 1994

ரா. சீனிவாசன், *தமிழ்இலக்கியவரலாறு*, <https://ta.wikisource.org/s/99uk>

மாணிக்கவாசகர் (திருவாசகம்- சிவபுராணம்)

பொன்மணிமாறன் “அடோன்தமிழ்இலக்கணம் “அடோன்பப்ளிஷிங்குரூப், வஞ்சியூர்,
திருவனந்தபுரம், 2007.

<http://www.tamilvu.org/libirary/libindex.htm>.

http://www.gunathamizh.com/2013/07/blog0post_24.html

24ENG100

Additional English – I

2 0 0 2

Objectives:

- To expose students to various genres of English literature
- To expose the students to Indian English Writing of different timelines.
- To develop a sensibility to read and understand literary works.
- To introduce a few linguistic devices to enable them to appreciate literary forms stylistically

COs	Course Outcomes
CO 1	Identify and distinguish various genres of English Literature for better understanding
CO 2	Demonstrate an ability to comprehend and analyse literature independently
CO 3	Develop or enhance the ability to appreciate and use linguistic devices for stylistic analysis

Unit-I

Introduction to Literature – Nature & Elements of Literature, literature as an expression of personal & historic aspects. Narrative structure & technique. Introduction to Indian Literature: Pre-independence, postindependence, themes, writers, and problems.

Unit-II

Linguistic Devices: Theme, Diction, syntax & syntactical deviations, Rhetorical devices, figures of speech

Unit-III

Poetry:

The Frog and the Nightingale by Vikram Seth

An Indian Love Song by Sarojini Naidu

Death of the Wolf by Toru Dutt

Unit IV

Short stories:

Detail-

A Dog's Life by Mulk Raj Anand

Interpreter of Maladies by Jumpha Lahiri

Unit-V

Non-Detail Reading:

Three Persons by Vijay Sheshadri

The Wolf's Postscript To 'Little Red Riding Hood' by Agha Shahid Ali

The Naive Friends by Premchand

The Woman on Platform 8 by Ruskin Bond

Core Reading :

- Iyengar, Srinivasa – *The Indian Contribution to English Literature*. Karnatak ishing House, Bombay, 1945
- Iyengar, Srinivasa – *Indian Writing in English : 1800-1980* – Sterling Publishing House, 2019

References

- Seth, Vikram, *Beastly Tales*, Penguin India, 2013
- Naidu, Sarojini, *The Golden Threshold* 1905
- Dutt, Toru - *A Sheaf Gleaned in French Fields* 1876
- Anand, Raj Mulk, *Selected Short Stories* Penguin India, 2006
- Tagore, Rabindranath, *Mashi and Other Stories*, True Sign Publishing House, 2021
- Lahiri, Jumpha - *Interpreter of Maladies* Harpercollins Publishers India, 2005
- Sheshadri, Vijay – POETRY Magazine, December 2010
- Ali, Shahid Agha, *The Wolf's Postscript To 'Little Red Riding Hood'* Academy of American Poets, poets.org
- *Premchand - , Mindfuel's 4 In 1 Story By Munshi Premchand - Power Of A Curse, The Naive Friends, A Complex Problem & A Lesson In The Holy Life Mindfuel Publishers, 2020*
- Bond, Ruskin - *The Woman on Platform 8*, The Illustrated Weekly of India

Evaluation Pattern :

Assessment Component	Weightage
Continuous Evaluation (Class Tests, Assignment, Class Activity)	20
Mid Term Examination	30
End Semester Examination	50
Total	100

Course Objective:

To help the students to understand management theory from functional perspectives and to provide students with opportunities to develop the basic managerial skills of planning, organizing, staffing, directing, and controlling.

Course Outcomes:

The student will be able to:

- CO1:** Understand the evolution of management, including its conceptual nature as an art, science, and profession, and explore various approaches to management such as classical, neoclassical, and modern perspectives.
- CO2:** Understand the importance of planning and organizing in achieving organizational goals.
- CO3:** Familiarize the significance of staffing and directing in achieving organizational objectives and ensuring efficient utilization of human resources.
- CO4:** Understand the necessity of a good control system and effectively manage the resistance to control.
- CO5:** Familiarize students with emerging concepts in management, including Kaizen, TQM, change management, and lean management, among others.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	1	0	0	1	0	0	2	0	0	1	1	0	1	1	1
CO2	1	0	0	1	0	0	0	0	0	1	1	0	1	1	1
CO3	1	0	0	1	1	0	0	0	0	1	1	0	1	1	1
CO4	1	1	0	1	1	0	0	0	0	1	1	1	1	1	1
CO5	1	1	0	1	0	0	0	0	0	1	2	1	1	1	1

Unit 1**Concept and Evolution of Management**

Concept and nature of management – Management as an Art, Science, and Profession - Basic roles and skills of manager – Levels of management- Overview of functions of management - Approaches to management: Classical approach - Scientific, Administrative and Bureaucratic - Neoclassical approach: Human relation and Behavioral, Maslow’s Need Hierarchy Theory, Theory X and Theory Y - Modern approach: Quantitative, System and Contingency.

Unit 2**Planning and Organizing**

Definition and nature of planning- significance - planning types –steps of planning - MBO –Definition

and nature of organizing – Significance- Steps-Types of organization: Formal and Informal – Delegation -Centralization and Decentralization - Span of management and Departmentation.

Unit 3

Staffing and Directing

Staffing-Meaning and Importance – Process of Staffing function - Recruitment & Selection – Training and Placement – Directing – Meaning, importance, and features of directing - Principles of directing - Elements of directing: Supervision, Leadership, Communication, and Motivation - Concepts and importance.

Unit 4

Controlling

Meaning and importance, characteristics of controlling - Steps in control process - Traditional and Modern Techniques: Break-even analysis, Budgetary Control, Statistical Reports, Personal observation, Return on Investment, Ratio analysis, Responsibility Accounting, Management Audit, PERT and CPM, Management Information System

Unit 5

Emerging Concepts in Management

Recent trends in management: Kaizen – Quality Circle -Total Quality Management – Knowledge Management – Lean Management – Stress Management – Change Management – Open Book Management - Talent Management - Business process re-engineering.

Textbooks:

1. Stephen P. Robins and Marry Coutler – Management – Pearson
2. Samuel C. Creto and S. Trevis Certo - Modern Management – Pearson

References:

1. Koontz, O Donnell – Management - McGraw-Hill
2. Appaniah, Reddy - Essentials of Management - Himalaya Publishing House.
3. Prasad, L. M. - Principles of management - Sultan Chand and Sons.
4. Srinivasan, Chunawalla - Management Principles and Practice - Himalaya Publishing House.
5. Tulsian, P.C., & Pandey, Vishal - Business Organization and Management - Pearson Education

26BUS102

FINANCIAL ACCOUNTING

3 1 0 4

Course Objective:

To demonstrate a comprehensive understanding of fundamental accounting principles and practices, including bookkeeping, double-entry system, preparation of financial statements, and accounting for depreciation, enabling them to analyse financial data accurately and make informed decisions in business contexts.

Course Outcome:

The student will be able:

CO1: To understand the basic accounting concepts and principles of financial accounting.

CO2: To recall the basic principles of the double-entry system and apply journalizing techniques and ledger posting procedures to record transactions.

CO3: To apply the accounting concept for the preparation of trail balance.

CO4: To understand the concept of depreciation and to apply methods such as fixed instalment method and diminishing balance to calculate depreciation.

CO5: To apply the concepts for the preparation of financial accounts of sole proprietor and analyse the financial performance and position of a sole trader based on prepared final accounts.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	1	0	0	1	0	0	0	0	0	1	1	0	1	1	1
CO2	1	2	1	1	0	0	0	0	0	1	2	0	1	1	1
CO3	1	1	1	1	0	0	0	0	0	1	2	0	1	1	1
CO4	1	1	2	1	0	0	0	0	0	1	2	0	1	1	1
CO5	2	2	2	1	0	0	0	0	0	1	2	1	1	1	1

Unit 1

Meaning of Book-Keeping – Definition of Accounting - Difference between Book-Keeping and Accounting – Accounting cycle – Objectives of Accounting – Merits of Accounting – Users of Accounting information – Functions of Accounting – Limitations of Accounting – Branches of Accounting – Management Accounting - Cost Accounting – Basic Concepts and Conventions: entity, money measurement, going concern, cost, realization, accruals, periodicity, consistency, prudence (conservatism), materiality and full disclosures – basic accounting terms.

Unit 2

Basics principles of Double Entry System – Meaning of an Account – Types of Account – Personal Account, Real Accounts, Nominal Account - Rules of Debit and Credit – Journalizing – Journal Proper – Ledger Posting - Subsidiary Books – Purchases Book – Purchases Returns Book – Sales Book–Sales Returns Book – Cash Book- Petty Cash Book – Bills Receivable Book – Bills Payable Book.

Unit 3

Trial Balance – Features - Preparation of Trial Balance – Purpose - Forms of a Trial Balance. Accounting Errors – types of errors – Error of principle - Error of Omission - Errors of commission - Compensating errors.

Unit 4

Depreciation – Meaning – Definition – Causes of Depreciation - Characteristics of Depreciation - Objective and Necessity for Providing Depreciation - Accounting Treatment of Depreciation – Methods of Depreciation – Fixed Instalment Method – Diminishing Balance Method (Practical Problems).

Unit 5

Final Accounts of Sole Trader - Trading Account - Profit and Loss Account - Balance Sheet - Practical Problems with Adjustments - Closing Stock - Accrued expenses - Prepaid Expenses – Depreciation - Accrued Income - Unearned Income - Interest on Capital - Interest on Drawings.

Textbooks:

1. SP Jain and KL Narang - Advanced Accounting, Vol. 1 – Kalyani Publishers
2. S.N. Maheshwari – Advanced Accounting, Vol. 1 – Vikas Publishing House

References:

1. Shukla and Grewal - Advanced Accounting, Vol. 1 - S. Chand
2. R L Gupta and Radhaswamy - Advanced Accounting, Vol. 1 – Sultan Chand and Sons

26ECO101

ECONOMICS FOR DECISION MAKING

3 0 0 3

Course Objective:

The main focus is on making the various theoretical concepts clear and intelligible to a student. The objective is to help the student to understand the various economic parameters effectively and efficiently.

Course Outcomes:

The student will be able:

CO1: To understand the importance of economic concepts for managing the firms

CO2: To understand various theories of economics that can be applied in the internal and external decisions to be made by managers

CO3: To analyze the demand and supply conditions and assess the position of a company

CO4: To design competition strategies, including costing, pricing, product differentiation, and market environment according to the nature of products and the structures of the markets.

CO5: To analyze real-world business problems with a systematic economic framework

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	1	1	0	1	0	0	1	0	0	1	1	1	0	0	0
CO2	2	2	2	1	0	0	0	0	0	1	2	1	0	0	1
CO3	2	2	2	2	1	0	0	0	0	2	2	1	0	1	1
CO4	3	3	3	2	2	1	1	0	0	1	2	1	0	2	2
CO5	3	3	3	2	2	1	1	1	1	2	2	2	1	2	2

Unit 1

Introduction to Economics: The problems of wants, scarcity and choice - Difference between microeconomics and macroeconomics. Importance and limitations of Microeconomics and Macroeconomics. Basic problems of Economics: What to Produce, How to Produce, For Whom to Produce, Level of Resource Use and Flexibility - Production possibilities curve. Economic systems - Capitalism – Command Economy - Mixed Economy – Emerging Economy, Economics and business.

Unit 2

Demand and Supply Analysis: Concept of demand - Demand schedule and demand curve – change in demand and change in quantity demanded Law of demand: Basis for its operation and factors influencing demand. Elasticity of demand: Types and measurement. Supply: Concept, Supply schedule and supply curve - Change in supply and change in quantity supplied - Law of supply, Factors influencing supply, Equilibrium.

Unit 3

Production, Cost and Revenue Analysis: Meaning of production – Production function – The Law of Variable Proportions or the Law of Diminishing Marginal Returns – Returns to scale -

Cost and production: Various concepts of cost - Economies of scale.

Revenue function: Total, Average and Marginal revenue – Profit maximization: TR TC and MR-MC approaches.

Unit 4

Theory of Markets: Meaning and types of markets – main features of competitive markets – monopoly – duopoly – monopolistic and oligopoly markets – price discrimination – meaning and types.

Unit 5

Macroeconomics: National income analysis: Meaning, Concepts and Measurement, Problems in measurement Concept of full employment Types of unemployment. Business cycles: Meaning and Phases. Inflation: Meaning, Types and control of inflation: Monetary and Fiscal policies.

Textbooks:

- 1) Dr. P Balasubramanian & Dr. Somasekharan T M - Economics for Decision Making - Kalyani Publishers.
- 2) Varshney, Maheswari - Managerial Economics- Sultan Chand
- 3) Mehta, P. L. - Managerial Economics - Sultan Chand & Sons.
- 4) Dwivedi, D.N. - Managerial Economics - Vikas Publishing House

References:

- 1) Mehta P. L. - Managerial Economics - Sultan Chand & Sons
- 2) Koutsoyiannis, A. - Modern Micro Economics, Macmillan Press Ltd.
- 3) Salvator, Dominick, Managerial Economics, McGraw - Hill Book Company
- 4) Paul A Samuelson, Nordhans, Economics - Sultan Chand & Sons

26MAT105

MATHEMATICS FOR BUSINESS

2 1 0 3

Course Objective:

To develop a comprehensive understanding of Mathematics and to apply these concepts in Business problems.

Course Outcomes:

The student will be able to:

- CO1:** Understand the basic principles of sets, quadratic equations, and principles of counting using permutations and combinations and apply these principles in solving business problems
- CO2:** Understand the concept of matrices and determinants and use it to solve linear equations.
- CO3:** Understand the concept of simple and compound interest, sinking funds, annuities, and discounts on bills and apply them to real-life problems
- CO4:** The concept of derivatives has to be understood and must be applied to find marginal cost and revenue.
- CO5:** Learn integration and use the basic concepts in analyzing business problems to find revenue, cost, etc.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3	2	1	3	1	- 3	-	-	- 3	1	2
CO2	3	3	2	-	3	2	- 2	-	-	- 2	3	3
CO3	3	2	3	3	3	3	- 3	-	-	- 2	1	3
CO4	3	3	3	2	3	3	- 2	-	-	- 2	2	2
CO5	3	3	3	1	2	3	- 2	-	-	- 1	1	2

Unit 1

Quadratic equations – solution of quadratic equation - Permutations and Combinations: Definition – Applicational Problems- Solving Business Problems using Permutations and combinations.

Unit 2

Matrices and Determinants: Definition of Matrix, Type of Matrix, Algebra of Matrix, Determinants, Properties of Determinants, Calculation of Determinants up to third matrix, Adjoint of a matrix, inverse and solution of a system of linear equations having unique solution (up to three variables).

Unit 3

Commercial Arithmetic: Simple and Compound interest – Sinking fund - Annuities – discounting of bills.

Unit 4

Differential Calculus and its application for Business: First and second order derivatives (simple functions), Cost Function, Total Cost, Average Cost, and Marginal Cost. Revenue function: Maxima and Minima one variable functions.

Unit 5

Integral Calculus and its application for Business: Formulas – Indefinite Integral, cost Function, Marginal Cost, Total Cost, Average Cost, Marginal Revenue, Total Revenue.

Textbook:

Dr. P. R. Vittal - Business Mathematics and Statistics - Margham Publications.

References:

1. Dr. B H Suresh – Business Mathematics - Chetana Book house
2. V. K. Kapoor - Business Mathematics - Sultan Chand and Sons.
3. Mizrahi and John Sullivan - Mathematics for Business and Social Sciences - Wiley and Sons

26CSA186

BUSINESS SKILLS USING PC LAB

0 0 3 2

Course Objective:

To enhance the student’s understanding of the usefulness of information technology tools for business operations and to familiarize them with the processes needed to develop, report, and analyze business data that involves the use of spreadsheets and spreadsheet add-ins to solve business problems.

Course Outcomes:

The student will be able:

CO1: To understand the concepts of multimedia tools for business

CO2: To Create advertisement, brochure, email newsletter, website, gif advertisements

CO3: To Create a basic HTML page.

CO4: To embed ads in HTML page

CO5: To use various Google Business Tools Multimedia tools for business

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	0	0	0	0	1	0	0	0	0	1	2	0	1	0	2
CO2	3	2	0	3	3	3	1	3	1	2	3	1	1	2	3
CO3	0	0	0	1	1	0	0	0	0	1	2	0	2	1	2
CO4	3	3	0	3	3	3	1	3	1	2	3	0	3	1	3
CO5	3	3	0	3	3	3	3	3	3	2	3	3	3	2	3

Unit 1

Resizing and editing image for business presentation.

Unit 2

Create advertisement, brochure, email newsletter, website, gif advertisements regarding various products offered by a particular company.

Unit 3

Create advertisement, brochure, email newsletter, website, gif advertisements regarding various courses offered by any college.

Internet and HTML

Unit 4

Introduction to Internet – Resources of Internet. Introduction to HTML – Basic Structural Elements and Their Usage.

Unit 5

Create a basic HTML page. Various Google Business Tools, Ad words, Picasa, Gmail, Drive, Docs, Sheets, Slides, Forms, Calendar, Translate, Blogger. Communication Tools. Training on various communication software tools like Skype, Hangout, etc. Social Media Tools. Training on various social media tools like Face book, Twitter, Google Plus.

References:

- 1) Andrew Mckinnon - Photoshop: Absolute beginners guide to mastering photoshop and creating world class photos - Createspace Independent Publishing Platform
- 2) Thomas A Powell - The Complete Reference: HTML & CSS - McGraw Hill
- 3) Mike Wooldridge – Creating Web Pages Simplified - John Wiley

Course Objective(s)

To introduce students to the depths and richness of the Indian culture and knowledge traditions, and to enable them to obtain a synoptic view of the grandiose achievements of India in diverse fields. To equip students with a knowledge of their country and its eternal values.

Course Outcomes

COs	Description
CO1	Increase student understanding of true essence of India's cultural and spiritual heritage.
CO2	Emancipating Indian histories and practices from manipulation, misunderstandings and other ideological baggage thus, shows its contemporary relevance.
CO3	Understand the ethical and political strategic concepts to induce critical approach to various theories about India.
CO4	Familiarize students with the multi dimension of man's interaction with nature, fellow beings and society in general.
CO5	Appreciate the socio-political and strategic innovations based on Indian knowledge systems. Gives an understanding of bringing Indian teaching into practical life.

CO-PO Mapping

PO/PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO															
CO1	-	-	-	-	-	-	2	2	-	-	-	3	-	-	-
CO2	-	-	-	-	-	-	1	2	-	-	-	3	-	-	-
CO3	2	-	-	-	-	2	3	3	-	-	-	-	-	-	-
CO4	-	-	3	-	3	2	3	-	-	-	-	3	-	-	-
CO5	2	-	1	2	-	1	3	1	-	-	-	2	-	-	-

Syllabus

1. Chapter 1 - Educational Heritage of Ancient India
2. Chapter 2 - Life and Happiness
3. Chapter 3 - Impact of Colonialism and Decolonization
4. Chapter 4- A timeline of Early Indian Subcontinent
5. Chapter 5 - Indian approach towards life
6. Chapter 6 - Circle of Life
7. Chapter 7- Pinnacle of Selflessness and ultimate freedom
8. Chapter 8- Ocean of love; Indian Mahatmas.
9. Chapter 9 - Become A Strategic Thinker (Games / Indic activity)
10. Chapter 10 - Man's association with Nature
11. Chapter 11 - Celebrating life 24/7
12. Chapter 12 - Metaphors and Tropes
13. Chapter 13 - India: In the Views of foreign Scholars and Travellers.

Self-Study/ Self-reading

14. Chapter 14 - Personality Development Through Yoga.
15. Chapter 15 - Hallmark of Indian Traditions: Advaita Vedanta, Theory of oneness
16. Chapter 16 - Conversations on Compassion with Amma

Textbooks/References

1. Foundations of Indian Heritage

Evaluation Pattern

Assessment	Weightage (%)
Midterm	30
Continuous Assessment	20
End Semester Exam	50
Total Marks	100

22AVP103

Mastery Over Mind (MAOM)

1-0-2 2

1. Course Overview

Master Over the Mind (MAOM) is an Amrita initiative to implement schemes and organise university-wide programs to enhance health and wellbeing of all faculty, staff, and students (UN SDG -3). This program as part of our efforts for sustainable stress reduction gives an introduction to immediate and long-term benefits and equips every attendee to manage stressful emotions and anxiety facilitating inner peace and harmony.

With a meditation technique offered by Amrita Chancellor and world-renowned humanitarian and spiritual leader, Sri Mata Amritanandamayi Devi (Amma), this course has been planned to be offered to all students of all campuses of AMRITA, starting off with all first years, wherein one hour per week is completely dedicated for guided practical meditation session and one hour on the theory aspects of MAOM. The theory section comprises lecture hours within a structured syllabus and will include invited guest lecture series from eminent personalities from diverse fields of excellence. This course will enhance the understanding of experiential learning based on university's mission: "Education for Life along with Education for Living", and is aimed to allow learners to realize and rediscover the infinite potential of one's true Being and the fulfilment of life's goals.

Course Syllabus

Unit 1 (4 hours)

Causes of Stress: The problem of not being relaxed. Need for meditation -basics of stress management at home and workplace. Traditions and Culture. Principles of meditation– promote a sense of control and autonomy in the Universal Human Value System. Different stages of Meditation. Various Meditation Models. Various practices of Meditation techniques in different schools of philosophy and Indian Knowledge System.

Unit 2 (4 hours)

Improving work and study performance. Meditation in daily life. Cultivating compassion and good mental health with an attitude of openness and acceptance. Research and Science of Meditation: Significance of practising meditation and perspectives from diverse fields like science, medicine, technology. philosophy, culture, arts, management, sports, economics, healthcare, environment etc. The role of meditation for stress and anxiety reduction in one's life with insights based on recent cutting-edge technology. The effect of practicing meditation for the wholesome wellbeing of an individual.

Unit 3 (4 hours)

Communications: principles of conscious communication. Relationships and empathy: meditative approach in managing and maintaining better relationships in life during the interactions in the world, role of MAOM in developing compassion, empathy and responsibility, instilling interest, and orientation to humanitarian projects as a key to harness intelligence and compassion in youth. Methodologies to evaluate effective awareness and relaxation gained from meditation. Evaluating the global transformation through meditation by instilling human values which leads to service learning and compassion driven research.

TEXT BOOKS:

- 1.Mata Amritanandamayi Devi, "Cultivating Strength and vitality," published by Mata Amritanandamayi Math, Dec 2019
- 2.Swami Amritaswarupananda Puri , "The Color of Rainbow " published by MAM, Amritapuri.

REFERENCES:

- 1.Craig Groeschel, "Winning the War in Your Mind: Change Your Thinking, Change Your Life" Zondervan Publishers, February 2019
- 2.R Nagarathna et al, "New Perspectives in Stress Management "Swami Vivekananda Yoga Prakashana publications, Jan 1986
3. Swami Amritaswarupananda Puri "Awaken Children Vol 1, 5 and 7 - Dialogues with Amma on Meditation", August 2019
4. Swami Amritaswarupananda Puri "From Amma's Heart - Amma's answer to questions raised during world tours" March 2018
5. Secret of Inner Peace- Swami Ramakrishnananda Puri, Amrita Books, Jan 2018.
6. Mata Amritanandamayi Devi "Compassion :The only way to Peace:Paris Speech", MA Center, April 2016.
7. Mata Amritanandamayi Devi "Understanding and collaboration between Religions", MA Center, April 2016.
8. Mata Amritanandamayi Devi "Awakening of Universal Motherhood: Geneva Speech" M A center, April 2016.

Evaluation and Grading

Internal		External		Total
<i>Components</i>	<i>Weightage</i>		Practical (attendance and class participation) 60%	100%
Quizzes(based on the reading material)	20%	40%		
Assignments (Based on webinars and lecture series)	20%			

3. Course Outcomes (CO)

CO1: Relate to the causes of stress in one's life.

CO2: Experiment with a range of relaxation techniques CO3: Model a meditative approach to work, study, and life.

CO4: Develop appropriate practice of MA-OM technique that is effective in one's life CO5: Inculcate a higher level of awareness and focus.

CO6: Evaluate the impact of a meditation technique

***Programme Outcomes(PO)**(As given by NBA and ABET)

PO1: Engineering Knowledge

PO2: Problem Analysis

PO3: Design/Development of Solutions

- PO4:** Conduct Investigations of complex problems
- PO5:** Modern tools usage
- PO6:** Engineer and Society
- PO7:** Environment and Sustainability
- PO8:** Ethics
- PO9:** Individual & Team work
- PO10:** Communication
- PO11:** Project management & Finance
- PO12:** Lifelong learning

CO – PO Affinity Map

PO	P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P O 7	P O 8	P O 9	P O 10	P O 11	P O 12	P S 0	P S 1	P S 2	P S 3
CO																
CO 1	3	3	3	2		-	2	3	-	3	-	3	-	-	-	-
CO 2	3	3	3	2	2	-	2	3	3	3	-	3	-	-	-	-
CO 3	3	3	2	2	2	2	2	3	3	3	-	3	-	-	-	-
CO 4	3	3	3	2	-	2	3	3	3	3	-	3	-	-	-	-
CO 5	3	2	2	2	-	2	-	3	2	2	-	2	-	-	-	-
CO 6	3	2	2	2	3	2	-	3	2	2	-	2	-	-	-	-

SEMESTER II

24ENG111

English II

1 0 2 2

Objectives:

To train students to convey and document information in a formal environment; to facilitate them to acquire the skill of self-projection in professional circles; to inculcate critical and analytical thinking.

Cos	Course Outcomes
CO 1	Illustrate comprehension of the fundamentals of writing
CO 2	Analyse audio text focussing on English phonetics, pronunciation and meaning comprehension
CO 3	Apply theoretical knowledge to write professional documents
CO 4	Infer from current news to formulate ideas and opinions
CO5	Prepare appropriate content for mini project and make effective presentation

Unit I

Vocabulary Building: One-word substitutes; Antonyms and Synonyms; Words often Confused Error Analysis (Subject-Verb Agreement; Tense Sequence; Usage of Articles and Prepositions; Determiners; Redundancy); Modifiers (misplaced, dangling, etc.)

Unit II

Circulars; Memos; Formal Letter writing; e-Mail Etiquette; Instruction, Suggestion & Recommendation; Essay writing: Analytical and Argumentative

Unit III

Sounds of English: Stress, Intonation - Listening Comprehension (3 pieces – Women in Technology Panel discussion, India Questions Abdul Kalam, UPSC Topper Mock interview Akshat Jain) - Current News Awareness

Unit IV

Reports: Incident Report, Event Report

Situational Dialogue; Group Discussion (Opinion)

Unit V

Mini Project and Presentation

References:

1. Felixa Eskey. *Tech Talk*, University of Michigan. 2005
2. Michael Swan. *Practical English Usage*, Oxford University Press. 2005
3. Anderson, Paul. *Technical Communication: A Reader Centered Approach*, V Edition, Hecourt, 2003 .
4. Martinet, Thomson, *A Practical English Grammar*, IV Ed. OUP, 1986.
5. Raymond V. Lesikar and Marie E. Flatley. *Basic Business Communication*, Tata McGraw Hill Pub. Co. New Delhi. 2005. Tenth Edition.
6. Thampi, G. Balamohan. *Meeting the World: Writings on Contemporary Issues*. Pearson, 2013.
7. Lynch, Tony. *Study Listening*. New Delhi: CUP, 2008.
8. Kenneth, Anderson, Tony Lynch, Joan Mac Lean. *Study Speaking*. New Delhi: CUP, 2008.
9. Marks, Jonathan. *English Pronunciation in Use*. New Delhi: CUP, 2007.
10. Syamala, V. *Effective English Communication for You (Functional Grammar, Oral and Written Communication)*: Emerald, 2002.
11. Sample Question Papers from Competitive Examinations
12. Women in Technology Panel discussion
<https://youtu.be/T44XdGH5s-8?si=A1cDVEt777FH7vFR>
13. India Questions Abdul Kalam
https://youtu.be/erg3CmVm6M4?si=WjP_SV1vy6FrsGHg
14. UPSC Topper Mock interview, Akshat Jain
<https://youtu.be/lsJBGvyiAHI?si=L-u6kTadzJmghHLI>

24MAL111

Malayalam II

2002

Course objective:

- To develop independent reading skills and reading for appreciating literary works.
- To develop elaboration and modernization of the vocabulary of a language
- To enable the students to plan, draft, edit & present a piece of writing.

Course outcomes:

CO1: Develop the ability to read and critically appreciate a given text

CO2: Develop fluency in communication

CO3: Develop interest in blending of language and Indian Spirituality

CO4: To enable the learners to understand the grammatical structures of classes of words

Unit Topic

- 1 Memoirs-One of the Selection from Chiudambara Smarana-Balachandran Chullikkadu-Critical analysis of his poetry)
- 2 Ancient Drama: Kerala Sakunthalam (Act 4), Kalidasan (Translated by Attoor Krishna Pisharody).
- 3 Satire One of the Selection from Chemmanam Chacko,VKN Or Punathil Kunjabdulla- philosophical dimensions of Satire
- 4 Part of an auto-biography/travelogue:
Valarnnu varunna oratmavu(from Kanneerum Kinavum)-VT Bhattathirippad
- 5 Error-free Malayalam: 1.Language; 2.Clarity of expression; 3.Punctuation-Thettillatha Malayalam – Writing-a. Expansion of ideas

Text books/Reference:

- 1) Hasa Sahithyam Kuttikrishna Mararu
- 2) Sakunthalam-Attoor/Kuttikrishna Marar
- 3) Kalidasa Hridayam-K.P.Narayana Pisharady
- 4) VKN-K.P.Appan
- 5) N.V.Krishna Warriar & Modern Poetry studies
- 6) Kanneerum Kinavum –V.T. Bhattathirippad
- 7) Adukkalayil Ninnu Arangatheykku-V.T.Bhattathirippadu
- 8) Nalla Malayalam- C.V.Vasudeva Bhattathiri
- 9) Tettum Sariyum-Prof. Panmana Ramachandran Nair

24HIN111

HINDI II

200 2

Course Objective: The course will allow students to apply grammar in language structures, appreciate the literary compositions and provide them with a good command over translation techniques.

Course outcomes: By the end of the course the students will be able to:

1. Understand the postmodern trends of literature...
2. Explore tradition and culture through literature.
3. Apply ethical and professional translation strategies.
4. Demonstrate linguistic competence in written communication.

UNIT 1

Hindi Laghu Upanyas :**Mamatha Kaliya- ' Doud'**

UNIT 2

Hindi Natak: Swadesh Deepak- "Kort Marshal"

UNIT 3.

Adhunik Hindi Kavya a.Jayashankar Prasad-(Lahar, Aah!Vedhana Mili Vidayi)., b.Suryakanth Tripathi „Nirala“- (Anamika -4)., c.Subadhra Kumari , Chouhan- (Swadesh Ke Prathi, Smruthiyam), d.Gajanan Madhav Muktibodh- (ek swapna Katha)

UNIT 4.

A)Sankshepan,

B) .Anuvad: Paribhasha,Prakar,AnuvadKeLakshan,AnuvadKiAvashyakata,Passage (Translation)

c)Paragraph writing

D)Technical writing

REFERENCE

1. Prayojan Mulak Hindi Ke Naye Ayam : Dr. Pandit Banne
2. Prayojan Mulak Hindi Ki Nayi Bhumika : Kailash Nath Pandey
3. Prayojan Mulak Hindi Ke Vividh Roop : Dr. Rajendra Mishra, Rakesh Sharma
4. "Adhunik Kavya Sangraha" Edited by . Dr. Urvashi Sharma (Printed and Published by Malik & Company, Jaipur)
5. Hindi Samay.com,/Hindikahani.com/exotic indiaart.com

24KAN111

Kannada II

2002

Objectives:

- To develop the standard of orthography and spelling system.
- To develop independent reading skills and reading for appreciating literary works.
- To develop elaboration and modernization of the vocabulary of a language.
- To enable the students to plan, draft, edit & present a piece of writing.

Course Outcome

CO1	Develop the ability to read and critically appreciate a given text
CO2	Develop pattern of communication as required for different professional context
CO3	Develop fluency in speaking the language

Course Contents

UNIT – 1

Prabandhagalu

- Thotadacheya Bhoota – Kuvempu
- Bantu Bannada Holi – G. S. Shivarudrappa

UNIT – 2

Poems

- Ni hinga nodabayda Nanna – Da. Ra. Bendre
- Huttarihaadu – Panje Mangesh Rao
- Tungabadre – K.S.Narasimhaswamy
- Nanna Janagalu – Dr.Siddhalingaya

UNIT – 3

Novel

- Jugari Cross – Poornachandra Tejaswi

UNIT – 4

- Suttale
- Kadata
- prakatane
- Arjigalu

- Aadesha patraa

UNIT- 5

- Varadigalu
- Sanshikpta Baravanige
- Prabandhagalu: vaadaatmaka haagu vishleshanatmaka

References:

1. Jugari Cross – Poornachandra Tejaswi – Pustaka Prakashana
2. Shatamaanada Lalitha Prabandha – Gurulinga Kaapase - Karnataka Sahitya Academy
3. N.Gopalkrishna Adiga – Kannada Vyakarana mattu Rachane – MCC Publications
4. Maadhari Patragalu – S.R.Siddharaju – Kannada Saahitya Parishattu
5. H.S.Krishnaswamy Iyengar – Adalitha Kannada – Chetana publication, Mysuru

24SAN111

SANSKRIT II

2002

Module I

Seven cases, Avyayas, sentence making with Avyayas, Sapthakakaras.

Module II

Kthavathu Prathyaya, Upasargas, Kthvatha, Thumunnantha, LyabanthaPrathyaya. Three Lakaras – brief introduction, Lot lakara

Module III

New words and sentences for the communication, Slokas, moral stories, Subhashithas, riddles (Selected from the Pravesha Book)

Module IV

Introduction to classical literature, classification of Kavyas, classification of Dramas - Important five Mahakavyas

Module V

Translation of paragraphs from Sanskrit to English and vice versa

Module VI

Chanakya Neeti chapter III (Part II), Bhagavad Geeta chapter 14 (Part II)

Essential Reading:

- 1, Pravesaha; Publisher :Samskritabharati, Aksharam, 8th cross, 2nd phase, girinagar, Bangalore -560 085
- 2, Sanskrit Reader I, II and III, R.S. Vadhyar and Sons, Kalpathi, Palakkad
- 3, PrakriyaBhashyam written and published by Fr. John Kunnappally

- 4, Sanskrit Primer by Edward Delavan Perry, published by Ginn and Company Boston
 5, Sabdamanjari, R.S. Vadyar and Sons, Kalpathi, Palakkad
 6, Namalinganusasanam by Amarasimha published by Travancore Sanskrit series
 7, SubhashitaRatnaBhandakara by Kashinath Sharma, published by Nirnayasagarpress

24TAM111

TAMIL II

200 2

Course Objective: The course will allow students to understand the writing competency in Tamil literature.

Course outcomes: By the end of the course the students will be able to:

1. Introduction to Tamil Folklore
2. Learning the nuances of Tamil spiritual literature
3. Exposure to the advanced aspects of Tamil grammar
4. Imbibing the spirit of language through familiarising with linguistics, translation and creative writing

அலகு 1

சிற்பிலக்கியங்கள் அறிமுகம்: கலிங்கத்துப்பரணி (பபோர்போடியது), முக்கூடற்பள்ளு
 35. நோட்டுப்புறவியல்: வரலாற்றுக்கணம், நோட்டுப்புறப்போடல்கள், கரதகள்,
 கரதப்போடல்கள், பழமமோழி, விடுகரதகள், கரலகள்.

Introduction to CiRRilakkiyam: Kalingaththupparani (Poor Padiyathu) - MukkdaRpallu 35. Folklore: Definition, Folk songs - Stories – kathaipPaadal - pazhamozhi - vidukathai - kalaikaL.

அலகு 2

பக்திஇலக்கியம்: ஆண்டோள்முழுவரலோறு, திருப்போரவ (1,2,3,4)

அலகு 3

மதோல்கோப்பியம்: மபோருளிலக்கணம் - மோல்லிலக்கணம்

அலகு 4

மமோழிமபயப்பு: மமோழிமபயப்புவரககள்,
 மமோழிமபயர்ப்பின்முக்கியதுவமும்பதரவயும், இயந்திரமமோழிமபயர்ப்பு,
 மகோள்ரககள், இலக்கியமமோழிமபயர்ப்பு. மமோழியியல்அறிமுகம்:
 மமோழியும்மமோழியியலும், பயன்போடுமமோழியின்தன்ரமகள்
 ,மமோழியியல்தரறகள். பரடப்புஉருவோக்குதல் (கருத்துபரிமாற்றம் -
 கவிரதஇலக்கியம்- அறிமுகம், விடுதரலக்குமுன்னும்பின்னும் - நாடகம் - சிறுகதத).
 Translation: Types of translation - Importance and need of translation - Machine translation - Principles - Literary translation.
 Introduction to Linguistics: Language and Linguistics- Linguistics – Characteristics of applied language – Fields of Linguistics. Creation of creativity (Exchange of ideas - introduction to poetry literature, before and after liberation - drama - short story).

REFERENCES

மு.வரதரோன் “ தமிழ்இலக்கியவரலோறு” றோஹித்யஅகமடமிப்பள்ளிபகஷன்ஸ் , 2012
 மபோன்மணிமோறன் “அபடோன்தமிழ்இலக்கணம் “அபடோன்பள்ளிஷிங்குரூப்,
 வஞ்சியூர், திருவனந்தபுரம், 2007. <http://www.tamilvu.org/libirary/libindex.htm>.

http://www.gunathamizh.com/2013/07/blog0post_24.html நோ.வோனமோமரல,
 “தமிழர்நோட்டுப்போடல்கள்” நியூமஞ்சுரிபுத்தகமவளியீட்டகம் 1964,2006
 நோ.வோனமோமரல “பழங்கரதகளும், பழமமோழிகளும்
 ”நியூமஞ்சுரிபுத்தகமவளியீட்டகம், 1980,2008

24ENG110

Additional English – II

2002

Objectives:

- To expose the students to various genres of English Literature.
- To expose the students to Indian English Writing of different timelines.
- To develop sensibility to read and understand literature and thereby encourage them to be sensitive to the whole spectrum of human experience.

COs	Course Outcomes
CO 1	To demonstrate an ability to critically appreciate any literary text
CO 2	To exhibit an ability to narrate and express their thoughts and idea.
CO 3	To be able to evaluate and relate to common human experiences

Unit-I

Introduction:

Drama : Tragedy & Comedy, Characters, Setting

Prose: Fiction and Non-Fiction

Life Writing.: Biography, Autobiography, Memoirs

Unit-II

Essays:

Shashi Tharoor - A Child's Reading in India

Sarvepalli Radhakrishnan - Gandhian Outlook

Unit-III

Play: *Silence! The Court is in Session'* by Vijay Tendulkar

Unit-IV

Non-Detail reading:

Karma – Khushwant Singh

Kailash Satyarthi's Nobel Lecture on 10 December 2014 at Oslo City Hall, Norway

Of Mothers, among other things. By A.K. Ramanujan

Unit-V

Critical Appreciation and Creative Writing: Class Activity

Core Reading

- Habib, M.A.R, *Literary Studies, A Norton Guide*, Norton & Co, 2020
- Naik, M.K., *A History of Indian English Literature*, Sahitya Academy

References:

- Tendulkar, Vijay, *Silence! The Court is in Session*, Oxford University Press, 1982
- Tharoor, Shashi, *A Child's Reading in India*, Washington Post, Dec 1991
- *Gandhi Outlook and Techniques* - Ministry of Education, January 1, 1953
- Singh, Khushwant, *Collected Short Stories*, Ravi Dayal Publishers, 1989
- **Nobel Lecture – Audio** [<https://www.youtube.com/watch?v=UNZNBcf5Hd8>]

Assessment Component	Weightage
Continuous Evaluation (Class Tests, Critical Appreciation, Creative Writing)	20

Mid Term Examination	30
End Semester Examination	50
Total	100

26BUS111

MARKETING MANAGEMENT

3 1 0 4

Course Objective:

The objective of the course is to provide fundamental marketing concepts to students with the help of lecture method, discussion, role play, case studies, and applications of basic marketing concepts in the real world.

Course Outcomes:

The student will be able to:

CO1: Describe key marketing concepts, theories, and techniques.

CO2: Compare market mix, segmentation, target, and positions of different products.

CO3: Learn the methods for conducting marketing research and MIS

CO4: Understand the process of new product development & management

CO5: Learn the concepts of advertising and E-marketing

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
C01	3	2	1	0	2	1	0	0	1	2	0	1	0	0	1
C02	2	3	2	0	1	2	0	0	1	2	0	1	0	0	1
C03	1	2	3	0	1	2	0	0	1	2	0	1	0	0	1
C04	0	1	2	3	1	2	0	0	1	2	0	1	0	0	1
C05	0	0	1	2	3	2	0	0	1	2	0	1	0	0	1

Unit1

Fundamental Concept of Marketing

Market- meaning, definition, features, classification of markets. Marketing- introduction, definition of marketing, evolution of marketing objectives of marketing, features, functions of marketing, marketing and selling, importance of marketing, modern marketing, features, Marketing management, task of marketing manager

Unit2

Marketing Mix, Market Segmentation, Targeting and Positioning

Marketing mix - meaning, definition, elements of marketing mix. Marketing environment- Strategies to deal with internal and external (Micro and Macro) marketing environment, the marketing process-marketing strategy. Segmentation-meaning, definition, nature, benefits, patterns of segmentation, methods of segmentation (bases). Targeting - meaning, strategies, nature, benefits. Positioning - meaning, benefits, and techniques of product positioning. Case study.

Unit3

Marketing Research and Information System

Meaning, definition, objectives, benefits, scope, types, marketing research process, methods of data collection- observation, experimental, survey etc. Marketing information system-meaning, need for and importance of marketing information system, marketing information system and marketing research, marketing intelligence. Case study.

Unit4

Product Management

Product: Meaning, definition, classification, product planning and development, product line, product mix, product standardization. product life cycle- strategies in different phases, stages in new product development, marketing myopia. Branding- an introduction to branding Case study.

Unit5

Advertising and E-Marketing

Types of advertising, types of media in advertising – features – advantages – disadvantages, Structure of an advertising agency – small, medium, national, in-house. E-Marketing and E-commerce and M-commerce – introduction - Nature, Importance, types, advantages, and disadvantages.

Textbooks:

1. Kotler Philip, Armstrong Gary- Principles of Marketing- Pearson Education.
2. Kotler, Keller, Koshy, and Jha - Marketing Management - Pearson Education.
3. Cundiff, Edward W et al - Basic Marketing: Concepts, Decisions & Strategies - PHI,

4. Stanton W.J. et al - Fundamentals of Marketing - McGraw Hill.

References:

1. Kotler Philip, Armstrong Gary- Principles of Marketing- Pearson Education.
2. Evance& Berman- Marketing Management - Cengage Learning
3. McDaniel, Lamb, Hair - Principles of Marketing - Cengage Learning
4. Stanton W.J. et al - Fundamentals of Marketing - McGraw Hill
5. Cundiff, Edward W et al - Basic Marketing: Concepts, Decisions and Strategies - PHI

26BUS112

BUSINESS ENVIRONMENT

3 1 0 4

Course Objective:

To examine critically the factors of various types of business environments and interactions with Business: Political, Economic, Socio-cultural, Legal, Technological Global, and Natural environment.

Course Outcomes:

The student will be able:

CO1: To understand the components of the business environment including political, economic, social, technological, legal, cultural, and labour aspects.

CO2: To identify the key elements of the Indian economic system and economic planning.

CO3: To understand components of fiscal policy, monetary policy, and the structure of Union and State budgets.

CO4: To describe the role of FEMA and the impact of multinational corporations on the Indian economy.

CO5: To compare the roles and impacts of different international trade organizations on global trade.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	1	0	0	1	0	0	0	0	0	1	1	0	1	0	0
CO2	1	0	0	0	0	0	0	0	0	1	1	0	1	1	0
CO3	1	0	0	0	1	1	1	1	0	1	1	0	1	1	1
CO4	1	0	0	2	0	0	0	0	0	1	1	0	2	1	1
CO5	1	0	0	1	1	1	0	1	1	1	1	0	1	1	1

Unit 1

Business Environment: Components and significance – Scope – political, Economic, Social, Technological, Legal, Cultural and Labour Environment – Trade Unions – Quality Circles – External Factors Influencing Business Environment – Dimensions of International Business Environment – Challenges.

Unit 2

Indian Economic Systems – Economic Planning – Planning Commission and NITI Ayog – Public Sector – Changing Role – Relevance – Public Sector Reforms – Public Private Participation – Privatization and Disinvestments

Unit 3

Fiscal Policy – Monetary Policy – Structure of Union and State Budgets – Sources of Revenue – Management of Public Debt - Economic and Industrial Policy – Economic Reforms – Land Reforms – Liberalization – Problems of Growth – Unemployment – Poverty – Regional Imbalances – SEZ – Inflation – Black Money

Unit 4

Foreign Direct Investment (FDI) and Institutional Investment - FDI in Retail Trade – Problems and Consequences – FEMA – Multinational Corporations Role and Recent Trends – Problems and Consequences.

Unit 5

WTO – WTO and India – Trade Related Intellectual Property Rights (TRIPS) – Trade Related Investment Measures (TRIMS) – General Agreement on Trade in Services (GATS) – BRICS – GAAT – SAARC – ASEAN – OPEC – Intellectual Property Rights – Recent Foreign trade policy.

Textbooks:

1. Rangarajan, C.A. - Perspective in Economics - S.Chand& Sons
2. K.V. Sivayya and VBM Das - Indian Industrial Economy - Sultan Chand

References:

1. Francis Cherunillam - Business Environment: Text and Cases - Himalaya Publishing House.
2. Aswathappa, K. - Essentials of Business Environment - Himalaya Publishing House.
3. Raj Agarwal - Business Environment - Excel Publications.

26BUS113

MANAGEMENT INFORMATION SYSTEM

2 1 0 3

Course Objective:

This course covers theory and practical criteria on Information Systems, integration of business strategies with information technology solutions, business processes and topics related to emerging information technologies. The course will provide resources for students to implement information systems in different companies using the fundamentals of management information systems and aligning information systems with the objectives and processes of the organization.

Course Outcomes:

The student will be able:

CO1: To understand the basic principles and working of information technology.

CO2: Describe the role of information technology and information systems in business.

CO3: To contrast and compare how internet and other information technologies support business processes.

CO4: To give an overall perspective of the importance of application of internet technologies in business administration.

CO5: Identify the various components of the knowledge management landscape.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PQ15
CO1	1	-	3	-	-	-	-	-	-	1	-	-	2		
CO2	1	-	3	-	-	-	-	-	-	2	-	-	2		
CO3	1	1	3	-	-	-	-	-	-	2	-	-	2		
CO4	1	-1-	-	-	-	-	-	-	-	2	-	-	2		1
CO5	1	1	1							1			1		1

Unit 1

Decision making in MIS – Overviews of System, analysis & design system development life cycle. Concepts & model – requirement and recognition structured & unstructured decision. Information requirement for decision making strategies under different condition synonymous decision-making models foundation of information system.

Unit 2

System design & implementation – Overview of logical of input output & control process & interface design, database design, implementation of MIS projects. Data Base Management – Management corporate data, data resources, data independence, consistency, security & integrity data base models – helical rational advantages & disadvantages of DBMS

Unit 3

Data Communication EDI electronic Data interchange. Net working concepts, LAN, WAN Components of LAN, WAN Network topologies difference between internet, intranet, Extranet. Introduction of E. Com – Introduction, concept, recent trends, business reengineering process, electronic funds transfer legal security issues of e-commerce.

Unit 4

Achieving Operational Excellence and Customer Intimacy: Enterprise systems, Supply chain management (SCM) systems, Customer relationship management (CRM) systems, Enterprise application. E-commerce: Digital Markets Digital Goods: E-commerce and the internet, E-commerce-business and technology, mobile digital platform and mobile E-commerce, Building and E-commerce web site. A Case study on ERP.

Unit 5

Managing Knowledge: The knowledge management landscape, Enterprise-wide knowledge management system, Knowledge work systems, Intelligent techniques. Enhancing Decision Making: Decision making and information systems, Business intelligence in the enterprise. Business intelligence constituencies. Building Information Systems: Systems as planned organizational change, Overview of systems development.

Textbooks:

1. Jawadekar - Management Information Systems - McGraw Hill
2. Davis & Olsan - MIS conceptual foundations – McGraw Hill.

References:

1. Kenneth C. Laudon, Jane P. Laudon - Management Information System: Managing the Digital Firm - Pearson Education.
2. James A. O' Brien, George M. Marakas - Management Information Systems – McGraw Hill.

Course Objective:

To develop an understanding of problem-solving methods, to understand the basic concepts of statistics and operations research, and to apply the results to real-life business problems.

Course Outcomes:

The student will be able to:

CO1: Introduce various methods of collection, classification, tabulation, and representation of data.

CO2: Explains and evaluates the measures of central tendency and measures of dispersion.

CO3: Understand the random experiment, sample space, and evaluation of the probability using the classical definition of probability and its application in real-life situations.

CO4: Analyze the data using methods of correlation and regression. Also describes mathematical considerations for analyzing time series and methods of Estimating trends.

CO5: Identify and develop operational research models from verbal descriptions of the real system and understand the mathematical tools that are needed to solve optimization problems.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	3	3	0	0	0	2	0	1	1	1	3	3	0	1
CO2	3	3	3	0	0	0	1	0	0	1	1	3	3	0	0
CO3	3	2	2	0	0	0	1	2	0	1	1	3	2	0	0
CO4	3	3	2	0	0	0	1	2	1	1	1	3	2	0	0
CO5	3	3	3	0	0	0	0	0	0	1	1	3	2	0	0

Unit 1**Data representations and analysis**

Meaning and scope of statistics, collection of data, primary and secondary methods of data collection, classification of data, presentation of data by diagrams, bar diagram and pie diagram.

Unit 2**Averages**

Arithmetic mean, median, mode, properties and uses, measures of dispersion - quartile deviation, standard deviation and co-efficient of variation.

Unit 3**Probability**

Introduction, Classical definition of probability, Addition theorem, Multiplication theorem, independence of events, conditional probability.

Unit 4**Correlation, regression and time series Analysis**

Correlation - meaning and definition, scatter diagram, Karl Pearson's correlation coefficient, computation and interpretation; Regression, the two regression equations.

Time series - meaning and components, business forecasting, methods of estimating trend, graphic,

and semi average, moving average method.

Unit 5

Operations Research

Linear programming problem, introduction, mathematical formulation of the problem, graphical solution, standard form of LPP, solution of LPP by simplex method. Network Scheduling by CPM, introduction, Activities and events, network diagram.

Textbooks:

1. S. P. Gupta - Statistical methods - Sultan Chand & Sons.
2. Kantiswaroop, P.K Gupta and Manmohan - Operations Research - Sultan Chand and sons

References:

1. P.R. Vittal - Business mathematics & statistics - Margham Publications
2. L.R Potti - Operations Research - Yamuna Publications.

26CSA187

DATA ANALYSIS USING EXCEL LAB

0 0 3 2

Course Objective:

The course covers spreadsheet fundamentals, analysis techniques, visualization, and task automation, preparing students for real-world applications.

Course Outcomes:

The student will be able to:

- CO1:** Gain proficiency in basic spreadsheet operations, functions, and formula usage.
- CO2:** Learn advanced spreadsheet functions for efficient data organization and analysis across multiple sheets.
- CO3:** Explore filtering capabilities and construct PivotTables for in-depth data analysis.
- CO4:** Develop skills in creating and customizing various types of charts to visually represent data effectively.
- CO5:** Understand macros and learn to create, record, and run them to automate repetitive tasks, increasing productivity.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	0	1	1	2	1	0	0	0	0	1	1	0	1	0	0
CO2	0	1	2	2	1	0	1	0	1	2	3	1	2	0	0
CO3	0	2	2	3	1	0	1	1	1	2	3	2	2	2	0
CO4	0	3	2	3	1	0	1	1	1	2	3	2	2	0	0
CO5	0	3	3	3	1	0	0	0	0	1	3	0	1	0	0

Unit 1

Introduction to Spreadsheets

Introduction to spreadsheets, reading data, manipulating data. Basic spreadsheet operations and functions, Using Formulas, Formula Functions – Sum, Average, if, Count, max, min, Proper, Upper, Lower, Using AutoSum, Advance Formulas

Unit 2

Spreadsheet Functions to Organize Data

Moving between Spreadsheets, Selecting Multiple Spreadsheets, Inserting and Deleting Spreadsheets, Renaming Spreadsheets, Splitting the Screen, Freezing Panes, Copying and Pasting, Data between Spreadsheets, Hiding, Protecting worksheets, Introduction to functions such as the IF, nested IF, VLOOKUP and HLOOKUP, Concatenate, Match, Count if, Text, Trim functions in Excel

Unit 3

Introduction to Filtering, Pivot Tables, and Charts

Introduction to the Data filtering capabilities of Excel, the construction of Pivot Tables to organize data and introduction to charts in Excel. Creating PivotTables, Manipulating a PivotTable, Using the PivotTable Toolbar, Changing Data Field, Properties, Displaying a PivotChart, Setting Pivot Table Options, Adding Subtotals to PivotTables.

Unit 4

Advanced Graphing and Charting

Constructing various Line, Bar and Pie charts. Using the Pivot chart features of Excel. Understanding and constructing Histograms and Scatter plots. Creating Charts, Different types of charts, Formatting Chart Objects, Changing the Chart Type, Showing and Hiding the Legend, Showing and Hiding the Data Table,

Unit 5

Macros

Making Macros, Recording Macros, Running Macros, Deleting Macro

Reference:

- Ash Narayan Sah - Data Analysis Using Microsoft Excel - Excel publications.

22ADM111

GLIMPSES OF GLORIOUS INDIA

2-0-1-2

Course Objective(s)

To introduce students to the depths and richness of the Indian culture and knowledge traditions, and to enable them to obtain a synoptic view of the grandiose achievements of India in diverse fields. To equip students with a knowledge of their country and its eternal values.

Course Outcomes

COs	Description
CO1	This part deals with two topics: The Need to Become Fearless in Life and the Role or Status of Women in India.
CO2	This part deals with three topics: Teachings and Principles of Chanakya, Difference between the terms God and Iswara and Contribution of Bhagavad Gita
	This area handles two important concepts: Indian Soft powers and A portrayal of how nature was preserved through the medium of Faith. Inner power is about never giving up on your dreams. To manifest more of what you desire in life, you must be prepared to embrace your

CO3	inner power. You must be persistent if you want to succeed. Maintain your modesty and never stop learning. Inner strength is an attitude to life. Faiths shape and direct how we think, act, and live our lives. However, faith's power is not solely spiritual. To preserve nature, our forefathers established systems and traditions based on faith. Our culture and faith are intricately bound to nature.
CO4	Two important topics are discussed here: A Brief history of Ancient Indian Cultures and a Discussion on Practical Vedanta. Indian culture is the legacy of the ethno-linguistically diverse country's social norms, moral principles, traditional practices, belief systems, political systems, artefacts, and technologies. Following every invasion or change of political control, new kingdoms carried their respective cultures with them, adding to the Indian culture. Vedanta is the philosophy of the Upanishads. Every soul possesses the potential to be divine. The objective is to manipulate this inner divinity by invoking both internal and external natural forces.
CO5	From this part, a student gets an insight into the contribution that India has made to the world. Moreover, foreign powers have been trying to humiliate and degrade India in front of the world for so long. However, it should be recognized that many inventions that are considered beneficial to the world today have been contributed by the great men of India.

CO-PO Mapping

PO/PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	-	-	3	2	2	-	-	-	3	-	-	3	-	-	-
CO2	-	-	2	-	-	-	-	2	2	-	-	2	-	-	-
CO3	-	-	3	-	2	-	3	2	2	-	-	3	-	-	-
CO4	-	-	1	-	-	-	1	1	-	-	1	-	-	-	-
CO5	2	-	-	1	1	-	2	-	-	-	3	3	-	-	-

Syllabus

- Chapter 1 - Face the Brutes
- Chapter 2 - Role of Women in India
- Chapter 3 - Acharya Chanakya
- Chapter 4 - God and Iswara
- Chapter 5 - Bhagavad Gita: From Soldier to Samsarin to Sadhaka
- Chapter 6 - Lessons of Yoga from Bhagavad Gita
- Chapter 7 - Indian Soft Powers: A Solution For Many Global Challenges
- Chapter 8 - Nature Preservation through faith
- Chapter 9 - Ancient Cultures what happened to them.
- Chapter 10 - Practical Vedanta
- Chapter 11 - To the World from India
- Chapter 12 - Indian Approach to Science

Textbooks/References

- Glimpses Of Glorious India

Evaluation Pattern

Assessment	Weightage (%)
Midterm	30
Continuous Assessment	20
End Semester Exam	50
Total Marks	100

SEMESTER III

26BUS201

FUNDAMENTALS OF COSTING

3 1 0 4

Course Objective:

To provide the students the knowledge of cost ascertainment, cost presentation and cost control and to understand different costing methods adopted by various concerns and its utilities.

Course Outcomes:

The student will be able to:

CO1: Understand the basic concepts of cost accounting and preparation of cost sheet

CO2: Gain knowledge on purchase procedure and control of material and pricing of material issues

CO3: Familiarise with the various methods of wage calculation

CO4: Understand the procedures in allocation, apportionment, re-apportionment and absorption of overheads

CO5: Construct operating cost sheet and process cost accounts

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	1	2	1	1	0	0	0	0	0	1	1	0	1	0	0
CO2	2	2	1	1	0	0	0	0	0	1	1	0	1	1	0
CO3	1	2	1	1	0	0	0	0	0	1	2	1	1	0	0
CO4	1	1	1	1	0	0	0	0	0	1	2	1	1	0	0
CO5	1	2	1	1	0	0	0	0	0	1	1	0	1	0	0

Unit1

Costing – meaning – objectives – cost - costing and cost accounting - advantages and disadvantages - cost accounting and financial accounting - cost accounting and management accounting - methods of costing - cost classification - cost centre and cost unit - cost sheet- unit costing - expenses excluded from cost.

Unit 2

Materials - purchase procedure - centralized purchasing- decentralised purchasing - stock levels: minimum level - maximum level - Re-order Level, Average stock level - Danger level – EOQ - issue of materials–pricing of material issues: LIFO – FIFO - Simple Average -Weighted Average.

Unit 3

Labour - Time keeping and time booking - methods of wage payment: Time rate and piece rate system – Taylor’s differential piece rate system - Merrick’s multiple piece rate system - incentive systems (Halsey and Rowan) – overtime - idle time.

Unit 4

Overheads - meaning and classification - allocation and apportionment of overheads - primary and secondary overhead distribution summary – Direct re-distribution -Step ladder - Reciprocal services method – Repeated distribution - Simultaneous equation - Absorption of overheads - methods of

absorption - machine hour rate - concept of over and under absorption of overheads.

Unit 5

Operating Costing - Transport costing - calculation of cost per kilometre - cost per passenger kilometre and cost per tonne kilometre - Process Costing – meaning – features – advantages – disadvantages – principles- elements of production cost – process loss – normal and abnormal loss – abnormal gain.

Textbook:

1. S.P.Jain and K.L.Narang - Cost Accounting - Kalyani Publishers

References:

1. S.P. Iyengar - Cost Accounting Principles - Sultan Chand and Sons
2. Khanna Ahuja and Pandey – Practical Costing - S. Chand
3. B. S. Raman–Cost Accounting - United Publishers.

26LAW200

MERCANTILE LAWS

210 3

Course Objective:

To provide general awareness about some important laws relating to trade and industry.

Course Outcomes:

The student will be able:

CO1: To understand various legal aspects related to the law of contract.

CO2: To acquire knowledge of various laws relating to Bailment, Pledge, and Agency.

CO3: To obtain knowledge about the Negotiable Instruments Act.

CO4: To learn Sale of Goods Act concepts.

CO5: To equip students to follow Mercantile law practices and ITAct-2000.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	2	1	0	0	0	0	0	0	0	2	2	0	0	0	0
CO2	2	1	0	0	0	0	0	0	0	2	2	0	0	0	0
CO3	1	1	0	0	0	0	0	0	0	2	2	0	0	0	0
CO4	2	1	0	0	0	0	0	0	0	3	2	0	0	0	0
CO5	1	1	0	0	0	0	0	0	0	3	2	0	0	0	0

Unit 1

Law of contracts: Definition, essentials of a valid contract- offer and acceptance, consideration, Doctrine of Privity of contract, capacity to contract, Free consent, kinds of contracts, Creation of contract, discharge and breach of contracts, Termination of contract, remedies for breach of contract.

Unit 2

Specific Contracts: Indemnity and guarantee: Distinction between indemnity and guarantee, kinds of guarantee. Bailment and pledge: Requisites of bailment and pledge, law relating to lien, termination of bailment. Contract of agency: Definition and essentials of agency creation of agency – classification of agency - rights and duties of agent and principal – Types of agents -

termination of agency.

Unit 3

Negotiable Instruments Act: Definition and types, maturity and grace days, payment in due course, parties to negotiable instruments, holder and holder in due course, endorsement, dishonour of negotiable instruments, discharge of negotiable instruments.

Unit 4

Contract of Sale of Goods: Essentials of a contract of sale, contract of sale and agreement to sell, conditions and warranties, caveat emptor, exceptions, transfer of ownership, transfer of title by non-owner, performance of contract, Unpaid seller – meaning and rights.

Unit 5

Indian Partnership Act: Definition of partnership, formation of partnership, firm, partner and firm name, registration of firm, types of partnership, dissolution of firm, Main features LLP under the Limited Liability Partnership Act 2008; Difference between LLP and general Partnerships. The Information Technology Act 2000: An overview - Digital signature, electronic governance.

Textbooks:

- 1) K.C. Garg, V.K. Sareen, Mukesh Sharma and Chawla – Business Law – Kalyani Publishers
- 2) M.C. Kuchal – Mercantile Law – Sultan Chand and Sons

References:

- 1) Tulsian – Business Law - McGraw Hill
- 2) M.C. Shukla – Mercantile Law - S. Chand
- 3) Gulshan – Mercantile Law - Excel Books.

26BUS202

PRODUCTION AND OPERATIONS MANAGEMENT

3 1 0 4

Course Objective:

This course aims to familiarize the students with production methods and operations, which are frequently applied to business and to provide a general idea about inventory management, technology, production standards and plant layout in the industrial sector.

Course Outcomes:

The student will be able:

C01 - To define the concepts of production and operations management

C02 - To describe the factors needed for plant location, plant layout

C03 - Understanding and implementing inventory management techniques involve progressing from grasping the concepts to proficiently applying them in practical settings.

C04 To grasp materials management and quality control, individuals must engage in cognitive processes such as understanding, analyzing, and evaluating the underlying principles and concepts.

C05 - Applying technology management constructively for effective business decisions involves progressing from understanding the principles to skillfully applying them in real-world scenarios.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	0	0	0	2	1	0	0	2	0	2	2	0	2	2	2
CO2	0	0	0	2	1	0	0	1	0	2	2	0	2	2	2
CO3	0	0	0	2	1	0	0	1	0	2	2	0	2	2	2
CO4	0	0	0	2	1	0	0	2	0	2	2	0	2	2	2
CO5	1	2	0	2	1	0	0	2	0	2	2	0	2	2	2

Unit 1

Introduction: Meaning, Nature, and Scope of Production and Operation Management. Objectives of Operations Management. Duties and Responsibilities of Operations Management. Production Function. Systems approach to Operations Management. Manufacturing system: Mass, Batch, job shop

Unit 2

Plant Location: Nature, Factors considered in location, Methods and Type of areas.

Plant Layout: Objective of good layout, Factors influencing layout and Types of layouts.

Material Handling Equipment: Importance, Objective, Factors affecting selection of equipment - Maintenance – need – importance – types – preventive – predictive – corrective

Unit 3

Operations Planning, Control, and Project Management: Aggregate planning and master scheduling - Inventory management techniques: EOQ, JIT, MRP - Project planning, scheduling, and resource allocation - Project evaluation and control

Unit 4

Materials Management – objectives and importance – Process of purchasing – Role of purchase manager – Store keeping - Inventory Management: Factors influencing and Objectives of inventory management – types of inventories – inventory control -Quality control – quality circle – ISO 9000 and 14000 series – audit and documentation

Unit 5

Technology management and innovation: Introduction – technology life cycle – technology diffusion – technology transfer – technology commercialization and entrepreneurship - innovation management – need – types – incremental and radical – innovation management principles – pillars of innovation management – innovation strategy

Managing R&D and New Product Development - Ethical and social implications of technology – green manufacturing – sustainable production and consumption.

Textbooks:

- 1) S.N. Chary - Production and Operation Management – McGraw Hill
- 2) K. Ashwathappa - Production Management - Himalaya Publishing
- 3) Khurana - Management of Technology and Innovation - Ane Books

References:

- 1) Adams - Production and Operations Management: Concepts, Models and Behavior - PHI
- 2) Kanishka Bedi - Production and Operations Management - Oxford University Press

Course Objective:

To enable the students to gain a basic level of knowledge about the concept of Human Resource Management.

Course Outcomes:

The student will be able:

CO1: To Understand basic concepts of Human Resource Management.

CO2: To Understand concepts of manpower planning, analysis of jobs and evaluation of jobs.

CO3: To Understand the process of recruitment, selection, and training in an organisation.

CO4: To understand performance appraisal processes and their significance in managing human resources effectively.

CO5: To understand the concepts of Human Resource Accounting and Human Resource Audit and their relevance in organizational decision-making.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	1	0	0	1	0	0	1	0	0	1	1	0	0	0	2
CO2	1	0	0	1	0	0	1	0	0	1	1	0	0	1	2
CO3	1	0	0	1	0	0	1	0	0	1	1	0	0	1	2
CO4	1	0	0	1	1	0	3	1	0	1	1	0	0	1	2
CO5	1	0	0	1	0	0	1	1	0	1	1	0	1	1	2

Unit 1

Human Resource Management – Concept – Human Resource and its Importance- Evolution of Human Resource Management – Functions and Scope of Human Resource Management – Process of Human Resource Management - Importance of Human Resource Management- Human Resource Manager: Responsibilities – Qualities- Role of a Human Resource Manager.

Unit 2

Human Resource Planning: Meaning - Need for human resource planning - Process of manpower planning - Purposes and uses of job analysis - Contents of job analysis - Steps in job analysis - Job evaluation - Objectives and principles of Job evaluation - Procedure of job evaluation- Advantages and disadvantages of job evaluation.

Unit 3

Recruitment: Meaning and definition- Purpose and importance- Sources of recruitment – Selection: Selection process- Barriers to effective selection- Placement and Orientation: Meaning- Problems of orientation – Training and Development: Types of training Programmes –Requisites of an effective training programme- Difference between Training and Development.

Unit 4

Motivation – Meaning and concept - Theories of motivation: Maslow's Hierarchy of Needs- Herzberg's two-Factor Theory- Expectancy Theory- Equity Theory- McClelland's Three Needs Theory-Theory X and Theory Y- Theory Z- Performance appraisal: Meaning - Objectives – Performance appraisal process.

Unit 5

Human Resource Accounting and Human Resource Audit: Human Resource Accounting – Meaning- Need - Objectives - Advantages and Limitations of Human Resource Accounting - Human Resource Audit: Meaning- Features, Objectives of Human Resource Audit - Benefits and Limitations of Human Resource Audit.

Textbooks:

- 1) K. Aswathappa – Human Resource Management - McGraw Hill
- 2) V.S.P. Rao–Human Resource Management – Excel Books.

References:

- 1) Gray Dessler - Human Resource Management - Pearson
- 2) Edwin Flippo – Personnel Management - Mc Graw Hill
- 3) Dr. C B Gupta - Human Resource Management Text and Cases - Sultan Chand & Sons.

23LSK201

Life Skills I

1-0-2-2

Pre-requisite: An open mind and the urge for self-development, basic English language skills, knowledge of high school level mathematics.

Course Objective: To assist students in inculcating soft skills, developing a strong personality, empowering them to face life's challenges, improving their communication skills and problem-solving skills.

Course Outcomes

CO1: Soft Skills - To develop greater morale and positive attitude to face, analyze, and manage emotions in real life situations, like placement process.

CO2: Soft Skills - To empower students to create better impact on a target audience through content creation, effective delivery, appropriate body language and overcoming nervousness, in situations like presentations, Group Discussions and interviews.

CO3: Aptitude – To analyze, understand and solve questions in arithmetic and algebra by employing the most suitable methods.

CO4: Aptitude - To investigate and apply suitable techniques to solve questions on logical reasoning.

CO5: Verbal – To infer the meaning of words & use them in the right context. To have a better understanding of the nuances of English grammar and become capable of applying them effectively.

CO6: Verbal - To identify the relationship between words using reasoning skills. To develop the capacity to communicate ideas effectively.

Skills: Communication, self-confidence, emotional intelligence, presentation skills and problem-solving Skills.

CO-PO Mapping

PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	-	-	-	-	-	-	2	3	3	-	3
CO2	-	-	-	-	-	-	-	3	2	3	-	3
CO3	-	3	-	-	-	-	-	-	-	-	-	3
CO4	-	3	-	-	-	-	-	-	-	-	-	3
CO5	-	-	-	-	-	-	-	-	-	3	-	3
CO6	-	-	-	-	-	-	-	-	3	3	-	3

Syllabus

Soft Skills

Soft Skills and its importance: Pleasure and pains of transition from an academic environment to work-environment. New-age challenges and distractions. Learning to benefit from constructive criticisms and feedback. Need for change in mindset and up-skilling to keep oneself competent in the professional world.

Managing Self: Knowing oneself, Self-perception, Importance of positive attitude, Building and displaying confidence, Avoiding being overconfident, Managing emotions, stress, fear. Developing Resilience and handling failures. Self-motivation, Self-learning, and continuous knowledge up-gradation / Life-long learning. Personal productivity - Goal setting and its importance in career planning, Self-discipline, Importance of values, ethics and integrity, Universal Human Values.

Communication: Process, Language Fluency, Non-verbal, Active listening. Assertiveness vs. aggressiveness. Barriers in communication. Digital communication

Aptitude

Numbers: Types, Power Cycles, Divisibility, Prime, Factors & Multiples, HCF & LCM, Surds, Indices, Square roots, Cube Roots and Simplification.

Percentage: Basics, Profit, Loss & Discount, and Simple & Compound Interest.

Ratio, Proportion & Variation: Basics, Alligations, Mixtures, and Partnership.

Averages: Basics, and Weighted Average.

Equations: Basics, Linear, Quadratic, Equations of Higher Degree and Problems on ages.

Logical Reasoning I: Blood Relations, Direction Test, Syllogisms, Series, Odd man out, Coding & Decoding, Cryptarithmic Problems and Input - Output Reasoning.

Verbal Skills

Vocabulary: Familiarize students with the etymology of words, help them realize the relevance of word analysis and enable them to answer synonym and antonym questions. Create an awareness about the frequently misused words, commonly confused words and wrong form of words in English.

Grammar (Basics): To learn the usage of grammar and facilitate students to identify errors and correct them.

Reasoning: Stress the importance of understanding the relationship between words through analogy questions. Emphasize the importance of avoiding the gap (assumption) in the argument/ statements/ communication.

Speaking Skills: Make students conscious of the relevance of effective communication in today's world through individual speaking activities.

Writing Skills: Introduce formal written communication and keep the students informed about the etiquette of email writing.

References:

1. Gulati. S., (1006) "Corporate Soft Skills", New Delhi, India: Rupa & Co.
2. The hard truth about Soft Skills, by Amazon Publication.
3. Verbal Skills Activity Book, CIR, AVVP
4. Nova's GRE Prep Course, Jeff Kolby, Scott Thornburg & Kathleen Pierce
5. The BBC and British Council online resources
6. Owl Purdue University online teaching resources
7. www.thegrammarbook.com online teaching resources
8. www.englishpage.com online teaching resources and other useful websites
9. Student Workbook: Quantitative Aptitude & Reasoning, Corporate & Industry Relations, Amrita Vishwa Vidyapeetham.
10. Quantitative Aptitude for All Competitive Examinations, Abhijit Guha.
11. How to Prepare for Quantitative Aptitude for the CAT, Arun Sharma.
12. How to Prepare for Data Interpretation for the CAT, Arun Sharma.
13. How to Prepare for Logical Reasoning for the CAT, Arun Sharma.
14. Quantitative Aptitude for Competitive Examinations, R S Aggarwal.
15. A Modern Approach to Logical Reasoning, R S Aggarwal.
16. A Modern Approach to Verbal & Non-Verbal Reasoning, R S Aggarwal.

Evaluation Pattern

Assessment	Internal	External
Continuous Assessment (CA)* – Soft Skills	30	-
Continuous Assessment (CA)* – Aptitude	10	25
Continuous Assessment (CA)* – Verbal	10	25
Total	50	50

*CA - Can be presentations, speaking activities and tests.

AMRITA VALUE PROGRAMMES I & II

22AVP201 Message from Amma's Life for the Modern World

Amma's messages can be put to action in our life through pragmatism and attuning of our thought process in a positive and creative manner. Every single word Amma speaks and the guidance received in on matters which we consider as trivial are rich in content and touches the very inner being of our personality. Life gets enriched by Amma's guidance and She teaches us the art of exemplary life skills where we become witness to all the happenings around us still keeping the balance of the mind.

22ADM211 Leadership from the Ramayana

Introduction to Ramayana, the first Epic in the world – Influence of Ramayana on Indian values and culture – Storyline of Ramayana – Study of leading characters in Ramayana – Influence of Ramayana outside India – Relevance of Ramayana for modern times.

22ADM201 Strategic Lessons from the Mahabharata

Introduction to Mahabharata, the largest Epic in the world – Influence of Mahabharata on Indian values and culture – Storyline of Mahabharata – Study of leading characters in Mahabharata – Kurukshetra War and its significance - Relevance of Mahabharata for modern times.

22AVP204 Lessons from the Upanishads

Introduction to the Upanishads: Sruti versus Smriti - Overview of the four Vedas and the ten Principal Upanishads - The central problems of the Upanishads – The Upanishads and Indian Culture – Relevance of Upanishads for modern times – A few Upanishad Personalities: Nachiketas, SatyakamaJabala, Aruni, Shvetaketu.

22AVP205 Message of the Bhagavad Gita

Introduction to Bhagavad Gita – Brief storyline of Mahabharata - Context of Kurukshetra War – The anguish of Arjuna – Counsel by Sri. Krishna – Key teachings of the Bhagavad Gita – Karma Yoga, Jnana Yoga and Bhakti Yoga - Theory of Karma and Reincarnation – Concept of Dharma – Concept of Avatar - Relevance of Mahabharata for modern times.

22AVP206 Life and Message of Swami Vivekananda

Brief Sketch of Swami Vivekananda's Life – Meeting with Guru – Disciplining of Narendra - Travel across India - Inspiring Life incidents – Address at the Parliament of Religions – Travel in United States and Europe – Return and reception India – Message from Swamiji's life.

22AVP207 Life and Teachings of Spiritual Masters India

Sri Rama, Sri Krishna, Sri Buddha, AdiShankaracharya, Sri Ramakrishna Paramahansa, Swami Vivekananda, Sri RamanaMaharshi, Mata Amritanandamayi Devi.

22AVP208 Insights into Indian Arts and Literature

The aim of this course is to present the rich literature and culture of Ancient India and help students appreciate their deep influence on Indian Life - Vedic culture, primary source of Indian Culture – Brief introduction and appreciation of a few of the art forms of India - Arts, Music, Dance, Theatre.

22AVP209 Yoga and Meditation

The objective of the course is to provide practical training in YOGA ASANAS with a sound theoretical base and theory classes on selected verses of Patanjali's Yoga Sutra and Ashtanga Yoga. The coverage also includes the effect of yoga on integrated personality development.

22AVP210 Kerala Mural Art and Painting

Mural painting is an offshoot of the devotional tradition of Kerala. A mural is any piece of artwork painted or applied directly on a wall, ceiling or other large permanent surface. In the contemporary scenario Mural painting is not restricted to the permanent structures and are being done even on canvas. Kerala mural paintings are the frescos depicting mythology and legends, which are drawn on the walls of temples and churches in South India, principally in Kerala. Ancient temples, churches and places in Kerala, South India, display an abounding tradition of mural paintings mostly dating back between the 9th to 12th centuries when this form of art enjoyed Royal patronage. Learning Mural painting through the theory and practice workshop is the objective of this course.

22AVP213 Traditional Fine Arts of India

India is home to one of the most diverse Art forms world over. The underlying philosophy of Indian life is ‘Unity in Diversity’ and it has led to the most diverse expressions of culture in India. Most art forms of India are an expression of devotion by the devotee towards the Lord and its influence in Indian life is very pervasive. This course will introduce students to the deeper philosophical basis of Indian Art forms and attempt to provide a practical demonstration of the continuing relevance of the Art.

22AVP214 Principles of Worship in India

Indian mode of worship is unique among the world civilizations. Nowhere in the world has the philosophical idea of reverence and worshipfulness for everything in this universe found universal acceptance as it in India. Indian religious life even today is a practical demonstration of the potential for realization of this profound truth. To see the all-pervading consciousness in everything, including animate and inanimate, and constituting society to realise this truth can be seen as the epitome of civilizational excellence. This course will discuss the principles and rationale behind different modes of worship prevalent in India.

22AVP215 Temple Mural Arts in Kerala

The traditional percussion ensembles in the Temples of Kerala have enthralled millions over the years. The splendor of our temples makes art enthusiast spellbound, warmth and grandeur of color combination sumptuousness of the outline, crowding of space by divine or heroic figures often with in vigorous movement are the characteristics of murals.

The mural painting specially area visual counterpart of myth, legend, gods, dirties, and demons of the theatrical world, Identical myths are popular the birth of Rama, the story of Bhima and Hanuman, Shiva, as Kirata, and the Jealousy of Uma and ganga the mural painting in Kerala appear to be closely related to, and influenced by this theatrical activity the art historians on temple planes, wood carving and painting the architectural plane of the Kerala temples are built largely on the pan-Indians almost universal model of the Vasthupurusha.

22AVP218 Insights into Indian Classical Music

The course introduces the students into the various terminologies used in Indian musicology and their explanations, like Nadam, Sruti, Svaram – svara nomenclature, Stayi, Graha, Nyasa, Amsa, Thala,- Saptatalas and their angas, Shadangas, Vadi, Samavadi, Anuvadi. The course takes the students through Carnatic as well as Hindustani classical styles.

22AVP219 Insights into Traditional Indian Painting

The course introduces traditional Indian paintings in the light of ancient Indian wisdom in the fields of aesthetics, the Shadanga (Sixs limbs of Indian paintings) and the contextual stories from ancient texts from where the paintings originated. The course introduces the painting styles such as Madhubani, Kerala Mural, Pahari, Cheriya, Rajput, Tanjore etc.

22AVP220 Insights into Indian Classical Dance

The course takes the students through the ancient Indian text on aesthetics the Natyasastra and its commentary the AbhinavaBharati. The course introduces various styles of Indian classical dance such as Bharatanatyan, Mohiniyatton, Kuchipudi, Odissy, Katak etc. The course takes the students through both contextual theory as well as practice time.

22AVP221

Indian Martial Arts and Self Defense

The course introduces the students to the ancient Indian system of self-defense and the combat through various martial art forms and focuses more on traditional Kerala’s traditional KalariPayattu. The course introduces the various exercise technique to make the body supple and flexible before going into the steps and techniques of the martial art. The advanced level of this course introduces the technique of weaponry.

SEMESTER IV

26BUS211

ORGANISATIONAL BEHAVIOUR

2 1 0 3

Course Objective:

To gain knowledge of the fundamentals of organizational behaviour and how it's used in modern organizations and to comprehend the effects that structure, organizations, and individuals have on the efficiency and effectiveness of an organization.

Course Outcomes:

The student will be able:

CO1: To understand the concept of Organizational behaviour.

CO2: To understand the Psychological Foundations of Individual Behavior and Theories of Motivation.

CO3: To understand interpersonal behavior and its importance in organization.

CO4: To understand Group Behaviour and its Dynamics in organisation.

CO5: To understand the need for Organisational Change and Development and Overcoming Resistance to Change.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	0	0	0	1	2	0	0	0	0	1	1	0	1	1	1
CO2	0	0	0	1	2	0	0	0	0	1	1	0	1	1	1
CO3	0	0	0	1	2	0	0	0	0	1	1	0	1	1	1
CO4	0	0	0	1	2	0	0	0	0	1	1	0	1	1	1
CO5	1	0	0	1	2	0	0	0	0	1	1	1	1	1	1

Unit 1

Introduction to Organizational Behaviour - Meaning – Definition – Importance of Organizational Behaviour – disciplines contributing to Organizational Behaviour - challenges and opportunities for Organizational Behaviour concepts - OB model.

Unit 2

The Individual Behaviour - psychological foundations of individual behavior. Basic Psychological Process—Personality, Determinants of Personality — Personality Traits—Perception, Perceptual Process- Factors Affecting Perception — Learning, Theories of Learning — Motivation – Theories of motivation.

Unit 3

Interpersonal Behaviour - Interpersonal Relations in organization, interpersonal communication, transactional analysis, life position analysis, Games analysis.

Unit 4

Group: Concept of Group Dynamics—Features of Group—Types of Group Behaviour — Formal and Informal Group Behaviour—Group Norms—Group Cohesiveness Group Behaviour, - The Five-Stage Model of group development - group properties, conflict management - process.

Unit 5

Organisational Change and Development – organizational culture - Functions – Forces for change - Overcoming Resistance to Change, approaches to managing organizational change - Organizational development - creating a culture for change.

Textbooks:

1. Robbins and Judge - Organizational Behavior - Prentice Hall, India.
2. Uday Pareek - Understanding Organizational Behavior - Oxford University Press

References:

1. John W. Newstrom -Organizational Behavior: Human Behavior at Work - McGraw Hill
2. Uma Sekaran - Organizational Behavior - McGraw Hill

24ENV200

ENVIRONMENTAL SCIENCE AND SUSTAINABILITY

3 1 0 4

Course Objective:

To provide a general understanding of our environment, problems during exploitation of natural resources, the importance of biodiversity and the need for its conservation, pollution and its impacts, and approaches for environment sustainability.

Course Outcomes:

The student will be able to:

CO1: Understand the over-exploitation of our natural resources and the need for Sustainable development.

CO2: Understand the concept of ecosystem, its structure and function and threats to Ecosystems.

CO3: Understand the concept of bio-diversity, its importance and conservation.

CO4: Classify pollution and its impacts

CO5: Inferring different approaches for attaining environmental sustainability.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	0	0	0	1	1	1	0	1	1	1	1	1	1	0	0
CO2	1	1	0	1	1	1	1	1	2	1	1	1	1	1	1
CO3	1	1	0	1	1	1	1	1	2	1	1	1	1	1	1
CO4	2	2	0	1	1	1	1	1	2	1	1	1	1	1	1
CO5	2	2	1	2	2	2	1	2	2	1	1	1	1	2	2

Unit 1

Multidisciplinary nature of environmental studies, Renewable and non-renewable Natural resources, Overexploitation and conservation of the following natural resources: forest, water, food, energy, mineral and land resources, Concept of sustainability, sustainable development, Concept of three R's (Reduce, Reuse, and Recycle), Concept of zero waste, Need for environmental education.

Unit 2

Concept of ecosystem. Components, structure and function of an eco-system, A brief description of forest ecosystem and desert ecosystem, Food chain and food web, Ecological Pyramids, Bio geochemical Cycles (examples-Carbon, Nitrogen and Phosphorous), Ecosystem Services (example forest), Threats to ecosystems, Conservation of ecosystems.

Unit 3

Concept of Biodiversity, hot spots of biodiversity, India as a mega diversity nation, Threats to biodiversity, Value of biodiversity, Brief description of economic valuation of biodiversity, Red Data Base and Red data Book, International Union for Conservation of Nature (IUCN), Red List of Threatened Species (Brief description), Conservation of biodiversity.

Unit 4

Pollution of air, acid rain, global warming and climate change, ozone layer depletion, Water pollution, Soil pollution. Industrial and urban solid wastes, Hospital wastes, Hazardous waste, Collection, segregation of solid wastes, Different household disposal methods for degradable solid wastes, Commercial water purification devices for households, Plastic pollution, micro plastics and its environmental and health effects, E-waste.

Unit 5

Ecological foot prints, brief description of Carbon Footprint and Water Footprint, Linear and Circular resource management, System thinking, Industrial ecosystems, Environmental Impact Assessment (EIA), Environment Management Plan (EMP), Green Technology, Green Business, Green Accounting, Green Buildings, Eco-Labeling, Sustainable (Green) Cities, Role of individuals in the up keeping of environment.

Textbooks:

1. Palanisamy P. N., Manikandan P., Geetha A., Manjula Ran – Environmental Science - Pearson Education.
2. Harikumar P.N., Susha D. And Manoj Narayanan K. S. – Environment management and human rights - Himalaya Publishing House.
3. Asthana D.K and Meera Asthana – A Textbook of Environmental Studies - S. Chand & Company

References:

1. Bala Krishnamoorthy – Environmental Management: Text and Cases - PHI
2. Jacob Thomas – Environmental management: Text and Cases - Pearson.
3. Rajagopalan R. – Environmental Studies: From crisis to Cure - Oxford University Press

Course Objective:

To understand and apply the principles of income tax law in India, including the computation of various sources of income, tax planning, and the ethical considerations of tax practices.

Course Outcomes:

The student will be able:

CO1: To understand the history of income tax in India and the significance of residential status in tax incidence.

CO2: To compute income from house property for let-out and self-occupied properties.

CO3: To compute income from business or profession, considering allowable and disallowable expenses.

CO4: To compute income from capital gain and other sources.

CO5: To understand the concepts of aggregation of income, set-off; carry forward, rebates, and reliefs.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	1	2	2	1	0	1	1	1	0	2	2	1	2	2	1
CO2	2	2	2	1	0	1	1	1	0	3	2	1	1	1	1
CO3	2	2	2	1	0	1	1	1	0	2	2	1	1	1	1
CO4	2	2	2	1	0	1	1	1	0	2	2	1	1	1	1
CO5	3	3	3	1	0	2	1	2	0	3	2	1	2	1	1

Unit 1

Brief History of Income Tax in India - Important definitions in the Income Tax Act: Assessee - Deemed Assessee – Assessee in Default - Assessment - Assessment year - Income - Person - PreviousYear - Financial Year - Gross Total Income - Total Income - Residential status – incidence of tax – Tax Exempted income under section 10

Unit 2

Income from salary – Allowances – Provident fund - Perquisites – gratuity – pension – computation of income from salary - Income from house property – let out house and self-occupied house – annual value – computation of Income from house property.

Unit 3

Income from Business or Profession – Definitions – allowable expenses and disallowable expenses – provision related to depreciation – computation of Income from Business or Profession.

Unit 4

Income from Capital Gain – capital assets – computation of LTCG and STCG - Transfer - cost of acquisition - cost of improvement - Exempted capital gain – computation of income from other sources - definition - computation – Grossing up.

Unit 5

Aggregation of income - Set – off or carry forward – Deductions under section 80C to 80 U - Rebates and reliefs – Computation of Total income and Tax liability of individuals.

Textbooks:

1. Dr. H.C. Mehrotra, Dr. S.P. Goyal - Income Tax Law and Practice - Sahitya Bhawan Publications
2. T. N. Manoharan - Students Hand book on Taxation – Snow White Publications Pvt Ltd.

References:

1. V.P. Gaur & D.B. Narang - Income Tax Law and Practice - Kalyani Publications.
2. Dr. Bhagwati Prasad - Direct Taxes law &Practice - Vishwa Prakashan.
3. Dr. Vinod K. Singhanian - Students Guide to Income Tax - Taxmann Publication
4. Dr. Girish Ahuja & Dr. Ravi Gupta – Simplified Approach to income Tax - Sahitya Bhawan Publishes
5. T.S. Reddy & Y. Hari Prasad Reddy - Income Tax Theory, Law and Practice - Margham Publication.
6. Dinker Pagare- Income Tax Law and Practice - Sultan Chand & Sons.

26CSA285

ACCOUNTING PACKAGES – TALLY LAB

1 0 2 2

Course Objective:

To enable students to understand the application of accounting through the accounting package – Tally.

Course Outcomes:

The student will be able:

CO1: To understand the fundamentals of bookkeeping and its importance in business operations.

CO2: To develop proficiency in Tally accounting software, including a chart of accounts, ledgers, and voucher entry.

CO3: To learn the effective management of inventory using Tally, including creating vouchers, handling purchase and sales orders, and invoicing.

CO4: To know Tally's reporting and printing capabilities, including bank reconciliation, budgeting, and cash flow analysis.

CO5: To practice the skills in applying taxes, including TDS and GST, and utilize advanced features like security controls and data export/import in Tally.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	2	1	0	0	1	0	0	0	0	0	0	0	0	0	0
CO2	3	2	1	0	2	1	0	0	0	0	0	0	0	0	0
CO3	3	2	2	1	2	1	0	0	0	0	0	0	0	0	0
CO4	2	2	2	2	2	1	1	0	0	0	0	0	0	0	0
CO5	3	3	2	2	3	2	1	1	0	0	0	0	0	0	0

Unit 1

Introduction – Basics of bookkeeping – importance – types of records – Getting started with Tally – Company information – Features and configuration.

Unit 2

Tally accounting - Chart of accounts – Ledgers – vouchers – financial and trading vouchers - advanced voucher entry.

Unit 3

Tally inventory – basics of inventory – inventory vouchers – purchase and sales orders invoicing – bill of materials – price list – Cost category and cost centres.

Unit 4

Display and reporting – reporting and printing – bank reconciliation – budgeting – cash and funds flow – payroll voucher and pay report.

Unit 5

Application of taxes – TDS – Goods and Service Tax (GST) – Introduction, Tax rate structure and setup in tally prime, invoicing in GST, Input Credit mechanism, GST Adjustment -Expert features – security controls – tally audit – export and import of data – splitting financial years.

Textbook:

1. Nadhani – Tally ERP 9 Training Guide – BPB Publication

References:

1. Roopa - Tally for everyone –Add to Cart Publishing
2. Kogent Learning Solutions – Tally ERP 9 in Simple Steps - Dreamtech Publication
3. Dinesh Maidasani – Mastering Tally ERP 9 - Firewall Media.

23LSK211

Life Skills II

1-0-2-2

Pre-requisite: Willingness to learn, communication skills, basic English language skills, knowledge of high school level mathematics.

Course Objective: To help students understand the corporate culture and assist them in improving their group discussion skills, communication skills, listening skills and problem-solving skills.

Course Outcomes

CO1: Soft Skills - To improve the inter-personal skills, professional etiquette and leadership skills, vital for arriving at win-win situations in Group Discussions and other team activities.

CO2: Soft Skills - To develop the ability to create better impact in a Group Discussions through examination, participation, perspective-sharing, ideation, listening, brainstorming and consensus.

CO3: Aptitude - To interpret, critically analyze and solve questions in arithmetic and algebra by employing the most suitable methods.

CO4: Aptitude - To analyze, understand and apply suitable methods to solve questions on logical reasoning.

CO5: Verbal - To be able to use vocabulary in the right context and to be competent in spotting grammatical errors and correcting them.

CO6: Verbal - To be able to logically connect words, phrases, sentences and thereby communicate their perspectives/ideas convincingly.

Skills: Communication, etiquette and grooming, inter-personal skills, listening skills, convincing skills, problem-solving skill.

CO-PO Mapping

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	-	-	-	-	-	-	2	3	3	2	3
CO2	-	-	-	-	-	-	-	2	3	3	2	3
CO3	-	3	-	-	-	-	-	-	-	-	-	3
CO4	-	3	-	-	-	-	-	-	-	-	-	3
CO5	-	-	-	-	-	-	-	-	-	3	-	3
CO6	-	-	-	-	-	-	-	-	3	3	-	3

Syllabus

Soft Skills

Professional Grooming and Practices: Basics of corporate culture, key pillars of business etiquette – online and offline: socially acceptable ways of behavior, body language, personal hygiene, professional attire and cultural adaptability and managing diversity. Handling pressure, multi-tasking. Being enterprising. Adapting to corporate life: Emotional Management (EQ), Adversity Management, Health consciousness. People skills, Critical Thinking and Problem solving.

Group Discussions: Advantages of group discussions, Types of group discussion and Roles played in a group discussion. Personality traits evaluated in a group discussion. Initiation techniques and maintaining the flow of the discussion, how to perform well in a group discussion. Summarization/conclusion.

Aptitude

Logarithms, Inequalities and Modulus: Basics

Sequence and Series: Basics, AP, GP, HP, and Special Series.

Time and Work: Basics, Pipes & Cistern, and Work Equivalence.

Time, Speed and Distance: Basics, Average Speed, Relative Speed, Boats & Streams, Races and Circular tracks.

Logical Reasoning II: Arrangements, Sequencing, Scheduling, Venn Diagram, Network Diagrams, Binary Logic, and Logical Connectives, Clocks, Calendars, Cubes, Non-Verbal reasoning and Symbol based reasoning.

Verbal Skills

Vocabulary: Help students understand the usage of words in different contexts.

Grammar (Medium Level): Train Students to comprehend the nuances of Grammar and empower them to spot errors in sentences and correct them.

Reading Comprehension (Basics): Introduce students to smart reading techniques and help them understand different tones in comprehension passages.

Reasoning: Enable students to connect words, phrases and sentences logically.

Oral Communication Skills: Aid students in using the gift of the gab to interpret images, do a video synthesis, try a song interpretation or elaborate on a literary quote.

References:

1. Adair. J., (1.986), "Effective Team Building: How to make a winning team", London, U.K: Pan Books.
2. Gulati. S., (2006) "Corporate Soft Skills", New Delhi, India: Rupa & Co.
3. The Hard Truth about Soft Skills, by Amazone Publication.
4. Verbal Skills Activity Book, CIR, AVVP
5. Nova’s GRE Prep Course, Jeff Kolby, Scott Thornburg & Kathleen Pierce
6. The BBC and British Council online resources
7. Owl Purdue University online teaching resources
8. www.thegrammarbook.com online teaching resources
9. www.englishpage.com online teaching resources and other useful websites
10. Student Workbook: Quantitative Aptitude & Reasoning, Corporate & Industry Relations, Amrita Vishwa Vidyapeetham.
11. Quantitative Aptitude for All Competitive Examinations, Abhijit Guha.
12. How to Prepare for Quantitative Aptitude for the CAT, Arun Sharma.
13. How to Prepare for Data Interpretation for the CAT, Arun Sharma.
14. How to Prepare for Logical Reasoning for the CAT, Arun Sharma.
15. Quantitative Aptitude for Competitive Examinations, R S Aggarwal.
16. A Modern Approach to Logical Reasoning, R S Aggarwal.
17. A Modern Approach to Verbal & Non-Verbal Reasoning, R S Aggarwal.

Evaluation Pattern

Assessment	Internal	External
Continuous Assessment (CA)* – Soft Skills	30	-
Continuous Assessment (CA)* – Aptitude	10	25
Continuous Assessment (CA)* – Verbal	10	25
Total	50	50

*CA - Can be **presentations, speaking activities and tests**

SEMESTER V

26BUS301

MANAGEMENT ACCOUNTING

3 1 0 4

Course Objective:

The objective of the course is to acquaint the students with an understanding of the applications of various tools and techniques of management accounting.

Course Outcomes:

The student will be able:

CO1: To understand the basic concepts of management accounting and its role in the management process, as well as the relationship between management accounting and cost accounting.

CO2: To understand the concept of marginal costing and apply marginal costing techniques to prepare marginal cost statements and perform cost-volume-profit analysis.

CO3: To understand the classification of ratios and their use in evaluating financial performance and apply ratio analysis techniques to analyse financial statements and make informed business decisions.

CO4: To understand the fund flow statement and cash flow statement and apply the same for decision-making.

CO5: To understand different types of budgeting techniques and apply the same for budgetary control.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	1	1	1	1	0	0	0	0	0	1	1	0	1	1	1
CO2	1	1	1	1	0	0	0	0	0	1	2	1	1	1	1
CO3	2	2	2	1	0	0	0	0	0	1	3	1	1	1	1
CO4	2	2	2	1	0	0	0	0	0	1	2	1	1	1	1
CO5	2	2	2	1	0	0	0	0	0	1	3	2	1	1	1

Unit 1

Management Accounting: Meaning – definition – Advantages – disadvantages – Functions – Scope - Role of Management Accounting in Management Process - Relationship between Management Accounting and Cost Accounting - Recent Trends in Management Reporting.

Unit 2

Marginal Costing - Features - Advantages – Disadvantages -Determination of Cost and Profit Under Marginal Costing – Contribution - Profit/Volume Ratio - Marginal Cost Statement - Break Even Analysis - Angle of Incidence -Margin of Safety - Cash Break Even Point - Composite Break Even Point - Cost-Volume Profit Analysis (CVP Analysis) – Assumptions.

Unit 3

Ratio analysis – meaning - Use and Significance of Ratio analysis – limitations - Classification of Ratios - Liquidity Ratios - solvency ratios - Activity Ratios - Profitability ratios - Market test ratios.

Unit 4

Fund flow statement - meaning– importance - Difference between funds flow statement, balance

sheet and income statement– Statement of changes in working capital– Fund from operation – preparation of fund flow statement - limitations - Cash flow statement – meaning – uses - cash from operation - preparation of cash flow statement

Unit 5

Budget and Budgetary Control - Advantages of Budgetary Control - Objectives - Limitations of Budgetary Control - Functional budgets - Sales Budget - Production Budget - Materials Budget - Purchase Budget - Cash Budget - Preparation of Cash Budget - Flexible Budget – Preparation of flexible budget - Difference between Fixed and Flexible Budgets - Zero-based Budgeting.

Text Books:

- 1) R.S.N. Pillai and Bagavathi – Management Accounting - S. Chand
- 2) Jain and Narang – Cost and Management Accounting - Kalyani Publishers

References:

- 1) S. N. Maheswary – Principles of Management Accounting - Sultan Chand
- 1) Murthy and Gurusamy – Management Accounting - TMH

26BUS302

INTERNATIONAL BUSINESS

3 1 0 4

Course Objective:

To introduce students to the International Business and business environment in the context of Multinational Enterprises (MNEs), and TNCs by understanding laws, institutions, and the regulatory environment governing foreign exchange market and investment.

Course Outcomes:

The student will be able:

CO1: To understand international business and its concepts.

CO2: To understand various business environments.

CO3: To understand the nature of different international business organizations.

CO4: To understand the nature of different trade blocs and its involvement in international business.

CO5: To understand the regulations governing the foreign exchange market and investment.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	0	0	0	1	1	0	1	0	0	1	1	0	1	1	1
CO2	0	0	0	1	1	0	1	0	0	1	1	0	1	1	1
CO3	0	0	0	1	1	0	1	0	0	1	1	1	1	1	1
CO4	0	0	0	1	1	0	1	0	0	1	1	1	1	1	1
CO5	1	0	1	1	0	0	0	0	0	1	1	0	1	1	1

Unit 1

International business: Meaning - Evolution of international business – Distinction between domestic business and international business -Reasons for growth in international business – Complexities or

problems of international business – Modes of entry into international business- Exporting, licensing, and franchising, contract manufacturing, management contracting, turnkey contracts, fully owned manufacturing facilities, assembly operations, joint ventures, third-country location, mergers and acquisitions, strategic alliance, counter trade – MNCS and TNCS – meaning and importance.

Unit 2

Business Environment – meaning – definitions – importance – microenvironment – macro environment –International business environment – political environment – risks – indicators of political instability – political perspectives of a nation – Legal environment and its multiplicity – economic environment – socio-cultural environment – characteristics – components.

Unit 3

WTO – history, goals, structure – UNCTAD –IMF – Nature, objectives, functions – IBRD – IFC – IDA – ICSID – MIGA – Foreign trade policy of India – Trade barriers – Tariff and Non-tariff – OPEC – Commodity agreements – quota agreement- buffer stock agreement, bilateral agreements – multilateral agreements – Balance of payment – meaning- definition – characteristics – components.

Unit 4

Meaning – advantages – disadvantages – Trading blocs –European union – NAFTA – ASEAN – SAARC – SAPTA – SAFTA – Globalization – concept –advantages – disadvantages – Export documentation – proforma invoice – commercial invoice – packing list – certificate of origin – Shipping bill – bill of lading – airway bill – health certificate – insurance certificate – letter of credit – dangerous goods forms – bank draft.

Unit 5

Foreign Exchange Market – meaning – features – functions – advantages – types – dealings or transactions in foreign exchange market: - spot, forward, futures, options, swap, arbitrage – Exchange control – features – objectives – types of exchange rate systems – FEMA act – FDI – concept – types – advantages – foreign private investment – factors affecting international investment – limitations and dangers of foreign capital – portfolio investment.

Textbook:

1. Dr. Prasanth A.P, Muthulakshmi R, Akhil Raj, Nikhitha K.K - International Business - Iterative international Publishers.

References:

1. Francis Cherunilam – International Business – PHI
2. Dr. C.B Gupta – International Business – S. Chand Publishers

Course Objective:

To equip students to conduct research in different areas of business effectively.

Course outcomes:

The student will be able:

CO1: To understand the basic concepts of research and types of research.

CO2: To describe the data collection methods and employ the various data collection tools.

CO3: To identify the appropriate sampling techniques to be used for the research problem.

CO4: To analyze the data collected by applying the appropriate statistical tools and test the formulated hypotheses.

CO5: To develop the skill of drafting research reports.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	1	1	1	1	0	0	1	1	0	1	1	1	1	0	0
CO2	1	1	1	2	2	0	0	1	0	1	1	2	1	1	1
CO3	2	2	1	1	1	0	1	1	0	1	1	2	1	2	2
CO4	2	2	3	2	1	0	1	1	0	1	2	2	1	2	2
CO5	1	1	1	2	1	0	1	1	1	1	2	2	2	2	2

Unit 1

Meaning of research – objectives of research – importance of research in different fields with special reference to commerce and management. Types of research – defining a research problem – literature review – research design - Different steps.

Unit 2

Meaning and importance of data in research. Collection of data – observation methods, interview method, questionnaire, and schedule method of data collection. Census method of data collection.

Unit 3

Sampling design and different sampling techniques – their advantages and disadvantages. Probability methods – random sampling, systematic sampling, and stratified sampling, non- probability methods – convenience sampling, judgment sampling, quota sampling – merits of sampling.

Unit 4

Classification and analysis of data. Tabulation – advantages, types of tables – inclusive and exclusive tables – open end tables – qualities of a good table, parts of a statistical table – design of tables. Types of analysis of data – Time series analysis – diagrams and graphs – construction of graphs, bar diagrams, histograms, frequency polygon, and frequency curves – ogives. Hypothesis, testing of hypothesis.

Unit 5

Components of a research project, Preparation of project report. Appendices and bibliography.

Textbooks:

1. Khunte LG, S Sree Priya, Muthulakshmi R and Susan Mathew – Research Methodology and Publication Ethics - Rest Publisher
2. K. M. Vineeth and M. C. Dileep Kumar – Research Methodology - Kalyani Publishers
3. ANDY FIELD - Discovering Statistics using IBM SPSS STATISTICS - Sage Publication

References:

1. Kothari – Research Methodology - New Age Publishers
2. Ranjit Kumar – Research Methodology: A Step-by-Step Guide for Beginners - Pearson
3. Anil Tandon – Research Methodology: Methods and Techniques - S. Chand Publication.
4. Paneerselvam – Research Methodology - PHI

23LSK301

Life Skills III

1-0-2-2

Pre-requisite: Team Spirit, self-confidence and required knowledge, basic English language skills, knowledge of high school level mathematics.

Course Objective: To help students understand the nuances of leadership, know the importance of working in teams, face challenging situations, crack interviews, improve communication skills and problem-solving skills.

Course Outcomes

CO1: Soft Skills - To acquire the ability to work in teams, present themselves confidently and showcase their knowledge, skills, abilities, interests, practical exposure, strengths and achievements to potential recruiters through a resume, video resume, and personal interview.

CO2: Soft Skills - To have better ability to prepare for facing interviews, analyse interview questions, articulate correct responses and respond appropriately to convince the interviewer of one's right candidature through displaying etiquette, positive attitude and courteous communication.

CO3: Aptitude - To manage time while arriving at appropriate strategies to solve questions in geometry, statistics, probability and combinatorics.

CO4: Aptitude - To analyze, understand and apply suitable methods to solve questions on data analysis and data sufficiency.

CO5: Verbal - To use diction that is less verbose and more refined and to use prior knowledge of grammar to correct/improve sentences.

CO6: Verbal - To understand arguments, analyze arguments and use inductive/deductive reasoning to arrive at conclusions. To be able to generate ideas, structure them logically and express them in a style that is comprehensible to the audience/recipient.

Skills: Communication, teamwork, leadership, facing interviews and problem-solving.

CO-PO Mapping

PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	-	-	-	-	-	-	2	3	3	-	3
CO2	-	-	-	-	-	-	-	2	3	3	-	3
CO3	-	3	-	-	-	-	-	-	-	-	-	3
CO4	-	3	-	-	-	-	-	-	-	-	-	3
CO5	-	-	-	-	-	-	-	-	-	3	-	3
CO6	-	-	-	-	-	-	-	-	3	3	-	3

Syllabus

Soft Skills

Team Work: Value of teamwork in organizations, Definition of a team. Why team? Effective team building. Parameters for a good team, roles, empowerment and need for transparent communication, Factors affecting team effectiveness, Personal characteristics of members and its influence on team. Project Management Skills, Collaboration skills.

Leadership: Initiating and managing change, Internal problem solving, Evaluation and co-ordination, Growth and productivity, Importance of Professional Networking.

Facing an interview: Importance of verbal & aptitude competencies, strong foundation in core competencies, industry orientation / knowledge about the organization, resume writing (including cover letter, digital profile and video resume), being professional. Importance of good communication skills, etiquette to be maintained during an interview, appropriate grooming and mannerism.

Aptitude

Geometry: 2D, 3D, Coordinate Geometry, and Heights & Distance.

Permutations & Combinations: Basics, Fundamental Counting Principle, Circular Arrangements, and Derangements.

Probability: Basics, Addition & Multiplication Theorems, Conditional Probability and Bayes' Theorem.

Statistics: Mean, Median, Mode, Range, Variance, Quartile Deviation and Standard Deviation.

Data Interpretation: Tables, Bar Diagrams, Line Graphs, Pie Charts, Caselets, Mixed Varieties, and other forms of data representation.

Data Sufficiency: Introduction, 5 Options Data Sufficiency and 4 Options Data Sufficiency.

Campus recruitment papers: Discussion of previous year question papers of all major recruiters of Amrita Vishwa Vidyapeetham.

Miscellaneous: Interview Puzzles, Calculation Techniques and Time Management Strategies.

Verbal Skills

Vocabulary: Create an awareness of using refined language through idioms and phrasal verbs.

Grammar (Advanced Level): Enable students to improve sentences through a clear understanding of the rules of grammar.

Reasoning Skills: Facilitate the student to tap his reasoning skills through Syllogisms, and critical reasoning arguments.

Reading Comprehension (Advanced): Enlighten students on the different strategies involved in tackling reading comprehension questions.

Public Speaking Skills: Empower students to overcome glossophobia and speak effectively and confidently before an audience.

Writing Skills: Practice closet tests that assess basic knowledge and skills in usage and mechanics of writing such as punctuation, basic grammar and usage, sentence structure and rhetorical skills such as writing strategy, organization, and style. Practice formal written communication through writing emails especially composing job application emails.

References:

1. Adair. J., (1.986), "Effective Team Building: How to make a winning team", London, U.K: Pan Books.
2. Gulati. S., (2006) "Corporate Soft Skills", New Delhi, India: Rupa & Co.
3. The Hard Truth about Soft Skills, by Amazone Publication.
4. Verbal Skills Activity Book, CIR, AVVP
5. Nova's GRE Prep Course, Jeff Kolby, Scott Thornburg & Kathleen Pierce
6. The BBC and British Council online resources
7. Owl Purdue University online teaching resources
8. www.thegrammarbook.com online teaching resources
9. www.englishpage.com online teaching resources and other useful websites
10. Student Workbook: Quantitative Aptitude & Reasoning, Corporate & Industry Relations, Amrita Vishwa Vidyapeetham.
11. Quantitative Aptitude for All Competitive Examinations, Abhijit Guha.
12. How to Prepare for Quantitative Aptitude for the CAT, Arun Sharma.
13. How to Prepare for Data Interpretation for the CAT, Arun Sharma.
14. How to Prepare for Logical Reasoning for the CAT, Arun Sharma.
15. Quantitative Aptitude for Competitive Examinations, R S Aggarwal.
16. A Modern Approach to Logical Reasoning, R S Aggarwal.
17. A Modern Approach to Verbal & Non-Verbal Reasoning, R S Aggarwal.

Evaluation Pattern

Assessment	Internal	External
Continuous Assessment (CA)* – Soft Skills	30	-
Continuous Assessment (CA)* – Aptitude	10	25
Continuous Assessment (CA)* – Verbal	10	25
Total	50	50

*CA - Can be presentations, speaking activities and test

SEMESTER VI

26BUS311

FINANCIAL MANAGEMENT

3 1 0 4

Course Objective:

This course aims to equip students with a comprehensive understanding of financial management, including the significance, scope, objectives, and functions of finance, capital budgeting techniques, financing decisions, dividend policies, working capital management, and critique of credit rating agencies in India.

Course Outcomes:

The student will be able to:

- CO1:** Understand financial management's significance, scope, objectives, and functions, including the role of finance managers, time value of money, and risk-return concepts for effective decision-making.
- CO2:** Analyze investment opportunities using various capital budgeting techniques, considering cash flows, and risk, and applying appropriate methods to maximize shareholder value.
- CO3:** Understand financing decisions by exploring sources of finance, cost of capital components, optimal capital structure determinants, and leverage
- CO4:** Understand types of dividend policies, factors influencing dividends, and theories such as Walter's, Gordon's, and MM's models, alongside stock splits and repurchases in corporate finance.
- CO5:** Understand working capital management, its types and determinants, assess requirements, optimize the working capital cycle, and implement strategies for effective cash, receivables, and inventory management.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO 1	1	1	0	1	0	0	0	0	0	1	2	0	0	1	1
CO 2	0	2	0	1	1	0	0	0	0	2	1	0	0	1	1
CO 3	0	2	0	1	1	0	0	0	0	1	1	0	0	1	1
CO 4	0	2	0	1	1	0	0	0	0	1	1	0	0	1	1
CO 5	0	2	0	1	0	0	0	0	0	1	2	0	0	1	1

Unit 1

Financial management: Meaning and definition – Importance –Scope– Objectives- Functions of financial management – Finance manager – Functions and role of finance manager - Time Value of Money- concept of risk and return.

Unit 2

Investment Decision: Capital budgeting process - Estimation of relevant cash flows -Payback Period method - Accounting Rate of Return - Net Present Value - Net Terminal Value - Internal Rate of Return - Profitability Index - Capital budgeting under risk -Certainty Equivalent Approach and Risk

Adjusted Discount Rate.

Unit 3

Financing Decision –Sources of Finance - Cost of capital – cost of debt – cost of preference capital – cost of equity – cost of retained earnings – composite cost of capital - Capital structure – meaning - Optimal Capital Structure- factors determining capital structure – Capital Structure Theories – Net Income Approach, NOI, MM theory - types of Leverage - operating leverage, financial leverage, combined Leverage.

Unit 4

Dividend- Types of Dividend Policies - Factors determining dividend – Theories of Dividend Policies –Walter’s Model, Gordon and MM -. Stock Splits – Stock repurchases

Unit 5

Management of Working Capital – Meaning, Concept, types, and determinants – Estimation of working capital requirements – Working Capital Cycle - Management of Cash – Receivables management- Inventory management.

Text Book:

1. R. M. Srivastava – Financial Management - Oxford University Press.

References:

1. Shashi K. Gupta, R. K. Sharma – Financial Management Theory and Practice - Kalyani Publishers
2. IM Pandey – Essentials of Financial Management - Vikas Publishing
3. P. C. Tulsian – Financial Management - S. Chand
4. Prasanna Chandra – Fundamentals of Financial Management - TMH
5. S. C. Kuchhal – Financial management: An Analytical and Conceptual Approach - Vikas Publishing House.

26BUS312

ENTREPRENEURSHIP DEVELOPMENT

3 1 0 4

Course Objective:

To equip students with the knowledge and skills for entrepreneurial endeavours.

Course Outcomes:

The student will be able to:

CO1: Understand the basic concepts of entrepreneurship and entrepreneurs.

CO2: Gain knowledge about the different sources of business ideas and business evaluation.

CO3: Understand various factors for starting up a business and to gain knowledge about entrepreneurship development programs

CO4: Gain knowledge on various institutional support and incentives.

CO5: Understand the role of MSMEs in promoting entrepreneurship.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	1	0	0	1	0	0	0	0	0	1	0	0	1	0	0
CO2	1	0	0	1	1	0	0	0	0	1	1	1	1	1	1
CO3	1	0	0	2	1	0	0	0	0	2	2	0	1	1	1
CO4	1	0	0	1	0	0	0	0	0	2	1	0	1	1	1
CO5	1	0	0	1	0	0	0	0	0	1	1	1	1	1	1

Unit 1

Entrepreneurship – Definition – Entrepreneurial Characteristics and Skills - Functions of An Entrepreneur - Types of Entrepreneurs – Entrepreneurship - Advantages and Disadvantages – Women Entrepreneurship - Need - Prospects and Problems and remedies of Women Entrepreneurs- Role of Entrepreneurship in economic development of the country.

Unit 2

Business Idea - Sources of Business Idea - Business Idea Evaluation - Porter’s Five Force Model - SWOT Analysis - Brainstorming. Intellectual Property – Trademarks – Patents – Copyrights -Geographical Indications. Business Plan - Process of Writing a Business Plan - Uses – Kinds.

Unit 3

Starting up of a Business – Basic Start-up Problems - Buying a Business - Process of Buying - Franchising - Challenges of Buying a Business. Entrepreneurship Development Programmes – Needs- Stages and Limitations.

Unit 4

Institutional support and incentives to entrepreneurs-Types of finance- long term and short term – District Industries Centre (DIC) – Small Industries Development Corporation (SIDCO)- National Small Industries Corporation (NSIC)- Small Industries Development Bank of India (SIDBI)- Khadi Village Industry Commission (KVIC)- Small Industries Service Institute (SISI) – National Entrepreneurship Development Board (NEDB), Classification of Incentives.

Unit 5

MSMED Act 2006- Micro Small and Medium Enterprises (MSME)- Definition- Functions -Role of MSMEs in economic development – Causes of Sickness among MSMEs – Remedies to overcome sickness- Rehabilitation programmes.

Textbooks:

- 1) Rajeev Roy – Entrepreneurship - Oxford University Press.
- 2) Vasant Desai - Entrepreneurial Development - Himalaya Publishing House

References:

- 1) Dr. S. S. Khanka - Entrepreneurial Development - S. Chand Publications.

Course Objective:

To appreciate the complexities of managing a formal organization; to help develop analytical skills for identifying key strategic issues and formulating appropriate strategies given a firm’s situation.

Course Outcomes:

The student will be able:

C01: To understand strategic management concepts and processes to improve organizational performance.

C02: To describe on external organization and its environment.

C03: To describe on internal organization and its capabilities

C04: To define and formulate strategies.

C05: To compare strategy formulation and strategy implementation.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	1	1	0	0	0	0	0	1	0	1	1	0	0	1	1
CO2	1	1	0	0	0	0	0	0	0	1	2	0	0	1	2
CO3	1	2	0	0	0	0	0	0	0	2	2	0	0	1	1
CO4	1	1	0	0	0	0	0	0	0	1	1	0	0	2	2
CO5	1	1	0	1	0	0	1	0	0	1	1	0	2	1	1

Unit 1

Strategic management- Meaning, definition - scope – importance - benefits - stages in Strategic management -guidelines for effective strategic management - Strategic Planning and its need - strategic planning process- strategic management V/S strategic planning - Pitfalls in strategic planning- Vision vs. Mission - statements – importance – characteristics – components - writing and evaluating good vision and mission statements- - Importance of ethics in the overall process of strategic management.

Unit 2

Key internal forces - process of internal strategic management audit - basic functional areas of business - Key external forces - sources of external information - Porter’s five forces model of competition - Cooperative vs. Competitive Strategies – examples and exercises.

Unit 3

Five important generic strategies. Strategies of – first mover, early starters, market followers. Diversification strategies - related and unrelated, core competencies, outsourcing, horizontal and vertical integration, Merger and acquisition, strategic alliance, strategic business units. Case studies.

Unit 4

Strategy formulation, three stage strategy formulation framework, corporate strategy, business

strategy, functional level strategy, SWOT Matrix, SPACE Matrix, BCG Matrix, value chain analysis.

Unit 5

Strategy formulation vs. Strategy Implementation, Matching Structure with Strategy, creating strategy supportive culture, challenges in strategy implementation. Emerging issues in strategic management – Digital Transformation of business.

Textbooks:

1. Francis Cherunilam – Strategic Management - Himalaya Publishing
2. R Srinivasan – Strategic Management: The Indian Context - PHI Learning

References:

3. Fred R David, Forest R David – Strategic Management: Concept and Cases - Pearson
4. Chandrasekharan, Anantha Narayanan – Strategic Management - Oxford University Press
5. Garth Saloner, Andrea Shepard, Joel Podolny – Strategic Management - Wiley India

SEMESTER VII

26BUS401

LEADERSHIP MANAGEMENT

3 1 0 4

Course Objectives:

- To enable the students to understand the dynamics involved in effective decision-making.
- To familiarize the student with the managerial roles/functions/styles, the importance of effective interpersonal communication, and the group dynamics at work
- To enable the student to understand the importance of power and politics, to minimize and manage conflict, and to participate in and achieve organizational development.

Course Outcomes:

The student will be able to:

CO1: Understand the foundations of leadership and develop the skills necessary for effective managerial roles, incorporating economic, psychological, and sociological principles.

CO2: Comprehend diverse leadership styles, from charismatic to authentic, and cultivate effective communication skills for contemporary organizational leadership.

CO3: Analyze power dynamics, conflict management, and the challenges of leadership in the gig economy, while differentiating leadership from power.

CO4: Explore organizational structures, employee behavior, and global leadership challenges, emphasizing the role of leadership in navigating digital transformations.

CO5: Apply theoretical knowledge to real-world scenarios by critically analyzing case studies of leaders who have successfully faced challenges like crisis, innovation, and ethical dilemmas, enhancing decision-making skills and understanding the impact of effective leadership on organizational success.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	2	1	0	2	1	0	1	2	0	1	0	0	0	0

CO2	2	3	0	1	2	0	1	2	1	0	0	1	0	0	0
CO3	1	0	3	2	0	2	1	0	1	2	0	0	1	0	0
CO4	0	1	2	3	1	0	2	0	0	1	2	0	0	1	0
CO5	0	0	0	1	3	2	0	1	0	0	1	2	0	0	1

Unit 1

Foundations of Leadership and Managerial Roles

Leadership – Definition – Concept - Characteristics of Leadership - Factors governing good leadership – Leadership Approaches - Foundations of leadership Economic foundations, psychological foundations and Sociological foundations. Developing Leadership Vision - Leadership in Managerial roles, Activities, Functions Styles - Skills and Managerial effectiveness - Types of Leadership styles – Theories of Leadership -Leadership and Creativity – Leadership and Motivation – Attributes of a Good Leader

Unit 2

Leadership in Organizational Context

Charismatic Leadership, Transactional Leadership, Transformational Leadership, Agile Leadership, Inclusive Leadership - Authentic Leadership – Trust and Ethics in leadership - Contemporary leadership roles – Mentoring, Self-leadership, Effective Leadership Communication - Online leadership; Finding and creating effective leaders.

Unit 3

Leadership and Power Dynamics

Leadership and Power - Power – definition - The distinction between power, authority and influence, The classifications of power, Contingency approaches to power, Political implications of power, Leadership vs Power - Bases of power - Tactics - Organizational Politics. Conflict Management - Sources of conflict in organization – Prevention of Conflicts, Leadership in the Gig Economy.

Unit 4

Leadership and Organizational Dynamics

Organizational Structure - Organizational designs – organizational development – Employee’s behaviour –Global implications - Organizational culture - Global Leadership Challenges – Types – Ethics in organizational culture, Digital Transformation in Organizations

Unit 5

Case Studies in Leadership

Case studies on recent leaders who have made a significant impact on their organizations or industries. This could include leaders who have successfully navigated challenges such as the COVID-19 pandemic, digital disruption, or organizational transformation. Leadership in Crisis: Examine case studies of leaders who demonstrated effective crisis management skills. Innovation Leadership: Explore case studies of leaders who have fostered a culture of innovation within their organizations. Ethical Leadership: Highlight case studies of leaders who have exemplified ethical leadership principles.

Textbooks:

- 1) Udai Pareek - Understanding Organisational Behaviour - Oxford University Press.
- 2) Robbins and Judge – Organisational Behaviour - Prentice Hall

References:

- 1) John W Newstrom – Organisational Behaviour: Human Behaviour at work - McGraw Hill
- 2) Uma Sekaran – Organisational Behaviour - McGraw Hill.

26BUS402**BUSINESS ETHICS AND CORPORATE GOVERNANCE****3 1 0 4****Course Objective:**

The primary objective is to help students understand the relevance of ethics in their personal as well as professional lives.

Course Outcomes:

The student will be able:

CO1: To understand the concepts of business ethics and values.

CO2: To gain knowledge on ethical behavior in corporates.

CO3: To familiarize with the functional areas in Business Ethics.

CO4: To have a basic knowledge of Corporate Governance.

CO5: To familiarize with the theories and practices followed in the corporate sector.

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
CO 1	1	0	0	1	0	0	0	3	0	1	2	0	0	1	1
CO 2	0	2	0	1	1	0	0	3	0	2	1	0	0	1	1
CO 3	0	2	0	1	1	0	0	3	0	1	1	0	0	1	1
CO 4	0	2	0	1	1	0	0	3	0	1	1	0	0	1	1
CO 5	0	2	0	1	0	0	0	3	0	1	2	0	0	1	1

Unit 1

Introduction – Concepts of ethics – Importance, Ethics and morality, Ethics and law, Ethics and ethos, Business Ethics – Meaning, scope, and benefits, Ethical theories, Values and its relevance in Management, role of Ethics in Business and Indian Value system, Various approaches to ethics- Indian examples.

Unit2

Ethical Corporate Behaviour- stages of ethical behaviour, Ethical leadership with examples, Ethical Decision Making, Work ethics: nature and scope, Ethical issues at the workplace, Ethics and cultural issues, Environmental Ethics, Ethical dilemma, ethical displacement.

Unit 3

Ethics in Functional Areas: Operations, Marketing, Finance, HR & Information Technology, Recent challenges in ethics, Ethics in different countries.

Unit 4

Corporate Governance – concepts, relevance and importance – emergence of corporate governance in 21st century - Corporate Governance initiatives in India and abroad. Corporate Governance failures with examples, General ethical issues and the court verdicts in the domain of business ethics, obligation to stakeholders.

Unit 5

Theories of corporate governance – models - social audit – Ethical Issues-Corruption, - whistle blowing-competition-privacy-trade secrets, corporate governance in public sector undertakings and banks, Harassment & Discrimination.

Textbook:

1. Manisha Paliwal - Business Ethics - New Age International

References:

1. Joseph Petrick, John F Quinn - Management Ethics: Integrity at work - Sage Publishers
2. Sherlekar - Ethics in Management - Himalaya Publishing.

26BUS403

INTERNATIONAL MARKETING

3 0 0 3

Course Objective:

To equip students with a comprehensive understanding of international business and marketing, focusing on the contrast between domestic and international marketing, the economic environment in global marketing, and the standardization of global products. It also delves into the management of international distribution channels, global logistics, promotional strategies for global markets, and India’s international policy, including export incentives, EXIM policy, ECGC services, and the balance of trade/payments.

Course Outcomes:

The student will be able to:

- CO1:** Understand international business, its scope, tasks, and the contrast between domestic and international marketing.
- CO2:** Gain knowledge of the economic environment in global marketing, including new trade theory and the functions of WTO and World Bank
- CO3:** Learn about global product standardization, global brands, trademarks, packaging, labelling, and global pricing strategies
- CO4:** Understand how to manage international distribution channels, global logistics, and forms of promotion for global markets.
- CO5:** Understand India's international policy, export incentives, EXIM policy, ECGC services, and balance of trade/payments.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	2	1	0	2	1	0	1	2	1	0	1	2	1	0
CO2	2	3	2	1	0	2	1	0	1	2	1	0	1	2	1
CO3	1	2	3	2	1	0	2	1	0	1	2	1	0	1	2
CO4	0	1	2	3	2	1	0	2	1	0	1	2	1	0	1
CO5	2	0	1	2	3	2	1	0	2	1	0	1	2	1	0

Unit 1

Introduction to International Business, Need, Scope, Tasks, Contrast in domestic and international marketing, EPRG Framework, Socio cultural environment – culture defined, elements of culture, culture analysis, Political & Legal Environment.

Unit 2

Environment and Global Marketing Economic Environment - New trade theory, Macro economic objectives, WTO - Function of WTO, Regional Economic groups (EEU, NAFTA, etc.), World Bank-Functions.

Unit 3

International Product & Pricing Policy Global Product – Product standardization and Adoption – Global Brands, Trademarks, Packaging and Labelling – International marketing of services – Global pricing, Export pricing - Global Pricing strategies for international markets.

Unit 4

International Marketing Channel Policy Managing international distribution channels –Multinational retailers and Wholesalers – Global Logistics – Contemporary issues in international marketing – International Promotion - forms of promotion for global markets.

Unit 5

India's International Policy and Impact on Economy Government measures and export incentives - EXIM policy - ECGC services, Role of Indian banks - Balance of trade/payments.

Textbooks:

1. Daniels & Lee - International Business - Pearson Education
2. Varshney & Bhattacharya - International Marketing Management - Sultan Chand

References:

1. Harvard Business Review - Global Business Review (Sage Publications), Global Forum – ITC Geneva
2. Czinkota - International Business - Wiley
3. Khurana PK - Export Management - Book age Publications.

26BUS404

TOTAL QUALITY MANAGEMENT

3 1 0 4

Course Objective:

This course is designed to give students fundamentals of Total Quality Management with emphasis on contemporary quality planning, control and management approaches, implementations and criticisms. TQM provide students with essential skills in quality management concepts, quality control methodologies and implementation of Statistical Quality Control in today's manufacturing environment.

Course Outcomes:

The student will be able to:

CO1: Understand quality management principles including TQM fundamentals, leadership characteristics, and barriers to implementation.

- CO2:** Explore strategies for enhancing customer satisfaction, fostering employee involvement, and establishing effective supplier partnerships in TQM.
- CO3:** Learn statistical process control techniques, Six Sigma methodologies, and tools for continuous improvement and quality assurance.
- CO4:** Implement quality systems such as ISO 9000:2000, QS 9000, and ISO 14000, including documentation, auditing, and environmental management.
- CO5:** Explore the integration of TQM and sustainability, including corporate sustainability practices and initiatives for responsible consumption, production, and knowledge management

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	1	0	0	1	1	0	0	0	0	1	1	0	1	1	1
CO2	0	0	0	1	1	0	0	0	0	1	1	1	1	1	1
CO3	1	1	2	1	1	0	0	0	0	1	2	1	1	1	1
CO4	1	1	2	1	1	0	0	0	1	1	1	1	1	1	1
CO5	1	1	1	1	1	1	0	1	2	1	1	1	1	1	1

Unit 1

Definition of quality- dimensions of quality- Quality planning- quality costs. Total Quality Management (TQM): historical review and principles – leadership – characteristics of quality leaders - quality council- quality statements- strategic planning- Deming philosophy - Barriers to TQM implementation.

Unit 2

Customer satisfaction – customer retention - Employee involvement- Employee empowerment - Performance appraisal- Kaizen - Continuous process improvement- 5 steps Kaizen movement – Juran’s Trilogy - Supplier partnership- Relationship development – Performance measures

Unit 3

Statistical Process Control – Introduction – the seven TQM tools - Process capability- Concept of six sigma- New seven management tools – Benchmarking – Quality Function Deployment (QFD) – Total Productive Maintenance (TPM) – Failure Mode and Effect Analysis (FMEA)

Unit 4

Need for quality systems- ISO 9000: 2000- Elements of quality systems (such as ISO 9000: 2000). Implementation of quality system- documentation- quality auditing- QS 9000- ISO 14000 – QMS - Environmental Management System

Unit 5

TQM and Sustainability – Corporate sustainability – Green performance – Environmental Social Governance (ESG) – Responsible consumption and production – Quality Circles – Knowledge management platforms for TQM.

Textbooks:

1. Dale H Besterfield - Total Quality Management: Text, cases and Readings - Pearson Education.
2. N Srinivasa Gupta and B Valarmathi - Total Quality Management – McGraw Hill.

References:

1. Joel E. Ross - Total Quality Management - Routledge
2. John Bank - Essence of Total Quality Management - Prentice Hall

26BUS405

ERP and E- Commerce

3 0 0 3

Course Objective:

This course covers the structure of ERP and related technologies. The course will provide resources for students to know more about the functional modules in ERP and the various security issues in e-commerce systems.

Course Outcomes

CO1: Understand the structure of ERP

CO2: Understand ERP and related technologies.

CO3: Understand the different functional modules in ERP

CO4: understand e-commerce and different models

CO5: Understand the security issues in e-commerce and various e-payment systems

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PQ15
CO1	1	-	2	-	-	-	-	-	-	1	-	-	2	-	-
CO2	1	-	2	-	-	-	-	-	-	1	-	-	2	-	-
CO3	1	-	2	-	-	-	-	-	-	1	-	-	2	-	-
CO4	1	1	2	-	-	-	-	-	-	1	-	-	2	-	1
CO5	1	1	2	-	-	-	-	-	-	1	-	-	2	-	1

Unit 1

ERP Introduction, Benefits, Origin, Evolution and Structure: Conceptual Model of ERP, the Evolution of ERP, the Structure of ERP

Unit 2

Business Process Reengineering, Data warehousing, Data Mining, Online Analytic Processing (OLAP), Product Life Cycle Management (PLM), LAP, Supply chain Management

Unit 3

ERP Marketplace and Marketplace Dynamics, ERP- Functional Modules: Introduction, Functional Modules of ERP Software, Integration of ERP, Supply Chain and Customer Relationship Applications, ERP Implementation Basics, ERP Implementation Life Cycle.

Unit 4

Introduction to E-commerce: Definition, Scope, Internet commerce v/s E-Commerce, E-Commerce Functions, Challenges to traditional methods, E-commerce industry framework, Types of E-commerce, Scope and limitations of e-commerce, E-commerce Business Models, Classification of E-

Commerce practices, Different models (B2B, B2C, C2C, G2B, and B2G etc) of E-commerce and their functions,

Unit 5

The World Wide Web, The Internet and the Web: Features. Internet Service Provider and Internet Access Provider, Procedure of registering Internet, The e-commerce security environment, Security threats in the e-commerce environment, E-commerce payment system, Classification of Payment Systems, Properties of Electronic Cash, Risk and e-payment Systems

Textbooks:

- 1) Kenneth C. Laudon - E-Commerce: Business, Technology, Society, 4th Edition - Pearson
- 2) S. J. Joseph - E-Commerce: an Indian perspective - PHI

References:

- 1) Alexis Leon - ERP Demystified - McGraw Hill
- 2) Vinod Kumar Garg and Venkitakrishnan N K - Enterprise Resource Planning Concepts and Practice - PHI

26BUS406

SERVICE MARKETING

3 1 0 4

Course Objective:

Students will gain the knowledge and skills necessary to apply service marketing principles to a practical scenario, demonstrating their ability to develop a strategic plan for service success.

Course Outcomes:

The student will be able:

CO1: To understand the concept of service marketing and its framework.

CO2: To understand the 7Ps of service marketing and effective service processes and its design.

CO3: To understand the capacity planning and segmentation strategies and the difference between external and internal service strategy orientations.

CO4: To identify service quality gaps and effective communication strategies around service quality.

CO5: To apply service marketing principles in various sectors.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	1	0	0	1	0	0	0	0	0	1	1	0	1	1	1
CO2	1	0	0	1	0	0	0	0	0	1	1	1	1	0	0
CO3	1	1	1	1	1	0	0	0	0	1	1	1	1	1	1
CO4	1	1	1	2	1	0	0	0	0	1	1	1	1	1	1
CO5	1	1	1	1	1	0	0	0	0	1	1	1	1	1	1

Unit 1

Fundamentals of Service Marketing

Introduction to the service sector – Growth and evolution – Understanding the concept of services and their unique characteristics – Classifying services based on different criteria – Service design –

Strategies and methods – Blueprinting service using technology – Streamlining service delivery– Developing human resources for service excellence – Building service aspirations – Creating a customer-centric culture.

Unit 2

The Service Marketing Mix

Exploring the 7Ps of service marketing – Product strategy in service marketing – Pricing strategies and tactics for services – Promotion methods for service businesses – Distribution channels for service delivery – Additional dimensions in service marketing – The role of employees in service delivery – Importance of physical evidence in creating service perceptions – Effective service processes and its design.

Unit 3

Managing Service Marketing Effectively

Marketing demand and supply – Capacity planning and segmentation strategies – Internal marketing – Importance and strategies for employee engagement – Understanding the difference between external and internal service strategy orientations.

Unit 4

Delivering Quality Service

Service quality gaps – Analyzing the disconnect between customer expectations and perceptions – Factors and techniques to bridge the service quality gap – The importance of customer relationship management (CRM) in service marketing – Understanding service performance gaps – Quality standards and solutions – Strategies for closing the service performance gap – Communication gaps between organizations and customers – The promise versus delivery gap – Developing effective communication strategies around service quality.

Unit 5

Service Marketing in Action

Applying service marketing principles in various sectors – Financial services marketing – Health services marketing – Hospitality services marketing (travel, hotels, tourism) – Professional services marketing – public utility services marketing and educational services marketing.

Textbooks:

1. S.M. Jha - Services Marketing - Himalaya Publishers
2. Baron - Services Marketing, Second Edition - Macmillan

References:

1. Dr. L. Natarajan - Services Marketing - Margham Publications
2. Thakur G.S., Sandhu Supreet, Dogra Babzan - Services Marketing - Kalyani Publishers
3. Dr. B. Balaji - Services Marketing and Management - S. Chand and Co.

Course Objective:

The main objective of the course is to equip the students to design a questionnaire to get primary data; design tables to represent the data collected with the questionnaire, prepare a manuscript of a Research paper for publication, and to calculate the impact factor of journals.

Course Outcomes:

The student will be able:

CO1: To Pre-test a questionnaire to get primary data analysis using SPSS

CO2: To analyse the questionnaire using AMOS

CO3: To design a research paper using Templates available.

CO4: To Prepare of manuscript of the Research paper for Publication.

CO5: To calculate the Impact factor of journals for publication with high credentials

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	2	1	2	1	0	0	0	1	0	1	1	3	1	1	1
CO2	1	1	2	1	0	0	0	1	0	3	2	3	1	1	1
CO3	1	1	2	1	0	0	0	1	0	1	1	3	1	1	1
CO4	2	1	3	1	0	0	0	1	1	2	2	3	1	1	1
CO5	2	1	2	1	1	1	0	2	1	1	1	3	1	1	1

Unit 1

Introduction to SPSS – Checking of reliability, normality, Validity – identifying the appropriate tools for analysing the collected data – interpreting the results.

Unit 2

Introduction to AMOS – Checking of reliability, normality, Validity – identifying the appropriate tools for analysing the collected data – interpreting the results.

Unit 3

Designing of Research Papers with templates of UGC CARE and Scopus Indexed journals.

Unit 4

Preparation of Manuscript for Publication.

Unit 5

Understanding the Impact Factor of Journals and high credentials journals in specific areas.

Textbooks:

1. Khunte L G, S. Sree Priya, R. Muthulakshmi, Susan Mathew - Research Methodology and Publication Ethics - REST Publishers.
2. Kothari – Research Methodology - New Age Publishers

References:

1. Dr. Lalit Prasad, Dr. Priyanka Mishra - Data Analysis using SPSS: Text and Cases, For Researchers, Teachers and Students - Nirali Prakashan
2. Joel Collier - Applied Structural Equation Modeling using AMOS: Basic to Advanced Techniques - Routledge

Course Objective:

To equip students with the skills and knowledge necessary to design, conduct, analyse and ethically present research using theoretical frameworks and appropriate statistical tests.

Course Outcomes:

The student will be able:

CO1. To understand the concept of theoretical and conceptual framework in research.

CO2. To understand the basic concepts of measurement and scaling.

CO3. To gain knowledge of time series analysis

CO4. To perform parametric and non-parametric tests with secondary data collected for the purpose.

CO5. To interpret data without statistical fallacies.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	1	1	1	1	0	0	0	0	0	1	1	2	1	1	1
CO2	1	1	2	1	0	0	0	0	0	1	1	2	1	1	1
CO3	1	1	2	1	0	0	0	0	0	1	1	2	1	1	1
CO4	1	1	2	1	0	0	0	0	0	1	1	2	1	1	1
CO5	1	1	2	1	0	0	0	0	0	1	2	2	1	1	1

Unit 1

Theoretical framework in research – develop a conceptual framework in research – To develop theoretical and conceptual framework with two or three research problems.

Unit 2

Measurement and scaling – meaning – classification of measurement scales – testing of sound measurements – techniques of scaling – rating scales – arbitrary scales – differential scales – Likert type scales – cumulative scales – factor scales – multidimensional scaling.

Unit 3

Time series analysis – seasonal variations, cyclical variations - Random (irregular variations) – Measurement of trend method of curve fitting by the principle of least squares.

Unit 4

Parametric Tests – Student t-tests – Analysis of Variance (ANOVA) – Regression Analysis – Correlation Analysis – done with two or three groups of data designed by the class – Nonparametric Tests – advantages and limitations of nonparametric Tests –Mann-Whitney U Test – Kruskal-Wallis Test – Chi-Square Test – Spearman's Rank Correlation – done with two or three groups of data designed by the class.

Hypothesis Testing – done with two or three groups of data designed by the class.

Unit 5

Interpretation of data and statistical fallacies – Factors leading to mis-interpretation of data or statistical fallacies.

Textbooks:

1. Khunte L G,S. Sree Priya, R. Muthulakshmi, Dr. Susan Mathew - Research Methodology and Publication Ethics - REST Publishers
2. Kothari - Research Methodology - New Age Publishers
3. L.R. Potti - Research Methodology - Yamuna Publications
4. L.R. Potti - Quantitative Techniques and Operations Research - Yamuna Publications
5. S.C. Gupta - Fundamentals of statistics - Himalaya Publishing House.

References:

1. Ranjit Kumar - Research Methodology: A Step-by-Step Guide for Beginners - Pearson
2. Anil Tandon - Research Methodology: Methods and Techniques - Anmol Publication

26BUS491**RESEARCH METHODOLOGY – II****3 0 0****3****Course Objective:**

To enhance the students' research capabilities across various levels of cognitive skills, ensuring they are well prepared for academic and professional research activities.

Course Outcomes:

The student will be able:

CO1: To understand the structure of research papers and different academic writing styles.

CO2: To understand the need for Institutional Review Boards (IRBs) and ethical issues involved in data collection

CO3: To know the availability of different journals and academic databases for commerce and management.

CO4: To understand different styles of references and citations.

CO5: To detect plagiarism in research papers and ensure accountability in research publications

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	1	0	1	1	0	0	0	0	0	1	2	2	1	1	1
CO2	1	0	0	1	0	0	0	1	0	1	2	2	1	1	1
CO3	1	0	0	1	0	0	0	0	0	1	2	2	1	1	1
CO4	1	0	0	1	0	0	0	0	0	1	2	2	1	1	1
CO5	1	0	0	1	0	0	0	0	0	1	2	2	1	1	1

Unit 1

Structure and components of a research paper - Academic writing - style and citation guidelines (APA, MLA, Chicago, Harvard)- Proofreading and Editing - Strategies for effective presentation of research findings- Peer review process and responding to feedback - Referencing, and footnotes - Reference Management Software like Zotero, Mendeley - References and citations-use of quotations – footnotes/end notes-parenthetical citations.

Unit 2

Institutional Review Boards (IRBs) and ethical approval process - Ethical issues in data collection and analysis- Case studies and ethical dilemmas in social science research – Patents-types of patents – copyrights-rights of copyright holders- enforcement of patents and copyrights.

Unit 3

Citation Index, ISBN & ISSN - references and citations of various resources in the research paper - citations in MLA, APA, Chicago and Harvard styles - Types of publication – Indexing – Abstracting.

Unit 4

Journals in Commerce and Management - Impact factor of Journals - Calculations of Impact factor of a journal - Academic Databases for Commerce and Management Discipline - Design of paper using TEMPLATE.

Unit 5

Plagiarism and Types of plagiarism-Software for detection of Plagiarism-how to avoid plagiarism in research paper/Thesis – Citation and Acknowledgement – Reproducibility and accountability.

Textbooks:

1. Khunte L G, S. Sree Priya, R. Muthulakshmi, Susan Mathew - Research Methodology and Publication Ethics - REST Publishers
2. Donald Cooper, Pamela Schindler - Business Research Methods - McGraw Hill
3. Gupta S.P. - Statistical Methods - Sultan Chand and Sons
4. Leon & Leon - Internet for everyone - Vikas Publishing House
5. Wadehra, B.L. - Law relating to Patents, Trade Marks, Copyright Designs and Geographical Indications - Universal Law Publishing
6. Kothari, C.R. - Research Methodology: Methods and Techniques - New Age International Publishers

References:

1. Clover, Vernont and Balsely, HowerdL, Business Research Methods - Colombus O. Grid, Inc
2. Lalit Wankhade - How to Write and Publish a Research Paper: A Complete Guide to Writing and Publishing a Research Paper
3. Henry Burton - Your First Research Paper: Learn how to start, structure, write and publish a perfect research paper to get the top mark (Kindle Edition)
4. Dinesh Jain, Amrita Jain - Research Paper Writing to Publishing "A Beginners Guide": How to Write Good Quality research Paper and Publish Easily (Kindle Edition)

26BUS497 International Conference Presentation and Research Publication 10 credits

Course Objective:

The objective of this course is to equip the students with the essential skills and knowledge required to successfully present their research/project at international conferences and publish their findings and suggestions in reputed international academic journals.

Course Outcomes:

By the end of this course, students will be able to:

CO1: Understand the concepts and principles of research methodology for conducting research/

project.

CO2: Apply research methodologies to conduct research/project in the areas like Finance, Management, marketing, human resource management etc.

CO3: Analyse and interpret the collected data to provide meaningful results.

CO4: Prepare research reports exhibiting the major findings and suggestions to the research problem.

CO5: Enhance their communication and presentation skills through sharing their research outputs.

Evaluation Pattern:

- Research Paper Proposal (20%): Students will have to submit a research or project proposal including the research question, methodology, and expected outcomes.
- Research Paper Final (30%): Students will have to conduct their research work and submit the paper with findings and suggestions.
- International Seminar Presentation (20%): Students will have to present their research findings in an international seminar / conference. The International seminar / conference should be relevant to the field of Commerce and Management/ Social Science.
- Research publication (30%): The research paper will have to be published in reputed international academic journals in the field of Commerce and Management / Social Science.

26BUS498

PROJECT

8 credits

Course Objective:

To understand the practical knowledge regarding the particular real-life problems in the industry, business or social sciences.

Course Outcomes:

CO 1: To understand the practical problem in the relevant area of social sciences.

CO2: To apply the knowledge about the plan of identifying the problem and methodology in the functional areas.

CO3: Analyse and interpret the collected data to provide meaningful results.

Every student will have to do an assigned project work on a particular topic relevant to the area of their study. The project is meant to evaluate the concepts learnt by the student during all the semesters and the application of such concepts in a real-life situation. The final project evaluation will be done at the end of the semester on the basis of the report submitted by the student duly signed by the project supervisor.

Course Objective:

This course is designed to provide students with the opportunity to conduct in-depth research and produce a dissertation in the field of Commerce and Management/ Social Sciences. The course will guide students through the process of identifying a research topic, conducting a literature review, developing a research methodology, collecting and analyzing data, and writing a dissertation in the domain area.

Course Outcomes:

- CO1:** Identify and formulate research questions in the field of Commerce and Management/ Social Sciences that are original, significant, and feasible.
- CO2:** Conduct a comprehensive literature review related to their chosen research topic, demonstrating an understanding of the current state of knowledge in the field.
- CO3:** Design and implement a research methodology suitable for their research question, including the selection and application of appropriate data collection and analysis techniques.
- CO4:** Write a well-structured, clear, and concise dissertation that effectively communicates their research findings and their significance.
- CO5:** Present their research findings in a professional and engaging manner, effectively handling questions and feedback.
- CO6:** Demonstrate ethical considerations in conducting and reporting research.

Dissertations are typically structured as follows:

- Chapter 1 :Introduction (broad overview of the research)
- Chapter 2 :Review of the Literature (and conceptual model/framework)
- Chapter 3 :Theoretical Framework
- Chapter 4 :Analysis and Interpretation
- Chapter 5 :Findings, Conclusions and Recommendations
- References
- Appendices

Evaluation Pattern:

Step1: Guide Evaluation (70%): The thesis advisor or supervisor will evaluate the student's work throughout the course. This evaluation will be based on the following criteria:

- a) Research Proposal (20%): Clarity of objectives, feasibility of research question, and quality of proposed methodology.
- b) Literature Review (20%): Depth and breadth of literature covered, relevance to the research question, and critical analysis of existing research.
- c) Dissertation (30%): Quality of data analysis, validity of conclusions, writing quality, and overall presentation of the dissertation.

Step 2: Viva Voce (30%): A panel of experts will conduct a viva voce examination. The student will present their research findings and answer questions related to their work. The evaluation will be

based on the following criteria:

- (a) Presentation (15%): Clarity and organization of the presentation, ability to effectively communicate research findings.
- (b) Question Handling (15%): Ability to answer questions accurately and confidently, demonstration of in-depth understanding of the research topic.

ELECTIVES
Semester III

26BUS231

INTRODUCTION TO DIGITAL MARKETING

300 3

Course Objective:

To introduce the students to the world of digital marketing; to enable them to develop digital marketing strategy and to equip to face competition within the industry and to come out with successful digital marketing plans and campaigns.

Course Outcomes:

1. Translate some of the key marketing and business models that will help to shape your digital marketing strategy.
2. Review the history of digital marketing to give some perspective to your digital strategic plan.
3. Discuss the opportunities and risks of integrated digital marketing.
4. Outline an approach to developing a digital marketing plan.
5. Explain the key digital marketing activities needed for competitive success

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	0	0	0	1	2	0	0	0	0	1	1	0	1	1	1
CO2	0	0	0	1	2	0	0	0	0	1	1	0	1	1	1
CO3	0	0	0	1	2	0	0	0	0	1	1	0	1	1	1
CO4	0	0	0	1	2	0	0	0	0	1	1	0	1	1	1
CO5	1	0	0	1	2	0	0	0	0	1	1	1	1	1	1

Unit 1:

Digital Marketing - Meaning- Importance of digital marketing – Need - Difference between traditional and digitalmarketing - Recent Trends and Current Scenario of the industry - Digital Marketing as a Tool of Success for Companies – Digital marketing to increase sales – Case studies on digital marketing strategies.

Unit 2:

Website Planning and Creation – Types of websites - Steps - Generating Leads for Business through Websites – Content Development – SearchEngine optimization (SEO) – Design Elements for Websites - Principles of web design.

Unit 3:

Social Media Marketing–Driving Traffic to Company’s Websites – Paid Advertisement son Social Media Platforms like Facebook, Instagram, YouTube and more – Effective Social Media Strategies – Targeting Right Audience – SocialMedia Campaign – Cost -per – Click (CPC) – Cost – per – View (CPV), Cost – per – Impression (CPM).

Unit 4:

Digital Media Planning – Determining When, Where and How often to Advertise to Maximize Conversions and ROI - MediaBuying – Types - Cost-per-Install (CPI) - Cost-per-Order (CPO) - Cost-per-Acquisition (CPA) - Click-through-Rate (CTR)

Unit 5:

Email Marketing – Communicating to Potential Consumer – Types of Email – Creating Appealing Emails - How toBuild the Right Subscriber List - Build a Database by Segmenting Based on Demographics - Mode of Acquisition - Target Group - Email Marketing Tools - Software to Design Attractive Emails – Automated Emails – Extracting Information from Email Campaign Analytics.

Reference Books:

Marketing 4.0: Moving from Traditional to Digital by Philip Kotler, Iwan Setiawan, Hermanwan

Course Objective:

The course will take students through the legal issues related to mass media. This will enable them to gain an understanding of media laws in India and their implications.

Course Outcomes:

1. To gain an understanding of laws pertaining to media
2. To apprehend analytical knowledge into ethical issues related to media.
3. Students learn to apply media laws to case studies and evaluate the relative
4. Understand the merits and demerits of laws and ethical questions pertaining to media.
5. Understand and explain the code of ethics in Indian media and its significance in maintaining professional standards and public trust.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	1	0	0	1	0	0	1	0	0	1	1	0	0	0	2
CO2	1	0	0	1	0	0	1	0	0	1	1	0	0	1	2
CO3	1	0	0	1	0	0	1	0	0	1	1	0	0	1	2
CO4	1	0	0	1	1	0	3	1	0	1	1	0	0	1	2
CO5	1	0	0	1	0	0	1	1	0	1	1	0	1	1	2

UNIT 1

Indian Media and the Constitution: Media Roles, Responsibilities and Privileges - Fundamental Rights, Directive Principles of State Policy; Media Freedom in a Democracy

UNIT 2

Indian Media and the State: Parliamentary Privileges and Contempt of Court; Official Secrets Act, Sedition laws, Defamation; Working Journalists Act, Copyright Act, Right to Information

UNIT 3

Broadcasting Law: Press Council of India, Prasar Bharati Act, Cable TV Network (Regulation) Act, Advertising code, Cinematography Act 1952 and Film Censorship

UNIT 4

Cyber Law: IT Act of 2000; Amendment of IT Act in 2008; Measures against digital piracy; Social-Media and OTT self-regulation.

UNIT 5

Ethical Issues in Indian Media: Code of Ethics, Media Bias, Censorship, Privacy issues, Obscenity, Violence, Hate speech, Fake news and post-truth, Trial by media, Women and Children in media, Pressures on Media Freedom (Political, Commercial, Legal)

Reference Books:

1. Journalism Ethics: Arguments and cases for the twenty-first century - Roger Patching and Martin Hirst,
2. Journalism Ethics and Regulation (Longman Practical Journalism) - Chris Frost, Third Edition, Longman, 201
3. MAJOR PRINCIPLES OF MEDIA LAW (2017 EDITION) By Genelle I. Belmas, Jason M. Shepard & Wayne E. Overbeck

Semester IV

26BUS241

INTRODUCTION TO ARTIFICIAL INTELLIGENCE

300 3

Course Objectives:

This course aims to introduce Artificial Intelligence as a business-enabling. The course focuses on how AI supports managerial decision-making, operational efficiency, customer value creation, and strategic transformation in organizations. Students will develop AI literacy for business leadership, understand opportunities and limitations of AI, and evaluate its impact on organizations, markets, and society.

Course Outcomes:

CO1: Understand Artificial Intelligence as a strategic and managerial tool in business organizations.

CO2: Understand how AI systems use data to support business decisions and recognize their limitations and biases.

CO3: Evaluate the application of Artificial Intelligence across key business functions to enhance organizational performance, customer value, and strategic decision-making.

CO4: Analyze the role of data and AI-driven intelligence in enhancing managerial decision-making through AI-powered decision support systems.

CO5: Develop strategic awareness of future AI trends relevant to business leaders.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	0	0	0	2	1	0	0	2	0	2	2	0	2	2	2
CO2	0	0	0	2	1	0	0	1	0	2	2	0	2	2	2
CO3	0	0	0	2	1	0	0	1	0	2	2	0	2	2	2
CO4	0	0	0	2	1	0	0	2	0	2	2	0	2	2	2
CO5	1	2	0	2	1	0	0	2	0	2	2	0	2	2	2

Unit 1

Artificial Intelligence in the Business Context - Meaning and evolution of Artificial Intelligence from a business perspective - AI as a General-Purpose Technology (GPT). Difference between AI, Automation, Digitalization, and Analytics - Why AI matters for managers and business leaders and AI maturity levels in organizations & Common stages in AI maturity models. AI adoption trends in Indian and global businesses - Role of AI in gaining competitive advantage.

Unit 2

AI System and Business Value Creation – Conceptual understanding of how AI works, Role of data in AI-driven business, Types of data, AI enabled decision making VS Human decision making, predictive and prescriptive intelligence in business and its impact on business, Limitation and risks of AI based decisions. Understanding Bias in AI and its impact on business.

Unit 3

Functional Applications of Artificial Intelligence – AI in marketing - personalization, dynamic pricing, customer insights. AI in Finance - risk management, fraud detection, financial forecasting. AI in Human Resource Management - talent analytics, workforce planning. AI in operations and Supply Chain Management – Forecasting and Inventory management with AI. AI in Customer Relationship Management. AI in E Commerce platforms. Case studies of AI adoption in Indian and global organizations.

Unit 4

Data, Intelligence, and Decision Making - Data as a strategic asset for AI, Structured, semi-structured, and unstructured data in business. Role of Big Data in enabling AI – Key roles of big data in enabling AI. AI-driven decision-making vs traditional decision models. AI-powered Decision Support Systems (DSS) –

Components and function of AI-DSS, Application across industries of AI-DSS.

Unit 5

Ethics, Governance, and the Future of AI in Business - Ethical challenges of AI in business decision-making. Bias, fairness, transparency, and accountability, Data privacy and regulatory frameworks (India and global) – Global trends and India’s alignment. Responsible AI and sustainable business practices – Advantages and Disadvantages. Impact of AI on jobs, skills, and managerial roles. Future trends in AI for business.

Text Books and References

1. Artificial Intelligence: A Modern Approach" (AIMA) by Russell & Norvig – 3rd Edition.
2. Davenport, T. H., & Ronanki, R. – Artificial Intelligence for the Real World, Harvard Business Review Press

26BUS242

SOCIAL MEDIA MARKETING

3 0 0 3

Course Objective:

The course will help the students to identify the need for social media marketing and its significance in this fast-moving era. Also, the course will enable them to recognize the cutting-edge advantage of the application of social media marketing in different industries, across the globe.

Course Outcomes:

1. To identify and recognize the need of social media marketing.
2. To learn about various social media platforms, how they function, and what role they play in marketing
3. To update the fast-changing technologies related to social media, to address the audience.
4. To understand the competitive edge created by social media marketing.
5. To analyze the business environment and formulate marketing strategies.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	2	1	0	0	0	0	0	0	0	2	2	0	0	0	0
CO2	2	1	0	0	0	0	0	0	0	2	2	0	0	0	0
CO3	1	1	0	0	0	0	0	0	0	2	2	0	0	0	0
CO4	2	1	0	0	0	0	0	0	0	3	2	0	0	0	0
CO5	1	1	0	0	0	0	0	0	0	3	2	0	0	0	0

Unit1:

Social Media Marketing – Meaning – Advantages - Social media marketing vs traditional marketing - Role of social media in modern business strategy - Throwing a Great “Party” on social media –Goals of Social Media Marketing– Customer Evangelists – Building a Content Marketing Machine - Role of social media in Integrated Marketing Communication.

Unit2:

Social Media Platforms and Strategies – Facebook – Instagram – LinkedIn - X (Twitter) – YouTube – Platform-specific marketing strategies - Audience profiling and segmentation - Organic vs paid social media strategies - Influencer marketing: types and evaluation - Social media marketing plan.

Unit3:

Content marketing concepts and frameworks - Brand storytelling on social media - Copywriting techniques for social platforms - Visual branding and design principles - User-generated content and engagement strategies - Paid social media campaigns.

Unit4:

Legal issues in social media marketing - Copyright, intellectual property rights, and data privacy - Consumer protection and ethical marketing practices - Online reputation management and crisis handling

Unit5:

Fake news, misinformation, and brand safety - AI and automation in social media marketing - Chatbots and conversational marketing - Emerging trends and future of social media marketing.

Reference Books:

1. Social Media Marketing by Michael R. Solomon – Pearson
2. Social Media Marketing All-in-One for Dummies by Zimmerman Jan - John Wiley & Sons Inc

Semester V**26BUS331****ADVERTISING AND SALES PROMOTION****300 3****Course Objective:**

To understand different types of advertisements and key players in advertising industry. To recognize the need of ethics in advertisement and to develop decision making capacities. The students will learn effective sales promotion techniques and to manage sales forces successfully.

Course Outcomes:

1. Describe different types of advertisement and identify key players in advertising industry.
2. Identify and make decisions regarding the most feasible advertising appeal and media mix.
3. Conduct pre-testing, post testing and concurrent testing of ads to determine their effectiveness.
4. Identify the dealer-oriented promotion techniques, customer-oriented promotion techniques and the salesmen-oriented promotion techniques.
5. Explain the steps involved in sales force management.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	1	2	1	1	0	0	0	0	0	1	1	0	1	0	0
CO2	2	2	1	1	0	0	0	0	0	1	1	0	1	1	0
CO3	1	2	1	1	0	0	0	0	0	1	2	1	1	0	0
CO4	1	1	1	1	0	0	0	0	0	1	2	1	1	0	0
CO5	1	2	1	1	0	0	0	0	0	1	1	0	1	0	0

Unit 1

Overview of Advertising Management: Introduction, Meaning and Framework of Advertising; Defining Advertising; Advertising to Persuade the Buyer; Importance of Advertising in Marketing; Role of Advertising in Marketing Mix and Positioning; Advertisers and Advertising Agencies; Choosing an Advertising Agency

Unit 2

Structure of an Advertising Agency: Introduction, Overview of an Advertising Agency; Departments of an Advertising Agency, Creative department, Media department, Client servicing department, Marketing research department; Ancillary Services; Interfacing with Client's Organisation; Integration of Services

Unit 3

Advertising Budgets: Introduction, Factors Influencing Budget Setting, Typical Spending Patterns, Common Budgeting Approaches, Budgeting Methods, Decision Support System (DSS), Structure of DSS, Allocating the Marketing Communication Budget

Unit 4

Laws for Protection against Malpractices: Introduction, Civil and Penal Codes Applicable to Advertising; Laws Relating to Intellectual Property Rights; Consumer Protection and Consumer Protection Act, 1986; The Monopolies and Restrictive Trade Practices Act, 1969; A Note Regarding Comparative Advertising; Regulation Governing Broadcast Media Advertising

Unit5

Sales Promotion: Introduction, Meaning and Importance of Sales Promotion; Strengths and Limitations of Sales

Promotion; Difference between Sales Promotion and Advertising; Tools and Techniques of Consumer Sales Promotion; Trade Promotions; Organizing Sales Promotion Campaigns

Reference Books:

1. Scientific Advertising by Claude C Hopkins – Cosimo Classics
2. Advertising & Sales Promotion by Pankhuri Bhagat – SBPD Publishing House

26BUS332

DIGITAL SERVICES MARKETING

3 0 0 3

Course Objective:

Digital Marketing is a broad concept and in this course the students will learn those notions which include various channels like Search Engine Optimization, Search Engine Marketing, Email Marketing, Social Media Marketing, Inbound Marketing, Content Marketing, and Web Analytics.

Course Outcomes:

1. To understand the concept of digital service marketing.
2. To realize the need of search engine optimization and its application.
3. To get an overview of social media marketing tools.
4. To apprehend the art of content development.
5. To develop managerial skills for digital marketing.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	1	0	0	1	0	0	0	0	0	1	1	0	1	0	0
CO2	1	0	0	0	0	0	0	0	0	1	1	0	1	1	0
CO3	1	0	0	0	1	1	1	1	0	1	1	0	1	1	1
CO4	1	0	0	2	0	0	0	0	0	1	1	0	2	1	1
CO5	1	0	0	1	1	1	0	1	1	1	1	0	1	1	1

Unit 1

Introduction to Digital Service Marketing – Importance – Difference between Conventional and Digital Service Marketing – Recent Trends and Current Scenario of the Industry – Success Tools – Increasing Sales – Competitive Analysis.

Unit 2

Search Engine Optimization (SEO) – Search Engine Result Page – On-page and Off-page Optimization – Keywords Research – Meta Tags – Meta Description – Link Building – Search Engine Marketing – Search Engine Result Page – SEM Activities using Google Ads Platform

Unit 3

Social Media Marketing (SMM) – Paid Advertisements in Social Media Platforms (Facebook, Instagram, YouTube) – Success Stories of Leading Brands and Companies - Case studies of Indian and global brands.

Unit 4

Content Strategy – Content Marketing – Content Bucketing - Web Analytics – Web Remarketing – Email Marketing – Design Essentials – Mobile marketing – E-Commerce Management – Online Reputation Management – Blogging

Unit 5

Managerial Skills for Digital Marketing – Introduction to Agency – The Art of Pitching – Client -Oriented Strategy – Campaign Creation for Client – Reporting and Evaluation - Legal issues in digital services marketing - Data privacy and consumer protection laws.

Reference Books:

1. The Art of SEO by Eric Enge, Stephan Spencer, Jessie Stricchiola - O’Reilly Media Inc.

- Digital Marketing: Strategy, Implementation & Practice by Dave Chaffey & Fiona Ellis – Pearson

26BUS333 CONSUMER BEHAVIOUR AND MARKET RESEARCH 3 0 0 3

Objectives

The basic objective of this course is to develop and understand about the many aspects of consumer behavior and its applications in marketing. This course emphasizes an applied approach with practical applications that give students a basic understanding of the scope of marketing research by means of lectures, case studies, group discussions, seminars, games and research projects.

Course Outcomes:

- To analyze the role of advertising in marketing
- To understand the need of advertising research
- To learn the pattern of consumer behavior
- To apply statistical tools in marketing research

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PQ15
CO1	1	-	3	-	-	-	-	-	-	1	-	-	2		
CO2	1	-	3	-	-	-	-	-	-	2	-	-	2		
CO3	1	1	3	-	-	-	-	-	-	2	-	-	2		
CO4	1	-1-	-	-	-	-	-	-	-	2	-	-	2		1

Unit 1

Advertising Role in the Marketing Process - Legal Ethical and Social Aspects of Advertising – Functions and Types of Advertising - Integrated Marketing communication - Brand management - Brand Image – Brand Equity and Brand Building - Ethics of advertising The Major Players in Advertising - Advertising Agency - Brand manager - Market Research Firms – Media – Type of Agencies – Structure of an Agency and its Functions – The process of Developing an Advertisement.

Unit 2

Objective Setting and Market Positioning - Dagmar Approach ñ Determination of Target Audience- Assumptions about Consumer Behavior - Building of Advertising Programme - Message, Headlines, Copy, Logo, Illustration, Appeal, Layout Campaign Planning – Creative Strategies – Production and Execution of TVCs and Print Ads

Unit 3

Advertising Research - Effectiveness of Advertising- Methods of Measurement - Rationale of test The Nature of Marketing Research (MR) - Applications - Types of MR - Decision Making in Marketing, Marketing Information Systems and Decision Support Systems – The MR process and Research Design. Sources of data, Primary and secondary sources. The sources of secondary data. Audits and panel data. Surveys and Experiments in marketing research. The experimental designs in MR.

Unit 4

Measurement in MR. Concept of scales and property of scales- reliability and validity. Design of questionnaires and Schedules. Specific type of measurement instruments- attitude scales, measures of emotion, perceptual scales. Qualitative research methods. FGDs, Depth interviews, Content analysis, Projective techniques, Observation and Physiological measures.

Unit 5

Sampling Sample size determination, sampling plans and methods Field work planning and control., Data analysis- Data Editing, Coding and tabulation. Use of software. Data screening and purification. Frequency tables, Cross tabulation, measures of central tendency and variation.

Reference Books:

1. Marketing Research, Measurement and Methods by Tull, DonaldS, HawkinsDell - PHI
2. Marketing Research by Malhotra, Naresh – PHI

26BUS334**WEB TECHNOLOGIES AND E COMMERCE****3 0 0 3****Course Objective:**

This is a revolutionary technology that overwrites the information age. The goal of this topic is to elucidate the intricacies of Web Technology and the key concepts related to it. It also follows an integrated approach through understanding what Electronic Business is all about.

Course Outcomes:

1. Familiarize students with Internet, internet communication, web development languages
2. Understand the capabilities of web browsers and techniques for designing web pages.
3. Acquire knowledge and proficiency in basic techniques for the development of dynamic web pages with client-side scripting languages.
4. Provide knowledge for the development of applications which implements 3-tier architecture For client-side validation and implementation of business logic.
5. Understand and become familiar with E-Commerce and then ewaste technical developments in The E-Commerce

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	1	0	0	1	0	0	0	0	0	1	1	0	1	0	0
CO2	1	0	0	0	0	0	0	0	0	1	1	0	1	1	0
CO3	1	0	0	0	1	1	1	1	0	1	1	0	1	1	1
CO4	1	0	0	2	0	0	0	0	0	1	1	0	2	1	1
CO5	1	0	0	1	1	1	0	1	1	1	1	0	1	1	1

Unit 1

Introduction to Internet–Resources of Internet– Hardware and Software requirements of Internet - Internet Service Providers – World Wide Web.

Unit 2

Introduction to HTML– Basic Structural Elements and their usage– Traditional Text Formatting– Bullets & Numbering – Tables for Organization and Layout.

Unit 3

Form & Form Elements – Frames and Framesets – Hyper linking – HTML and Images – Merging Multimedia and Plug-ins with HTML - Style Sheets Formatting – Advanced Layouts and Positioning with Style Sheets –Inline Styles– Linking External Style Sheets.

Unit 4

HTML5 Graphics, Media and APIs.

Unit 5

The Anatomy of E-commerce applications - E-Commerce consumer applications - E-commerce organization applications – Market forces influencing the I-Way – Components of the I-way – Public

policy issues shaping the I-Way – Consumer- Oriented Applications – Mercantile Process Models – Mercantile Process Models from Consumer’s Perspective– Mercantile Process Models from Merchant’s Perspective.

Reference Books:

1. Frontiers of Electronic Commerce by Kalakota & Whinston –Pearson Education Asia
2. The Complete Reference HTML Second Edition by Powell - Tata McGraw-Hill

26BUS341 AI FOR MAREKTING AND CUSTOMER INSIGHTS 300 3

Course Objectives:

This course aims to provide an understanding of how Artificial Intelligence is transforming marketing strategy, consumer behavior analysis, and customer engagement. The course focuses on the use of AI for data-driven marketing decisions, personalization, customer insights, and value creation. Students will learn how AI tools and techniques support marketers in improving targeting, forecasting demand, enhancing customer experience, and gaining competitive advantage.

Course Outcomes:

The student will be able:

- CO1:** Understand the role of Artificial Intelligence in modern marketing.
- CO2:** Understand how AI uses consumer data to generate marketing insights and predictions.
- CO3:** Apply AI concepts to key marketing functions such as segmentation, targeting, and personalization.
- CO4:** Analyze the impact of AI-driven tools on customer experience and marketing performance.
- CO5:** Understand how Artificial Intelligence supports the analysis of consumer buying behaviour.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
C01	3	2	1	0	2	1	0	0	1	2	0	1	0	0	1
C02	2	3	2	0	1	2	0	0	1	2	0	1	0	0	1
C03	1	2	3	0	1	2	0	0	1	2	0	1	0	0	1
C04	0	1	2	3	1	2	0	0	1	2	0	1	0	0	1
C05	0	0	1	2	3	2	0	0	1	2	0	1	0	0	1

Unit 1

Artificial Intelligence in Marketing - Evolution of marketing from traditional to AI-driven marketing. Meaning and scope of AI in marketing, Types of AI used in marketing decisions, Difference between traditional marketing analytics and AI-driven marketing. Role of AI in understanding changing consumer behavior – Impact and key roles. AI as a competitive advantage in marketing strategy. Adoption of AI in marketing by Indian and global companies

Unit 2

Consumer Data and AI-Driven Insights - Role of consumer data in AI-powered marketing decision-making. Types of consumer data: demographic, behavioral, transactional, and digital data – importance and business relevance. Structured and unstructured consumer data - reviews, social media, clicks – differences, advantages, and challenges. AI-based consumer insights vs traditional market research methods. Limitations, risks, and challenges of AI-based consumer insights.

Unit 3

AI Applications in Marketing Functions - Role of AI in market segmentation and targeting – benefits and

limitations. AI-driven personalization and recommendation systems – Impact on customer engagement and sales. Dynamic pricing and demand forecasting using AI – advantages over traditional pricing models. Perceptual Maps – Advantages, Case Studies from iPhone and Perceptual Maps and Tools of Perceptual Maps. AI in digital advertising and campaign optimization. AI tools for customer sentiment and feedback analysis – Sentiment and word cloud analysis.

Unit 4

AI for Customer Experience and Marketing Performance - Role of AI in customer journey mapping – understanding touchpoints and consumer behavior. Chabot’s and virtual assistants in customer engagement – advantages, limitations, and customer acceptance. AI in customer retention and loyalty management. Case studies of AI-driven marketing strategies.

Unit 5

AI in Consumer Behaviour and Market Response - Consumer buying behaviour and decision-making process – role of AI in understanding consumer needs and preferences. AI and customer loyalty, repeat purchase, and relationship marketing. Role of AI in understanding changing consumer trends and demand patterns. Case studies on consumer behaviour analysis using AI in Indian and global markets.

Text Books and References

1. Kotler, P., Kartajaya, H., & Setiawan, I. – Marketing 5.0: Technology for Humanity, Wiley
2. Wedel, M., & Kannan, P. K. – Marketing Analytics for Data-Rich Environments, Journal of Marketing.

26BUS342 AI - ETHICS AND RESPONSIBLE INNOVATION 300 3

Course Objectives:

This course aims to introduce students to the ethical, social, and managerial issues arising from the adoption of Artificial Intelligence in business and society. The course focuses on responsible use of AI, ethical decision-making, and innovation practices that balance technological advancement with human values, trust, and sustainability. Students will learn to evaluate AI-related risks and make informed decisions as future business leaders.

Course Outcomes:

The student will be able:

CO1: Demonstrate awareness of ethical principles and managerial responsibilities in the adoption of Artificial Intelligence within business organizations.

CO2: Examine ethical risks such as bias, fairness, and accountability in AI systems and their implications for business decision-making.

CO3: Apply ethical considerations related to data privacy, consent, and ownership in the responsible use of AI-driven business data.

CO4: Evaluate organizational practices and leadership roles in promoting responsible innovation and effective AI governance.

CO5: Assess the social and managerial impact of Artificial Intelligence and the role of future leaders in ensuring sustainable and responsible AI use.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3	2	1	3	1	- 3	-	-	- 3	1	2
CO2	3	3	2	-	3	2	- 2	-	-	- 2	3	3
CO3	3	2	3	3	3	3	- 3	-	-	- 2	1	3
CO4	3	3	3	2	3	3	- 2	-	-	- 2	2	2
CO5	3	3	3	1	2	3	- 2	-	-	- 1	1	2

Unit 1

Introduction to Ethics and Artificial Intelligence - Meaning and importance of ethics in business. Introduction to AI ethics and responsible innovation. Difference between legal compliance and ethical responsibility. Why ethics matters in AI-driven decision-making. Role of managers and organizations in ethical AI use. Overview of ethical challenges in AI adoption.

Unit 2

Ethical Issues in AI Systems - Bias and discrimination in AI systems – causes and impact. Fairness and transparency in AI-based decisions – Key concepts and why it matters. Explain ability and accountability in Responsible AI use. Key Ethical issues in automated decision-making – Bias and Discrimination – How does companies address these issues. Real-world examples of ethical failures in AI.

Unit 3

Data Ethics, Privacy, and Consent - Role of data in AI and ethical concerns. Consumer and employee data privacy. Informed consent and data ownership – Interconnection and challenges. Ethical handling of sensitive and personal data – Key practices of handling sensitive data. Impact of data misuse on brand trust and reputation – Financial and operational consequence.

Unit 4

Responsible Innovation and AI Governance - Meaning of responsible innovation. Principles of responsible AI in organizations – how do organizations implement. Role of governance and internal controls in AI use. Best practices of AI Deployment. Balancing innovation, profitability, and responsibility. Key role of leadership in promoting ethical AI culture.

Unit 5

Social Impact and the Future of Responsible AI - Impact of AI on employment, skills, and workforce. AI and social inequality. Human–AI collaboration in the workplace. Responsible AI for sustainable business and society. Emerging global and Indian perspectives on responsible AI. Role of future managers in shaping ethical AI use.

Text Books and References

1. Floridi, L. – *Ethics of Artificial Intelligence*, Oxford University Press
2. World Economic Forum – *Responsible AI and Governance Frameworks*

26BUS343 DATA VISUALIZATION AND DASHBOARDS - POWER BI 300 3

Course Objectives:

This course aims to develop students’ ability to analyze, visualize, and communicate business data using Power BI for effective managerial decision-making. The course focuses on business reporting, dashboard design, and AI-assisted insights, enabling students to transform raw data into meaningful visual stories. Emphasis is placed on interpretation, decision support, and business intelligence, rather than technical programming.

Course Outcomes:

The student will be able:

CO1: Explain the role of data visualization and dashboards in business decision-making.

CO2: Create effective business dashboards using Power BI for managerial reporting.

CO3: Apply visualization techniques to analyse functional business data.

CO4: Interpret dashboards to support data-driven business decisions responsibly.

CO5: Use AI-enabled features in Power BI to generate insights and forecasts.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	1	1	0	1	0	0	1	0	0	1	1	1	0	0	0
CO2	2	2	2	1	0	0	0	0	0	1	2	1	0	0	1
CO3	2	2	2	2	1	0	0	0	0	2	2	1	0	1	1
CO4	3	3	3	2	2	1	1	0	0	1	2	1	0	2	2
CO5	3	3	3	2	2	1	1	1	1	2	2	2	1	2	2

Unit 1

Introduction to Data Visualization and Business Intelligence - Meaning and importance of data visualization in

business. Role of dashboards in managerial decision-making. Difference between reports, dashboards, and scorecards. Types of business data used for visualization. Overview of Power BI as a business intelligence tool. Visualization principles for business communication.

Unit 2

Data Preparation and Business Reporting in Power BI - Understanding business datasets and data sources. Data cleaning and transformation for business use. Importing data into Power BI. Creating basic charts and tables for business reports – its practical application on line chart, bar chart, scatter and pie charts. Role of filters, slicers, and drill-down features. Designing reports for different managerial levels.

Unit 3

Dashboard Design for Business Functions - Dashboard design principles and best practices. Sales and marketing dashboards. Finance and performance dashboards. HR and workforce dashboards. Operations and supply chain dashboards. KPI selection and visualization for business goals. Case examples of functional dashboards.

Unit 4

Dashboard Interpretation and Decision Support - Interpreting dashboards for managerial decision-making. Storytelling with data for business presentations. Using dashboards for strategic and operational decisions. Risks of misinterpretation and data bias and its impact on operations. Role of dashboards in data-driven organizational culture.

Unit 5

AI-Enabled Insights in Power BI - Introduction to AI features in Power BI. Role of AI visuals in identifying trends and patterns. Forecasting and trend analysis using AI tools. Natural language queries (Q&A) for business users. Automated insights and anomaly detection. Benefits and limitations of AI-driven insights. Human judgment vs AI-generated insights in decisions.

Text Books and References

1. Introducing Microsoft Power BI from Microsoft
2. Mastering Microsoft Power BI: Expert techniques to create interactive insights for effective data analytics and business intelligence, Second Edition

26BUS344 AI IN PEOPLE ANALYTICS AND TALENT MANAGEMENT

300 3

Course Objectives:

This course aims to introduce students to the use of Artificial Intelligence and analytics in human resource management and talent decisions. The course focuses on how AI supports workforce planning, recruitment, performance management, employee engagement, and retention. Students will learn to interpret people data, evaluate AI-driven HR insights, and apply them responsibly in organizational decision-making.

Course Outcomes:

The student will be able:

CO1: Explain the role of AI and analytics in modern human resource management.

CO2: Use people data to support talent-related business decisions.

CO3: Apply AI-enabled insights to recruitment, performance, and workforce planning.

CO4: Explain how AI is used to improve performance appraisal, employee engagement, and retention decisions in organizations.

CO5: Practice responsible and ethical use of AI in people and talent management.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	1	0	0	1	0	0	0	0	0	1	1	0	1	1	1
CO2	1	2	1	1	0	0	0	0	0	1	2	0	1	1	1
CO3	1	1	1	1	0	0	0	0	0	1	2	0	1	1	1
CO4	1	1	2	1	0	0	0	0	0	1	2	0	1	1	1
CO5	2	2	2	1	0	0	0	0	0	1	2	1	1	1	1

Unit 1

Introduction to People Analytics and AI in HR - Evolution of HR from traditional HRM to people analytics. Meaning and scope of people analytics. Role of AI in HR decision-making. Difference between traditional HR metrics and AI-driven people insights. Importance of data-driven talent management. AI adoption trends in HR functions. Role of HR managers in AI-enabled organizations.

Unit 2

Workforce Data and AI-Driven HR Insights – Key Role of AI in identifying workforce patterns and trends. Predictive insights for workforce planning and talent demand. AI vs human judgment in HR decision-making – Advantages and Disadvantages. Limitations and risks of AI-based people analytics.

Unit 3

AI in Recruitment and Talent Acquisition - AI-enabled resume screening and candidate shortlisting – ATS. Role of AI in recruitment forecasting and hiring decisions – Assistance of AI and Key benefits. Benefits and challenges of AI-driven recruitment – Examples of real life scenario. Bias and fairness issues in AI-based hiring systems. Case studies of AI adoption in recruitment.

Unit 4

AI in Performance Management and Employee Engagement - Role of AI in performance measurement and appraisal systems – Key roles and benefits. Continuous performance feedback using AI tools – leading platforms. AI-driven analysis of employee engagement and satisfaction. Predicting employee turnover and retention risks. AI-supported learning and skill development.

Unit 5

AI in Talent Development and Strategic HR Decisions - AI-supported talent development and career path planning. Workforce planning and succession management using AI. Role of AI in identifying skill gaps and training needs. AI-enabled HR decision support systems. Impact of AI on HR roles and competencies.

Text Books and References

1. Human Resource Management: People, Data, and Analytics 1st Edition – Talya bauer
2. McKinsey, PwC – Reports on Future of Work and AI in HR

26BUS345 DATA-DRIVEN BANKING INSURANCE AND FINANCE 300 3

Course Objectives:

This course aims to introduce students to the use of data and analytics in banking, insurance, and financial services. The course focuses on how data-driven and AI-enabled insights support risk assessment, customer analysis, financial decision-making, and service innovation. Students will develop an understanding of how financial institutions use data to improve efficiency, manage risk, and enhance customer value.

Course Outcomes:

The student will be able:

- CO1:** Explain the role of data and analytics in modern banking, insurance, and financial services.
- CO2:** Use financial and customer data to support decision-making in financial institutions.
- CO3:** Apply visualization techniques to analyse functional business data.
- CO4:** Interpret outputs to support data-driven business decisions responsibly.
- CO5:** Apply data-driven insights to design, price, and deliver banking and insurance products while enhancing customer value and service effectiveness.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	1	0	0	1	0	0	2	0	0	1	1	0	1	1	1
CO2	1	0	0	1	0	0	0	0	0	1	1	0	1	1	1
CO3	1	0	0	1	1	0	0	0	0	1	1	0	1	1	1
CO4	1	1	0	1	1	0	0	0	0	1	1	1	1	1	1
CO5	1	1	0	1	0	0	0	0	0	1	2	1	1	1	1

Unit 1

Introduction to Data-Driven Financial Services - Evolution of banking, insurance, and finance in the digital era. Meaning and importance of data-driven decision-making in financial services. Difference between traditional finance and data-driven finance. Role of data and AI in financial institutions. Types of data used in banking and insurance. Data-driven transformation in Indian and global financial institutions.

Unit 2

Customer Analytics in Banking and Insurance - Role of customer data in financial services. Customer segmentation and profiling using data. Understanding customer behavior and financial needs. Data-driven personalization of banking and insurance products. Predicting customer churn and retention. Benefits and limitations of customer analytics.

Unit 3

Data-Driven Risk Management and Fraud Detection - Types of financial risks in banking and insurance. Role of data analytics in credit risk assessment and its benefits. Data-driven underwriting in insurance. Fraud detection in banking, insurance, and digital payments. Benefits and challenges of analytics-based risk management. Case studies of data-driven risk and fraud management.

Unit 4

Data-Driven Financial Decision-Making - Role of data in financial planning and forecasting. Data-supported lending and investment decisions. Performance measurement in banking and insurance. AI-enabled decision support systems in finance. Comparison of data-driven vs traditional financial decisions.

Unit 5

Data-Driven Financial Products and Service Innovation - Role of data analytics in designing banking and insurance products. Data-driven pricing of financial products and insurance premiums. Personalization of banking and insurance services using data insights. Cross-selling and upselling strategies supported by data analytics. Data-enabled digital channels and service delivery in banking and insurance.

Text Books and References

1. McKinsey Global Institute – Data & AI in Financial Services Reports
2. World Economic Forum – Digital Finance and AI Reports

26BUS346

ENTERPRISE SYSTEMS FOR DIGITAL BUSINESS

3 0 0 3

Course Objectives:

Provide conceptual and practical understanding of electronic commerce and its business applications, and develop analytical skills to evaluate e-commerce platforms and ERP solutions in organizations.

Course Outcomes:

CO1: To explain the foundations and evolution of enterprise systems.

CO2: To analyse the architecture and functionality of ERP systems.

CO3: To evaluate CRM and SCM strategies in digital business.

CO4: To understand the role of Business Intelligence and Analytics in decision-making.

CO5: To examine e-business models, digital platforms, and emerging technologies.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
C01	3	2	1	0	2	1	0	0	1	2	0	1	0	0	1
C02	2	3	2	0	1	2	0	0	1	2	0	1	0	0	1
C03	1	2	3	0	1	2	0	0	1	2	0	1	0	0	1
C04	0	1	2	3	1	2	0	0	1	2	0	1	0	0	1
C05	0	0	1	2	3	2	0	0	1	2	0	1	0	0	1

Unit I: Foundations of Enterprise Systems- Concept and scope of enterprise systems - Evolution: legacy systems → ERP → digital platforms - Strategic importance in digital transformation - Advantages, limitations, and challenges of enterprise systems - Enterprise system architecture: layers and integration.

Unit II: ERP architecture and modules: Finance, HR, Manufacturing, Sales, Procurement - ERP vendors: SAP, Oracle, Microsoft Dynamics, Odoo - ERP implementation lifecycle: planning, configuration, testing, go-live, support - Critical success factors in ERP projects - ERP customization vs standardization - ERP in SMEs vs large enterprises.

Unit III: CRM: Concepts, strategies, and applications in sales, marketing, and service - CRM tools and their theoretical frameworks (Salesforce, Zoho CRM, HubSpot) - Role of CRM in customer experience and loyalty management - SCM: Fundamentals of supply chain and logistics - Digital SCM: procurement automation, warehouse management, real-time tracking (conceptual focus) - Integration of CRM and SCM with ERP systems

Unit IV: Business Intelligence & Analytics - Concepts of data warehousing and data mining - BI tools and theoretical frameworks (Power BI, Tableau) - Dashboards, reporting, and visualization techniques (conceptual study) - Big Data analytics and predictive modeling - Role of analytics in decision-making and digital transformation

Unit V: E-business concepts and models: B2B, B2C, C2C, C2B, G2C - E-commerce systems and payment gateways - Net banking, fintech, and digital financial services - Security, privacy, and ethical issues in digital business - Implementation strategies and change management in enterprise system - Measuring ROI and performance of enterprise systems - Future trends: AI, IoT, blockchain, cloud computing in enterprise systems.

Textbooks:

1. Alexis Leon – Enterprise Resource Planning – Tata McGraw Hill
2. Mary Sumner – Enterprise Resource Planning – Pearson Education

References:

1. Jaiswal, M.P. & Mittal, S. – Enterprise Systems for Management – Pearson.

2. Monk, Ellen & Wagner, Bret – Concepts in Enterprise Resource Planning – Cengage Learning.
3. Garg, V.K. & Venkitakrishnan, N.K. – Enterprise Resource Planning: Concepts and Practice – PHI Learning.
4. O'Brien, James A. & Marakas, George M. – Management Information Systems – McGraw Hill.
5. Turban, Efraim, Volonino, Linda – Information Technology for Management: Transforming Organizations in the Digital Economy – Wiley

OPEN ELECTIVES

240EL231

INTRODUCTION TO ACCOUNTING

2 1 0 3

Course Objective:

To help the students to understand the accounting principles and practices, including the types of accounting, basic accounting concepts, rules of debit and credit, ledger management, and preparation of financial statements for sole proprietorship.

Course Outcomes:

The student will able:

CO1: To understand the basic accounting terms such as entity, transaction, capital, liabilities, assets, etc.

CO2: To apply the accounting concept like money measurement, revenue recognition, matching, and full disclosure in accounting practices.

CO3: To analyze how transactions are recorded and classified based on their nature.

CO4: To evaluate the effectiveness of ledger maintenance and trial balance preparation in ensuring the integrity of financial data.

CO5: To apply accounting principles to prepare trading account, profit and loss account, and balance sheet.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	0	0	0	1	0	0	0	0	0	1	1	0	1	0	0
CO2	1	1	1	1	0	0	0	0	0	1	1	0	1	0	0
CO3	1	1	1	1	0	0	0	0	0	1	2	0	1	1	1
CO4	2	2	2	1	0	0	0	0	0	1	2	1	1	1	1
CO5	2	2	2	1	0	0	0	0	0	1	2	1	1	1	1

Unit 1

Accounting – meaning –definition – objectives –advantages – limitations - Types of accounting- Financial accounting - Management accounting - Cost accounting - Book keeping – sources of information – difference between book keeping and accounting – Basic Accounting Terms- Entity, Business Transaction, Capital, Drawings. Liabilities, Assets, Expenditure, Expense, Revenue, Income, Profit, Gain, Loss, Purchase, Sales, Goods, Stock, Debtor, Creditor, Voucher, Discount.

Unit 2

Basic accounting concept: Business Entity, Money Measurement, Going Concern, Accounting Period, Cost Concept, Dual Aspect, Revenue Recognition, Matching, Full Disclosure, Consistency, Conservatism, Materiality and Objectivity - Basis of Accounting: cash basis and accrual basis – GAAP – Accounting standards - Goods and Services Tax (GST): Characteristics and Advantages.

Unit 3

Rules of Debit and Credit - Classification of Accounts - Personal Accounts – real accounts – nominal accounts - Recording of Transactions: Books of Original Entry- Journal – Journalizing.

Unit 4

Ledger – meaning – posting from journal -Balancing of accounts - Trial balance: meaning, objectives and preparation.

Unit 5

Financial Statements of Sole Proprietorship – meaning – objectives – Trading account – profit and loss account – balance sheet- Adjustments: Closing stock- prepaid expenses- outstanding expenses (Simple problems)

Textbooks:

1. T.S. Grewal, S.C Gupta – Introduction to Financial Accounting – S. Chand
2. SN Maheswari, SK Maheswari – An Introduction to Accountancy – Vikas Publishing House

References:

1. R. Narayanaswamy - Financial Accounting - Prentice Hall of India
2. Wayne Level - Accounting for Non-Accountants: The Fast and Easy Way to Learn the Basics– Sourcebooks Publication

24OEL232

BUSINESS STUDIES

2 1 0 3

Course Objective:

To understand the interrelationship between business and its environment, understand the roles and impacts of various business sectors in India, and apply principles of e-commerce and business ethics to promote responsible and sustainable business practices.

Course Outcomes:

The student will able:

CO1: To understand the meaning, definition, significance, functions, and objectives of business.

CO2: To explain the concepts of liberalization, privatization, globalization, disinvestment, and outsourcing.

CO3: To explain the types of e-commerce (B2C, B2B, C2C, C2B, B2E, B2G, P2P) and the difference between e-commerce and e-business.

CO4: To analyse the social responsibility of business, including its objectives and principles.

CO5: To describe the concept and elements of business ethics in the context of social responsibility.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	1	0	0	1	1	0	0	0	0	1	1	0	1	1	0
CO2	1	0	0	1	1	0	0	0	0	1	0	1	1	0	0
CO3	1	0	0	1	0	0	0	0	0	1	1	0	1	1	0
CO4	1	0	0	1	0	0	0	0	1	1	1	0	1	1	0
CO5	1	0	0	1	1	0	0	0	1	1	1	1	1	1	0

Unit 1

Business and Environment Business- Functions - Scope - Significance of business - Objectives of business - Business and development - Forms of business organisations- Stakeholders of business - Business
Page 104 of

Environment – Definition – Features- Importance - Components of business environment.

Unit 2

Business in India- Role of public, private, co-operative sectors - Liberalisation, Privatisation and Globalization – Disinvestment – Outsourcing –Recent economic initiatives - Niti Ayog - Make in India initiative.

Unit 3

E Commerce – Meaning- Functions - Operation of E-commerce - Types of E-Commerce -B2C-B2B- C2C- C2B- B2E- B2G- P2P- E-Commerce and E-Business – M-Commerce – Meaning – Advantages- Challenges - Net banking, Digital wallet, e-cheque, e-cash – Payment gateway.

Unit 4

Business Ethics – Importance - Principles of business ethics - Factors Influencing Business Ethics - Arguments in favour and against business ethics - Social responsibility of business – objectives and principles - Arguments in favour and against social responsibility.

Unit 5

Social Responsibility of Business - Responsibility towards owners, investors, consumers, employees, government and community - Role of business in environment protection - Business Ethics - Concept and Elements.

Textbooks:

1. Keith Davis and William C. Frederick - Business and Society: Management, Public Policy, Ethics – McGraw Hill
2. Peter F. Drucker - Management Tasks Responsibilities Practices - Routledge
3. Peter F Drucker - The Practice of Management – Harper Business Publication

References:

1. CB Gupta - Business Environment – Sultan Chand and Sons
2. Francis, Ronald & Mishra, Muktha, Business Ethics - An Indian Perspective - McGraw Hill
3. Sharma, J.P. - Corporate Governance, Business Ethics, and CSR - Ane Books
4. Ghosh, B.N. - Business Ethics and Corporate Governance - McGraw Hill

240EL233

PERSONAL FINANCIAL MANAGEMENT

2 1 0 3

Course Objective:

The objective of the course is to familiarize the students with basic concepts of personal financial management and its avenues.

Course Outcomes:

The student will able:

CO1: To understand the basic concepts of Personal financial management.

CO2: To identify the significance of investment planning.

CO3: To describe the role of personal financial security and their options.

CO4: To ascertain the relevance of insurance policies in personal finance.

CO5: To understand the tax management mechanisms.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
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CO1	1	1					1			1	1			1	1
CO2	1	1					1			2	2			1	1
CO3	1	1								2	2			1	1
CO4	1	1								1	2			2	2
CO5	1	1								1	1			1	1

Unit 1

Introduction to personal finance - concepts – savings, investment, borrowings, inflation, time value of money – active and passive income – personal financial planning – steps – SMART financial goals – importance of personal budget

Unit 2

Investment planning – importance and objectives of investment - savings, current, fixed and recurring; investment avenues offered by securities market - primary market and secondary market – risks involved in securities market – mutual funds.

Unit 3

Personal Financial security: National Pension scheme – investment options under NPS – Retirement planning – role of retirement planning in personal financial management – sources of retirement income - estate planning - gratuity plans from the government -Provident Fund.

Unit 4

Management of Insurance - Benefits of Life Insurance, evaluating need for Life Insurance, Determining the Right Amount of Life Insurance. Choosing the Right Life Insurance Policy – Term Life Insurance, Whole Life Insurance, Universal Life Insurance, Variable Life Insurance, Group Life Insurance, Other Special Purpose Life Policies. Buying Life Insurance – Compare Costs and Features. **Unit**

5

Tax Management - Personal Tax Planning –Fundamental Objectives of Tax Planning, Tax Structure in India for Individuals, Common Tax Planning Strategies.

Textbooks:

1. Randall S. Billingsley, Lawrence J. Gitman, and Michael D. Joehnk - Personal Financial Planning - Cengage Learning.
2. Susan M. Tillery, and Thomas N. Tillery - Essentials of Personal Financial Planning - Association of International Certified Professional Accountants (AICPA).

References:

1. Introduction to Financial Planning – Indian Institute of Banking & Finance
2. Sinha, Madhu - Financial Planning: A Ready Reckoner - McGraw Hill

24OEL234

WORKING CAPITAL MANAGEMENT

210 3

Course Objective:

To help the students to understand the concept of working capital management, components, and significance. They will acquire the knowledge and skills necessary to analyze and manage working capital effectively, assess working capital requirements, evaluate sources of working capital, implement cash management strategies, and optimize receivable and inventory management processes using various

tools and techniques.

Course Outcomes:

The student will be able to:

CO1: Understand the importance of working capital management in maintaining liquidity and financial stability in a business.

CO2: Recall the types of working capital and their definitions.

CO3: To understand the different sources of working capital to assess their suitability for specific business situations.

CO4: Analyze cash management strategies and their impact on business operations.

CO5: Explain the importance of efficient collections from receivables and effective inventory management.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	1	0	0	1	0	0	0	0	0	1	1	0	1	0	0
CO2	1	1	1	1	0	0	0	0	0	1	1	0	1	0	0
CO3	2	0	0	1	0	0	0	0	0	1	1	0	1	0	0
CO4	2	1	1	1	0	0	0	0	0	1	1	0	1	1	1
CO5	1	1	1	1	0	0	0	0	0	1	1	0	1	1	1

Unit 1

Introduction Working Capital Meaning –definition - Concept of Working Capital - Balance Sheet Concept - Operating Cycle Concept - Importance of - components of working capital - Factors Influencing working capital requirements - working capital life cycle - Role of finance manager in working capital.

Unit2

Types of Working Capital - Gross Working Capital - Net Working Capital - Operating Cycle: Meaning of Operating Cycle, Significance of Operating Cycle - Cash Cycle: Meaning of Cash Cycle, Significance of Cash Cycle - Estimation of Working Capital Requirements - Determinants of Working Capital - Computation of Working Capital (Simple problems).

Unit 3

Sources of Working Capital - Commercial Banks: Forms of Bank Finance - Commercial Papers (CPs): Features - Factoring - Trade Credit: Advantages of Trade Credit - Accrued Expenses: Importance of Accrued Expenses - Deferred Income.

Unit 4

Cash Management – meaning – importance - Cash vs. Cash Flow - Motives for Holding Cash and Marketable Securities - Factors Determining the Optimum Cash Balance

Unit 5

Receivable Management - Dimensions of Receivable Management- Collections from Receivables – Inventory Management - Tools and Techniques of Inventory Management - ABC Approach- Value-volume Analysis – Classification: HML Classification, XYZ Classification, VED Classification, FSN Classification, SDF and GOLF Classifications, SOS Classification.

Textbook:

1. Hrishikes Battacharya - Working Capital Management Strategies and Techniques - Prentice Hall of India

References:

1. Chitnis, K.M - Working Capital Management of Large Industrial Units - Dastane Ramachandra and company
2. Joshi R.N - Cash Management - New Age International Publishers

240EL235**NON-PROFIT ORGANIZATION****3 0 0 3****Course Objective:**

To provide students with a comprehensive understanding of non-governmental organizations (NGOs), covering their foundational concepts, legal frameworks, operational challenges, and strategic management.

Course Outcomes:

Students will be able to:

CO1: Understand the various types of non-profit organisations and their specific functions and the challenges faced by NGO management in India.

CO2: Understand the legal and operational differences between Trusts and Societies and implement the registration procedures for setting up NGOs as Trusts or Societies.

CO3: Assess the effectiveness of NGO interventions in addressing issues like poverty, child labour, education, and tribal welfare.

CO4: Apply strategic planning tools, such as SWOT analysis, and analyse the management processes.

CO5: Investigate the effectiveness of SHGs in empowering women.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	1	0	0	1	0	0	0	0	0	1	0	1	0	0	1
CO2	1	1	0	1	1	0	0	0	0	1	0	1	0	1	1
CO3	1	1	0	1	2	1	0	0	0	0	0	1	1	1	1
CO4	1	1	1	1	0	0	0	0	0	0	0	1	1	1	1
CO5	1	1	0	1	1	1	0	0	0	0	0	1	1	1	1

Unit 1

NGOs – An Introduction, Concepts and Functions - evolution in India -types of non-profit organisations - Issues in NGO Management - challenges of NGO Management.

Unit 2

Legal procedures for establishment of NGOs – Trust and Society and their differences - Formation of Trust and Society - Registration procedure for NGO - Corporate Social Responsibility and Social Marketing.

Unit 3

Development issues - Development indicators -Poverty and Development - Child labour - Education and

Tribal welfare.

Unit 4

Strategy and planning for NGOs – Elements of Strategy - SWOT analysis - Process of Management: Planning - Organization - Delegation - Co-ordination - Core Competency and Capacity Building.

Unit 5

NGOs and changing trends of development – State - market and third sector - Self Help Group (SHG) and Empowerment of Women - Role of NGOs in Civil Society.

Textbook:

1. JM Ovasdi- Management of Non-Governmental Organizations towards a Developed Civil Society

References:

1. Peter F Drucker - Managing the Non-profit organizations: Principles and Practices - Harper Collins publishers.
2. Michael, J Worth- Non-profit Management: Principles and Practices - Sage publications.

24OEL236

DIGITAL BANKING

3 0 0 3

Course Objective:

This course explores the evolution of digital banking, its key technologies, challenges, and opportunities. Participants will gain insights into digital banking innovations and best practices, preparing them to navigate the rapidly changing financial services industry.

Course Outcomes:

The students will be able to:

CO1: Understand the evolution and importance of digital banking in the financial sector.

CO2: Recall and describe the key features of various digital products in the banking industry.

CO3: Understand the key technologies underpinning digital banking, including Block chain, Artificial Intelligence and Machine Learning.

CO4: Understand the various applications of AI technologies in different areas of banking, such as customer service, risk management, and fraud detection.

CO5: Identify digital banking security, compliance, and risk management practices.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	1	0	0	0	0	0	1	0	0	1	1	0	2	1	0
CO2	1	0	0	0	0	0	0	0	0	1	1	0	2	1	0
CO3	1	0	0	1	0	0	0	0	0	1	1	0	2	1	1
CO4	1	0	0	1	0	0	0	0	0	1	1	0	2	1	1
CO5	1	0	0	1	0	0	1	1	0	1	1	1	2	1	1

Unit 1

Introduction to Digital Banking: Definition – History – Significance- Comparison of traditional banking vs. digital banking- Channels of Digital Banking- Digital Banking Platforms and services.

Unit 2

Digital Banking Products: Online Banking: Meaning, Services- Benefits- Disadvantages- Mobile banking

Apps - Digital Wallets- Personal Financial Management Tools- Digital loans and credit products - Robo Advisory Services – Electronic Fund Transfer.

Unit 3

New developments in digital banking: Fin techs- Business ecosystems- Block chain -Crypto Currencies- Peer Financing - Cloud Banking - Artificial Intelligence - Machine Learning- Internet of things (IoT).

Unit 4

Artificial Intelligence in Banking: Applications of AI in Banking – Need of AI in Banking- Importance of AI in banking – AI in customer service- AI in risk Management- AI in Fraud detection- Future of AI in Banking.

Unit 5

Digital Banking Securities and Risk Management: Emerging trends and challenges in cyber security - Importance of cyber security in banking - Cyber security threats faced by banks - Risk management strategies for mitigating cyber risks- Regulatory compliance and data protection laws.

References:

1. Lohana Sarika R. - Digital Banking and Cyber Security - New Century Publications
2. Singh Jaspal - Digital Payments in India: Background, Trends and Opportunities - New Century Publications

24OEL237

BASICS OF COMPANY ACCOUNTS

3 0 0 3

Course Objectives:

This course equips students with the knowledge to analyze corporate capital structures, prepare financial statements, and understand profit distribution. It explores valuation methods and dives into consolidated financial statements for holding companies, particularly focusing on those with one subsidiary company according to Accounting Standard 21 (AS 21).

Course Outcomes:

The students will be able to:

CO1: Understand capital structures and transactions for shares and debentures.

CO2: Gain knowledge about Preparing financial statements & analysing profit distribution for corporations.

CO3: Analyze methods for valuing intangible assets and company ownership.

CO4: Acquire knowledge to Prepare consolidated financial statements for holding companies (AS 21).

CO5: Understand consolidation for holding companies with one subsidiary company (AS 21)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	1	1	0	1	0	0	0	0	0	1	1	1	1	1	0
CO2	1	1	0	1	0	0	0	0	0	1	1	1	1	0	0
CO3	1	1	0	1	0	0	0	0	0	1	1	1	1	0	0
CO4	1	1	0	1	0	0	0	0	0	1	1	0	1	0	0
CO5	1	1	0	1	0	0	0	0	0	1	1	1	1	1	0

Unit 1

Accounting for Share Capital and Debentures, Issue, forfeiture and reissue of forfeited shares: concept & process of book building; Issue of rights and bonus shares; Buy back of shares; Redemption of

preference shares; Issue and Redemption of Debentures

Unit 2

Final Accounts Preparation of profit and loss account and balance sheet of corporate entities, excluding calculation of managerial remuneration, Disposal of company profits

Unit 3

Valuation of Goodwill and Valuation of Shares Concepts and calculation: simple problem only

Unit 4

Amalgamation of Companies Concepts and accounting treatment as per Accounting Standard: 14 (ICAI) (excluding inter-company holdings). Internal reconstruction: concepts and accounting treatment excluding scheme of reconstruction. (Simple Problem only)

Unit 5

Accounts of Holding Companies/Parent Companies - Preparation of the consolidated balance sheet with one subsidiary company. Relevant provisions of Accounting Standard: 21 (ICAI). (simple problems only).

Notes:

- a) The relevant Indian Accounting Standards in line with the IFRS for all the above topics should be covered.
- b) Any revision of relevant Indian Accounting Standard would become applicable immediately.

Textbooks:

1. Shukla and Grewal - Advanced Accounts Vol 2 - S. Chand
2. Jain and Narang - Advanced Accounts Vol 2 - Kalyani Publishers
3. Sr. K. Paul - Accountancy Vol 2 - New Central Book Agency

Reference:

1. Jawahar La - Accounting Theory and Practice - Himalaya Publishing
2. Dr. L. S. Porwal - Accounting Theory - McGraw Hill
3. Robert Anthony, D.F. Hawkins & K. A. Merchant - Accounting Text and Cases - McGraw Hill)
4. Dr. S. N. Maheshwari - Corporate Accounting - Vikas Publishing House
5. Dr. Ashok Sehgal, Dr. Deepak Sehgal - Advanced Accounting - Taxmann

24OEL238

MONEY MARKET AND CAPITAL MARKET

3 0 0 3

Course Objective:

To provide a wide range of investment opportunities to individuals and institutional investors. It plays a crucial role in financing domestic and international trade.

Course Outcomes:

The students will be able to:

CO1: To provide an understanding of the fundamentals of money markets and capital markets.

CO2: To familiarize students with the key participants, instruments, and operations in money and capital markets.

CO3: To explore the role of regulatory bodies and institutions in overseeing money and capital markets.

CO4: To analyze the relationship between money market and capital market in the overall financial system.

CO5: To develop critical thinking and analytical skills related to financial market activities.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	2	1	0	2	1	0	1	2	1	0	1	2	1	0
CO2	2	3	2	1	0	2	1	0	1	2	1	0	1	2	1
CO3	1	2	3	2	1	0	2	1	0	1	2	1	0	1	2
CO4	0	1	2	3	2	1	0	2	1	0	1	2	1	0	1
CO5	2	1	0	1	2	3	2	1	0	2	1	0	2	1	0

Unit 1

Introduction to Financial Markets - Financial market, Overview of financial market, Distinction between money market and capital market, importance of financial markets in the economy.

Unit 2

Money Market Instruments and Operations – Meaning and definition of money market, Money market instruments- Treasury bills, commercial papers, certificates of deposit, repurchase agreements (Repos), money market mutual funds, role of central banks in money market operations.

Unit 3

Capital Market Instruments and Institutions - capital market, meaning and definition, capital market instruments- stocks (Equities), bonds (Fixed Income Securities), mutual funds, hedge funds, investment banks and brokerage firms, securities and Exchange Board of India (SEBI) regulations.

Unit 4

Regulatory Environment and Risk Management - role of regulatory bodies in financial markets, market risk, credit risk, and liquidity risk, risk management practices in money and capital markets, Basel norms and capital adequacy requirements

Unit 5

Market Analysis and Investment Strategies - fundamental analysis, technical analysis, efficient market hypothesis, investment strategies: value investing, growth investing, etc., portfolio management and diversification.

Text books:

- 1) Pandey, I. M. - Financial management - Vikas Publishing House
- 2) Kothari, C. R. - Research methodology: Methods and techniques - New Age International

References:

- 1) Mishkin, F. S., & Eakins, S. G. - Financial markets and institutions. Pearson Education
- 2) Fabozzi, F. J., Modigliani, F., & Jones, F. J. - Foundations of financial markets and institutions - Pearson Education
- 3) Bodie, Z., Alex Kane, Alan J Marcus – Investments – McGraw Hill
- 4) Jeff Madura, - Financial Markets and Institutions - Cengage Learning
- 5) John C Hull, Sankarshan Basu - Options, Futures, and other Derivatives - Pearson

Course Objective:

This course is designed to make the students aware of the theoretical aspects of macroeconomics and provides foundation of some advanced issues and policies. It attempts to discuss the functional relationships between economic aggregates and helps to understand the overall structure of the economy in a theoretical perspective.

Course Outcomes:

The students will be able to:

CO1: To identify the macro economic problems and analyse the various features of macroeconomic identities, per capita income, circular flow of income etc.

CO2: To analyse the basic concepts of national income measurements, welfare concepts, and consumer price index.

CO3: To learn the major perspectives on what determines performance of the overall economy and analyse the components of aggregate demand.

CO4: To familiarize the concepts of excess demand how it measures to control excess and deficient demand.

CO5: To analyze the meaning and objectives of government budget and suggest relevant policies to save the economy when deficit budget situation.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	1	0	0	1	2	0	1	2	0	0	0	0	0	1	0
CO2	2	1	1	0	1	0	1	0	1	0	0	1	0	0	0
CO3	0	1	0	1	1	0	1	0	0	0	0	0	0	1	0
CO4	2	1	2	1	1	0	0	0	0	1	0	1	0	0	1
CO5	1	2	2	1	1	0	0	0	0	0	1	1	0	0	1

Unit 1

Macro Economics emergence – meaning and scope – different sectors of the economy - Micro and Macro Economics – some basic concepts of Macro Economics – Stock – Flow – some Macro Economics identities – GDP, GNP, NDP, NNP, Per capita Income, Personal Income, Personal Disposable Income – Circular Flow of Income.

Unit 2

National Income – Methods for Measuring National Income – product method, income method and expenditure method – precautions of national income calculation - GDP and welfare – nominal GDP and real GDP - Concepts and their relationships – GDP deflator – Consumer Price Index.

Unit 3

Meaning and Components of Aggregate Demand – aggregate demand in a two-sector model – aggregate supply – components of aggregate supply – consumption function – types of propensities to consume – average propensity to consume and marginal propensity to consume – saving function – types of propensities to save – average propensity to save and marginal propensity to save – investment function

induced investment and autonomous investment.

Unit 4

Excess demand – reasons for excess demand – impact of excess demand – deficient demand – reasons for deficient demand – impact of deficient demand – measures to control excess and deficient demand – measures to correct excess demand and deficient demand.

Unit 5

Meaning of government budget – objectives of government budget – components of budget – budget receipts – revenue receipts and capital receipts – budget expenditure – revenue and capital expenditure – balanced, surplus and deficit budget – measures of government budget.

Textbooks:

1. N. Gregory Mankiw – Principles of Macroeconomics – Cengage Learning
2. Richard T. Froyen – Macroeconomics: Theories and Policies - Pearson Education.
3. Eugene Diulio – Schaum’s Outline of Macroeconomics - McGraw Hill

References:

1. Shapiro, Edward - Macroeconomic Analysis - Galgotia Publications
2. Sampat Mukherjee - Analytical Macroeconomics: From Keynes to Mankiw - New Central Book Agency
3. Andrew B. Abel – Macroeconomics - Pearson

24OEL240

MICRO ECONOMICS

3 0 0 3

Course Objective:

To analyse the market mechanisms that establish relative prices among goods and services and allocate limited resources among alternative uses, various microeconomic concepts, demand and supply, utility analysis, and production function.

Course Outcomes:

The students will be able to:

CO1: To identify the various features and problems of capitalist, socialist and mixed economies

CO2: To analyse the basic economic problems and its application in the society.

CO3: To discuss the economic data using changes in supply and its implications in the market equilibrium condition.

CO4: To familiarize the concepts of consumer behaviour, utility and indifference curve analysis.

CO5: To analyze short run and long run production function and to predict least cost production combination in the economy.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	0	1	1	0	1	1	0	0	0	0	0	0	0	2	0
CO2	1	3	2	0	0	0	0	1	0	0	0	0	0	1	0
CO3	1	2	1	1	0	0	0	0	0	0	0	1	0	1	0
CO4	0	1	1	0	1	0	0	1	1	0	0	1	0	0	1
CO5	1	2	1	1	1	0	0	0	0	0	0	0	0	0	0

Unit 1

Introduction to Micro Economics – origin – meaning - positive and normative economics – basic economic problems – capitalist economy – socialist economy and mixed economy.

Unit 2

Demand and Supply Analysis - Demand Determinants – individual and market demand – individual and market schedules – changes and shifts in demand – Market demand - Elasticity – types and degrees of price elasticity – determinants – Income elasticity of demand.

Unit 3

Supply – supply schedule and supply curve – changes and shifts in supply - elasticity of supply - Revenues – total, average and marginal - market equilibrium and impact of changes in demand and supply

Unit 4

Theory of Consumer Behaviour - Consumer preference and choice - utility – total and marginal utility – cardinal and ordinal utility. Analysis of consumer behaviour - law of diminishing marginal utility – law of equi-marginal utility – consumer equilibrium under cardinal utility. Ordinal utility analysis – indifference curve analysis – properties.

Unit 5

Production – production function – total, marginal and average product – short run analysis of production function and long run analysis of production function – returns to a factor - law of variable proportions – three stages. Isoquants – properties – Iso cost line – returns to scale - economies and diseconomies of scale – internal and external economies.

Textbooks

1. A. Koutsoyiannis - Modern Micro Economics - Palgrave MacMillan
2. Dominick Salvatore - Micro Economics: Theory and Application - Oxford University Press

References:

1. Robert S. Pindyck, et al. - Micro Economics - Pearson Education
2. G.S. Maddala and Ellen Miller - Micro Economics: Theory and Applications - McGraw Hill

24OEL241

RETAIL BANKING

3 0 0 3

Course Objective:

The course offers a comprehensive understanding of retail banking operations, products, and strategies. Students will explore the key principles of retail banking, including customer relationship management, product development, risk management, and regulatory compliance,

Course Outcomes:

The students will be able to:

CO1- Understand the role and significance of retail banking in the financial services industry.

CO2- Understand the various retail banking products and services offered to individual consumers and small businesses.

CO3- Identify the role of effective customer relationship management strategies in retail banking and assess the impact of these strategies on enhancing customer satisfaction.

CO4- Explain the various digital banking technologies and their impact on retail banking operations

CO5- Understand the various types of risks in retail banking and assess the effectiveness of different risk assessment methods and mitigation strategies

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	1	0	0	1	0	0	0	0	0	1	1	0	1	1	1
CO2	1	0	0	1	0	0	0	0	0	1	1	0	1	1	1
CO3	1	0	0	2	1	0	0	1	0	1	1	0	1	1	1
CO4	1	0	0	1	0	0	0	0	0	1	2	1	1	1	1
CO5	1	0	1	1	0	0	0	0	0	1	1	0	1	1	1

Unit 1

Introduction to Retail Banking: Evolution – Characteristics - Advantages – Significance - Challenges - Distinction between Retail and Corporate/Wholesale Banking- Role of retail banks in the economy. **Unit**

2

Retail banking Products and Services: Overview of retail banking products: Deposits – Loans- Credit cards- Wealth management services - Lending products - Merchant services - Cash management solutions - Introduction to cross-selling and up selling strategies - Trends and innovations in retail banking products and services.

Unit 3

Customer Relationship Management in Retail Banking: Introduction - Need and Importance of Customer Relationship Management - Implementation Process of Customer Relationship Management in Banks - Benefits of Customer Relationship Management - Impact of Customer Relationship Management on Customer Satisfaction.

Unit 4

Digital Transformation in Retail Banking: Overview of digital banking technologies - Impact of digital transformation on retail banking operations - Fintech and Retail Banking - Opportunities and challenges of fintech integration in retail banking- Data Analytics and Artificial Intelligence in Retail Banking- Applications of artificial intelligence in retail banking.

Unit 5

Risk management in retail banking: Types of risks in retail banking: credit risk- operational risk and compliance risk - Risk assessment Methods - Risk mitigation strategies - Role of technology in managing risks in retail banking.

References:

1. Keith Pond - Retail banking – Gosbrook Professional Publishing
2. Scott, C. E - Changing face of retail banking – Oxford University Press.

Course Objective:

To provide foundational understanding of the functional domains within Management.

Course Outcomes

The students will be able to:

CO1: Understand the concept of management and understand the significance of business management in various contexts.

CO2: Understand the features and significance of planning in organizational settings and identify the benefits and limitations of Management by Objectives.

CO3: Understand the significance of organizing in achieving organizational goals and explain the process of organizing in various organizational contexts.

CO4: Explain the role of staffing process in identifying and acquiring human resources.

CO5: Identify the strategies for effective directing and Evaluate the significance of controlling in organizational management.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	1	0	0	1	1	0	0	0	0	1	2	0	1	1	1
CO2	1	0	0	1	1	0	0	0	0	1	2	0	1	2	1
CO3	1	0	0	1	1	0	0	0	0	1	2	0	1	2	1
CO4	1	0	0	1	1	0	0	0	0	1	2	0	1	2	1
CO5	1	0	0	1	1	0	0	0	0	1	2	0	1	2	1

Unit 1

Introduction to business management: Meaning - Definition- Features – Significance – Functions - Nature: As an Art, As a Science, And as a Profession - Levels of Management - Managerial Skills- Administration vs. Management.

Unit 2

Planning: Meaning – Definition – Features – Significance – Process - Management By Objectives: Meaning, Process, Benefits, Limitations.

Unit 3

Organizing – Meaning – Definition – Features – Significance – Process - Types of organization: Formal and Informal - Authority and Responsibility.

Unit 4

Staffing: Meaning – Definition – Features – Significance – Process - Difference between Training and Development

Unit 5

Directing and Controlling: Directing: Meaning, Definition, Features, Significance, Principles - Key Elements of Directing: Supervision, Motivation, Leadership, Communication – Controlling – Meaning – Definition – Features – Significance – Process - Resistance to control .

Textbooks:

1. L. M Prasad - Principles and Practices of Management – Sultan Chand and Sons
2. Koontz, Weihrich - Essentials of Management – McGraw Hill

References:

1. Brian Henry, Richard Daft – Management - Cengage Learning
2. Stephen P. Robins and Marry Coulter – Management - Pearson

240EL243**INTRODUCTION TO TRAVEL AND TOURISM****3 0 0 3****Course objective:**

Help the students gain a comprehensive understanding of tourism, interpret and evaluate tourism as a phenomenon and business system.

Course Outcomes:

The students will be able to:

CO1: Involve interest in students with basic concepts and contents of tourism.

CO2: Demonstrate an understanding of the impact of tourism at individual, local, national, regional and global levels

CO3: Familiarization with global tourism destinations, make tour plan and itineraries

CO4: Provide knowledge to students in concise and understandable format so that students could learn and apply these concepts in their career.

CO5: Develop transferrable skills among the students for managing various operations efficiently so that they could be ready to join the tourism industry.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	1	0	0	1	1	0	0	0	0	1	1	0	1	1	0
CO2	1	1	0	1	1	0	0	0	0	1	1	1	1	0	0
CO3	1	1	0	1	0	0	0	0	0	1	1	0	1	0	0
CO4	1	0	0	1	0	0	0	0	0	1	1	0	1	0	0
CO5	1	1	0	1	1	0	0	0	0	1	1	1	1	1	0

Unit 1

Travel and Tourism through the ages: Early Travels - 'Renaissance' and 'Age of Grand Tours'- Emergence of Modern Tourism, Factors affecting growth of Tourism.

Unit 2

Significance of Tourism: Definitions and Concepts – Tourism Systems, Visitor-Traveler, Excursionist – Definition and differentiation. Nature, Characteristics and Components of Tourism Industry – 5 A's – Introduction, Attraction, Accessibility, Accommodation, Amenities, Activities. Motivations and deterrents for travel.

Unit 3

Types and Forms of Tourism- Inbound, Outbound Inter-Regional , Intra-Regional Tourism- Domestic - International Tourism - Adventure- Health – Business – Conferences – Conventions – Sports – Religious

- Senior Tourism - Special Interest Tourism Like Culture Or Nature Oriented - Ethnic

Unit 4

Functions of A Travel Agent - Travel Information and Counselling - Itinerary Preparation- Reservation - Ticketing- Preparation and Marketing of Travel Tour Packages - Handling Corporate Clients - Sources of Income of a Travel Agent - Popular Abbreviations Used in Travel Business - Difference Between a Travel Agent and a Tour Operator.

Unit 5

Role of Government- Role of Ministry of Tourism In Developing And Promoting Tourism In India- Role of Central And State Government In Promoting Tourism- Study of Tourism Organizations- Origin. Location- Institutional Set Up and Functions of WTO, IATA, PATA, ASTA, UFTAA, IATO, TAAI and ICAO.

Textbooks:

1. Pran Seth - Successful Tourism Management - Sterling Publishers
2. A.K Bhatia - Tourism Development: Principles and Practices - Sterling Publishers
3. K.K. Kamra, M. Chand - Basics of Tourism: Theory Operation and Practice – Kanishka Publishers

References:

1. Dr. Shubhada Marathe - Tourism Management – Himalaya Publishing House
2. Jag Mohan Negi: International Tourism and Travel: Concepts and Principles – S. Chand

24OEL244

BASICS OF INSURANCE MANAGEMENT

3 0 0 3

Course Objective:

To enable students to understand the various terms and concepts related to insurance management

Course Outcomes:

Student will be able:

CO1: To understand the various principles of insurance

CO2: To get an idea of various types of insurance products

CO3: To identify the role of insurance in economic development

CO4: To explore the future potential of the insurance industry **CO5:**

To recognize and accommodate business insurance

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	1	0	0	1	1	1	1	0	0	1	1	0	0	0	0
CO2	1	0	0	1	1	0	0	0	0	1	1	0	1	0	0
CO3	1	0	0	1	1	0	0	1	0	1	1	0	0	1	1
CO4	2	0	1	1	1	0	1	1	1	1	2	2	3	1	1
CO5	3	1	2	1	1	2	1	1	2	2	3	0	2	0	3

Unit 1

Insurance: Meaning, definition, nature, functions, types, classification on the basis of nature, business and risk Insurance principles: principles, general or essential principles of insurance contract, specific and miscellaneous principles.

Unit 2

Insurance products: Introduction, term life insurance, whole life insurance, endowment type plans, combination of whole life insurance and endowment type plans, children's assurance plans, annuities and pension plans.

Unit 3

Insurance and economic development: Introduction, role of insurance in economic development.

Unit 4

Growth of life insurance appraisal of insurance sector growth, product diversification by LIC, growth of general insurance after nationalization, issues and problems, future potential in future.

Unit 5

Business insurance: Insurance business in pre and post nationalization, weakness, liberalization, Functions of IRDA, Regulatory investment of funds, Accounting and actuarial standards, features of the revised guidelines, Actuaries Act 2006, International association of insurance supervisors, impact of liberalization, present scenario.

References:

- 1) Karam Pal, Bodla, M C Garg - Insurance Management, Principles and Practices - Deep and Deep Publications
- 2) Neelam Gulati - Principles of Insurance Management - Excel Books

240EL245

INTRODUCTION TO COSTING

2 1 0 3

Course objective:

This course aims to provide students with a comprehensive understanding of cost accounting and different elements of cost and their respective management and accounting procedures.

Course Outcomes:

Student will be able to:

CO1: Assess the advantages and disadvantages of cost accounting and distinguish between costing, cost accounting, and financial accounting.

CO2: Understand the procedures for centralized purchasing and determine appropriate stock levels and EOQ for effective inventory management.

CO3: Understand the different methods of wage payment

CO4: Analyse the classification, allocation, apportionment, and absorption of overheads

CO5: Prepare detailed cost sheets and understand the expenses typically excluded from cost sheets.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	1	0	0	1	0	0	0	0	0	1	1	0	0	0	0
CO2	2	2	2	1	0	0	0	0	0	1	1	0	0	0	0
CO3	1	1	1	1	0	0	0	0	0	1	1	0	1	0	0
CO4	1	0	0	1	0	0	0	0	0	1	1	0	0	0	0
CO5	2	2	2	1	0	0	0	0	0	1	2	1	1	0	0

Unit 1

Costing – meaning – objectives – cost - costing and cost accounting - advantages and disadvantages

- cost accounting and financial accounting - cost accounting and management accounting.

Unit 2

Elements of cost - Materials - purchase procedure - centralized purchasing - decentralised purchasing - stock levels: minimum level - maximum level - Re-order Level - Average stock level - Danger level – EOQ. (simple problems)

Unit 3

Labour - Time keeping and time booking - methods of wage payment: time rate and piece rate system - over time - idle time. (Theory only)

Unit 4

Overheads - meaning and classification – allocation - apportionment and re-apportionment of overheads - Absorption of overheads - concept of over and under absorption of overheads. (Theory only)

Unit 5

Cost sheet – cost unit - preparation of cost sheet - unit costing - estimated cost sheet - expenses excluded from cost sheet.

Textbooks:

- 1) K. M. Vineeth, K.R. Shabu – Cost Accounting - Kalyani Publishers
- 2) S.P. Jain and K.L. Narang - Cost Accounting - Kalyani Publishers

Reference Books:

- 1) S.P. Iyengar - Cost Accounting Principles - Sultan Chand and Sons
 - 2) Khanna Ahuja and Pandey –Practical Costing - S. Chand and Co.
- B. S. Raman – Cost Accounting - United Publishers

24OEL246

ADVERTISING

3 0 0 3

Course Objective:

It provides how to explore markets, introduce salesmanship, advertising, and brand building,

Course Outcomes:

The student will be able:

CO1: To learn and explore the advertising methodologies and integrated marketing methods **CO2:**

To understand the features of advertising and the role of advertising in the marketing mix **CO3:** To analyze the classification of advertising

CO4: To understand the types of media in advertising

CO5: To study the economic aspects of advertising

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	2	3	3	3	3	1	2	1	3	3	3	3	2	3	3
CO2	3	2	2	3	3	1	2	2	2	2	3	1	1	2	3
CO3	3	1	1	2	2	1	2	1	3	2	3	2	2	2	3
CO4	1	2	2	3	3	1	3	2	3	2	3	3	2	3	3
CO5	3	3	2	2	2	1	2	2	3	2	3	2	2	2	3

Unit 1

Introduction to Advertising- Introduction to Integrated Marketing Communications – Publicity – Public Relations – Salesmanship – Sponsorship - Advertising – Sales promotion.

Unit 2

Advertising Features, Active participants, Role of Advertising in Marketing Mix, Communication and society- Advertising and brand building

Unit 3

Classification of Advertising on the basis – Area, Audience, Advertisers, Media, Objectives – Social Advertising, Political Advertising, Advocacy Advertising, Retail Advertising, Financial advertising, Corporate Image Advertising, Primary and Selective Advertising- Media in Advertising.

Unit 4

Comparative analysis of Media options for advertising – Television (cable / satellite / DD), Radio (special reference to FM), Internet, Print, Film (Product Placement) and Outdoor advertising. Emerging Media Options -New Options of Transit Advertising - Marketing Through Social sites - Advertising through cell phones

Unit 5

Economic aspects of advertising - impact on production – distribution and consumer cost - advertising and competition – waste in advertising. Social aspects of advertising - advertising and culture (values, festivals, customs), standard of living, ethics in advertising.

References:

1. S.L.Gupta, V.V. Ratna - Advertising and sales promotion management - Sultan Chand & Sons
2. George E Belch, Keyoor Purani, Micheal A Belch - Advertising and Promotion – McGraw Hill
3. Chunawalla S. A. - Advertising and sales promotion management - Himalaya Publishing House.

24OEL247

GREEN MARKETING

3 0 0 3

Course Objective:

To understand and apply green marketing principles and strategies to enhance sustainability, address environmental challenges, and foster ethical business practices in both Indian and global contexts.

Course Outcomes:

The student will be able:

CO1: To Identify and describe the types of green marketing and reasons for adopting green marketing.

CO2: To explain the concept and guiding principles of sustainability in green marketing. **CO3:**

To identify key terms such as green spinning, green selling, and green harvesting. **CO4:** To evaluate the effectiveness of different stakeholders in promoting green marketing.

CO5: To assess the impact of governance on green marketing strategies.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	1	0	0	1	1	0	0	0	1	1	1	0	1	1	0
CO2	1	1	0	1	1	0	0	0	1	1	2	1	1	0	0
CO3	1	1	0	1	0	0	0	0	1	1	1	0	1	0	0
CO4	1	0	0	1	0	0	0	0	1	1	1	0	1	0	0
CO5	1	1	0	1	1	0	0	1	1	1	1	1	1	1	0

Unit 1

Green marketing - Meaning - Definition - Evolution of green marketing - Assumptions of green marketing – Types - Importance of Green Marketing -Reasons for adopting green marketing -benefits of green marketing - Green Marketing Mix.

Unit 2

Green Marketing Mix (GMM) and Sustainability - Meaning - concept of GMM – Strategies – Challenges - The concept of Sustainability and Green Marketing/Consumers and pioneering efforts in India - Guiding principles of Sustainability and Green Marketing/ Consumers - Common assumptions and myths of green marketing - Method of bringing sustainability in green marketing in India.

Unit 3

Green Spinning – Green Selling – Green Harvesting – Enviropreneur Marketing - Compliance Marketing – Green Washing – Climate Performance Leadership Index Promotional Channels of Green Marketing.

Unit 4

Functional Groups in Green Marketing - Functions within the market - Role of Wholesalers and Retailers- Role of banking institutions- funders and donors. Difference between general marketing and green marketing.

Unit 5

Governance and Legal Institutions - Role of governance in sustaining green marketing -Implications of governance - Impact of emerging green technologies for the manufacturing Sector.

Textbooks:

1. Amitabha Ghose - Green Marketing Strategies –ICFAI University Press
2. Tanushree Purohit, A.K Das Mohapatra - Green Marketing in the Indian Retail Sector - Lambert Academic Publishing
3. Robert Dahlstrom - Green Marketing Management - Pearson
4. Robert Dahlstrom- Green Marketing, Theory, Practice and Strategies - Pearson
5. Monica Loss - Green Marketing Strategies and Consumer Behavior

References:

1. Esakki and Thangasamy - Green Marketing and Environmental Responsibility in Modern Corporations - IGI Global
2. Jacquelyn A. Ottman - Green Marketing: Challenges and Opportunities for the New Marketing Age - NTC Business Books
3. Jacquelyn A. Ottman - The New Rules of Green Marketing - Berrett-Koehler Publishers

Course Objective:

The objective of the course is to make the students aware about the principles and practices of banking and its recent trends.

Course Outcomes:

The student will be able:

CO1: To understand the basic concepts and evolution of banking sector.

CO2: To acquire knowledge on management and regulations of banks.

CO3: To identify the important documents about opening and maintenance of accounts.

CO4: To understand the role of IT in banks.

CO5: To summarise the trends that revolutionized the banking field.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	1	2	0	0	0	0	1	0	0	1	1	0	0	1	1
CO2	1	1	0	0	0	0	0	0	0	2	2	0	0	1	1
CO3	1	2	0	0	0	0	0	0	0	2	2	0	0	1	1
CO4	1	1	0	0	0	0	0	0	0	1	2	0	1	2	2
CO5	1	1	0	0	0	0	0	0	0	1	1	0	1	1	1

Unit 1

Introduction – Evolution of banking – meaning and definition of banks – functions- the importance of nationalization of commercial banks – classification of banks - Branch banking and Unit Banking; Investment banking and Mixed Banking; Universal Banking and virtual banking; Mobile Banking and Tele-Banking; Public Sector and Private Sector Banks.

Unit 2

Management and Regulation of banks – Management of account - Types of accounts; NPA; Pass Book; Cheque; Features, Crossing, Endorsements - Reserve Bank India-Evolution; RBI Act – 1935- main features; regulatory methods; Bank Ombudsman-Function and role.

Unit 3

Banking documents - Promissory Note - Bill of exchange – Cheque - Pay in slip - Withdrawal form - Account opening and Nomination form KYC - Deposit form and Deposit Receipts - Loan application form - ATM Card Application form

Unit 4

IT in banking - E-banking – Meaning and Definition; Services Provided; Types of E-banking; Banking Services through Internet. Retail Banking; Difference between Core banking and Retail banking; Advantages and disadvantages of retail banking; Services Offered in Retail Banks; Types of Internet Banking Risk.

Unit 5

Banking sector reforms - Small Finance Banks - Payment Banks – Financial Inclusion – Modes of cashless payments – Internet, mobile, mobile vallet, UPI, IMPS, USSD, AEPS, Debit cards, credit cards, prepaid

cards, online payments.

Textbooks:

1. Nirmala K Prasad – Banking Theory Law and Practice– Himalaya Publishing
2. KC Sharma - Modern Banking in India – Deep and Deep Publication
3. Srivastava - Banking Theory and Practice – Himalaya Publishing
4. Mahmood Shah & Steve Clarke - E-Banking Management: Issues, Solutions, and Strategies - Information Science Reference (an imprint of IGI Global)

Reference Books:

- 1) Natarajan, Gordon - Banking Theory and Practice – Himalaya Publishing
- 2) Shekar, Shekar - Banking theory and practice - Vikas Publishing House

24OEL249

PROJECT MANAGEMENT

3 0 0 3

Course Objective:

Equips students with a versatile skill set that is applicable across industries, preparing them for roles in project management, business consulting, operations management, and various other areas of business

Course Outcomes:

The student will be able to:

- CO1.** Understand the different concepts of a project and its importance.
- CO2.** Describe the project appraisal and evaluation techniques.
- CO3.** Analyze the stages of project financing to comprehend its underlying principles and operational mechanics
- CO4.** Apply principles of project cost estimation and assessing the associated documentation charges to evaluate their impact on project planning and budgeting.
- CO5.** Analyze the procedures of project implementation to comprehend the underlying principles and strategies for effective execution.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	0	0	0	1	0	0	0	1	0	1	2	1	0	1	1
CO2	1	0	0	1	1	0	0	1	0	1	1	1	2	1	1
CO3	0	0	0	1	0	0	0	1	0	1	1	0	1	1	1
CO4	0	0	0	1	0	0	0	1	0	1	1	0	0	1	1
CO5	1	2	0	2	2	0	0	1	0	1	2	1	1	2	2

Unit 1

Project management – meaning- definition- Characteristics – importance of project management – types of projects – project life cycle and its stages.

Unit 2

Project appraisal – market feasibility, technical feasibility, financial feasibility – feasibility report – financial appraisal of a project – evaluation techniques of a project – traditional and modern.

Unit 3

Project financing – importance of project financing – key features – stages of project financing – pre financing, financing, post financing.

Unit 4

Project cost estimation – Preliminary expenses – fixed assets cost acquisition – technical cost – acquisition of patents and licenses – project documentation charges – preparation of project report.

UNIT 5

Project implementation and control – project implementation procedures – working and design of project systems – work breakdown structure – project execution, project control, performance control, schedule control and cost control.

Textbooks:

1. Project Management – Shaveta Chugh, Kirandeep Kaur – Kalyani Publishers.
2. Project Management – Dr. D.C Agarwal, Dr. Amit Gupta – Thakur Publications.

References:

3. Clifford F Gray, Erik W Larson, “Project Management-The Managerial Process” Mcgraw-Hill
4. Vasanth Desai, Project Management, Himalaya Publishing House

240EL250

INDIAN FINANCIAL SYSTEM

3 0 0 3

Course Objective:

To analyze the structure and functioning of the Indian financial system, including its components, regulatory framework, and recent developments, and evaluate the roles and impacts of primary and secondary markets.

Course Outcomes:

The student will be able:

CO1: To identify the components of the Indian financial system and explain the role and functions of financial institutions and markets.

CO2: To explain the methods of the new issue, such as IPO, FPO, public issue, bonus issue, and rights issue.

CO3: To analyze the different types of speculators and their strategies in the stock market.

CO4: To illustrate the structure and management of mutual funds in India.

CO5: To explain the different types of derivatives: forwards, futures, options, and swaps.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	1	0	0	1	0	0	0	0	0	1	1	0	1	1	0
CO2	1	1	0	1	0	0	0	0	0	1	2	1	1	0	0
CO3	1	0	0	1	0	0	0	0	0	1	1	0	1	0	0
CO4	1	0	0	1	0	0	0	0	0	1	1	0	1	0	0
CO5	1	1	0	1	0	0	0	0	0	1	1	1	1	1	0

Unit 1

The Indian Financial System-Components - Role and Functions-Interactions among the Components-Recent Developments in the Indian Financial System- Financial Markets-Classification- Capital Market and Money Market - - SEBI- -Objectives- functions.

Unit 2

Primary Market- Functions of New Issue Market - Methods of New Issue - IPO - FPO - Public Issue - Bonus Issue- Right Issue- - ESOP - Intermediaries in the New Issue Market- -Innovative Financial Instruments.

Unit 3

Secondary Market- Role and Functions of Stock Exchanges - Stock Exchanges in India - Online Trading Depositories - Stock Market Indices - Type of Speculators - SEBI regulations- Foreign Institutional Investors in Securities market- Foreign Portfolio Investment- Private Equity.

Unit 4

Mutual Funds -Meaning- Objectives- Advantages - Classification of Mutual Funds–Exchange Traded Fund- Constitution and Management of Mutual Funds in India – Advantages and limitations of Mutual Funds.

Unit 5

Derivatives - Features of Derivatives -Types of Derivatives– Forwards – Futures -Options-Swaps.

References:

1. Khan, M.Y. - Indian Financial System - McGraw Hill
2. Singh, Preethi - Dynamics of Indian Financial System - Ane Books
3. Guruswami, S - Capital Markets, McGraw Hill
4. Avadhani, V. A. - Investment and Securities Market in India - Himalaya Publishing House.

24OEL251

B2B MARKETING

3 0 0 3

Course Objective:

To provide students with essential knowledge and skills to succeed in the complex and dynamic world of business-to-business transactions.

Course Outcomes:

The student will be able:

CO1: To Analyze the concept and environmental factors influencing B2B marketing to evaluate their impact on business strategies and decision-making.

CO2: To Evaluate organizational buying processes and behaviors within the B2B context, discerning their implications for marketing strategies and relationship management.

CO3: To Apply critical analysis to assess the efficacy of marketing strategies and market channels, incorporating evidence-based reasoning to enhance decision-making processes and achieve desired business outcomes.

CO4: To Analyze the concepts of Segmentation, Targeting, and Positioning (STP) in marketing, applying critical thinking to assess their relevance and effectiveness in crafting market strategies to meet specific business objectives.

CO5: To Evaluate the principles and practices of business marketing communication and digital marketing, synthesizing theoretical knowledge with practical applications to develop comprehensive strategies for effective communication and engagement with target audiences."

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	0	0	0	1	1	0	1	1	0	1	2	0	0	2	2
CO2	0	1	0	1	2	0	1	1	0	1	2	0	1	2	2

CO3	0	0	0	1	1	0	1	1	0	1	2	0	1	2	2
CO4	0	0	0	1	1	0	1	1	0	1	2	0	1	2	2
CO5	1	1	0	2	2	0	2	1	0	1	2	0	2	2	2

Unit 1

Introduction to B2B Marketing – meaning – definition – creation of B2B Marketing strategy – characteristics – business marketing and customers – Environment of business marketing – role of B2B Marketing – commercial enterprises and commercial and institutional customers.

Unit 2

Organisational buying – behaviour of the buyer – stages of organisational buying - Organizational and business markets - Government as a customer - Commercial enterprises - Commercial and institutional customers.

Unit 3

Marketing strategy – strategy management process – managing products and services for business markets – management of business market channels - The Growth-Share Matrix, Multifactor Portfolio Matrix, The Balanced Scorecard.

Unit 4

Market segmentation – bases of segmentation – selection of target segments and positioning – B2B pricing strategies – advertising – Competitive bidding – CRM.

Unit 5

Business marketing communication – importance – marketing channels – trade fairs – exhibitions – business meets – B2B logistics – benefits – digital marketing – evolution - importance – types.

Textbooks:

1. Marketing Management – C.N Sontakki, Neeti Gupta, Anuj Gupta – Kalyani Publishers.
2. Nitin Kamat, Chinmay Nitin Kamat- Digital Marketing –Nirali Prakashan

References:

1. Michael D. Hutt, Dheeraj Sharma, Thomas W. Speh - B2B Marketing: A South Asian Perspective - Cengage
2. Sharad Sarin - Business Marketing: Concepts and Cases - McGraw Hill

24OEL252

BUSINESS ETHICS

3 0 0 3

Course Objective:

To understand ethical principles and theories to make informed and ethical decisions, promoting a culture of integrity, environmental sustainability, and gender equality in both Indian and global organizational contexts.

Course Outcomes:

The student will be able:

CO1: To compare and contrast the role of ethics in business from Indian and global perspectives.

CO2: To identify and describe the principles of consequential and non-consequential theories.

CO3: To explain the need to protect the natural environment and conserve natural resources.

CO4: To describe the importance of gender equality and the ethical considerations in addressing

workplace discrimination.

CO5: To develop a code of ethics for an organization and demonstrate the application of value-based leadership.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	1	0	0	1	1	0	0	1	0	1	1	0	1	1	0
CO2	1	1	0	1	1	0	0	1	0	1	2	1	1	0	0
CO3	1	1	0	1	0	0	0	1	1	1	1	0	1	0	0
CO4	1	0	0	1	0	0	0	1	0	1	1	0	1	0	0
CO5	1	1	0	1	1	0	0	1	0	1	1	1	1	1	0

Unit 1

Ethics- meaning – definition - Business Ethics: Meaning - Definition - importance – nature- advantages – elements of business ethics - the purpose of ethics and morals for organizational interests – Cultural and Human values in management – Indian and Global perspective.

Unit 2

Consequential and non-consequential theories – meaning – Principles - Ethical dilemma – Ethical decision making.

Unit 3

Environment Issues - Protecting the Natural Environment - Prevention of Pollution and Depletion of Natural Resources - Conservation of Natural Resources – meaning – definition - need.

Unit 4

Workplace Ethics – meaning – definition- personal and professional ethics in the organization – discrimination: meaning, employer liability for harassment - gender equality - Importance of Gender Equality

Unit 5

Organisation Ethics Development System – Organisational Culture and values- meaning- definition – Code of Ethics: meaning, definition – Value-based Leadership and its effectiveness - Benefits of Value-Based Leadership.

Textbooks:

1. Armstrong, David - Managing by Storying Around
2. Arnold, Kristen - Team Basics: Practical Strategies for Team Success - QPC Press
3. Beer, Michael, and Eisenstat, Russell - The silent killers of strategy implementation and learning - Sloan Management Review

References:

1. Belanger, Peter - How to lose gracefully - TeleProfessional
2. Brenner, Steven, and Molander, Carl - Is the ethics of business changing - Harvard Business Review

3. Bureau of Business Practice - Leadership and the Law
4. Carey, Robert. "The ethics challenge." Successful Meetings, April 1998

24OEL253

SALES AND DISTRIBUTION MANAGEMENT

3 0 0 3

Course Objective:

To equip students with the necessary tools to analyze, plan, implement, and evaluate sales and distribution strategies to maximize profitability and customer satisfaction.

Course outcomes:

The student will be able:

CO1: To Understand the importance of Sales Management entails progressing through cognitive processes such as comprehension, analysis, and evaluation to recognize its significance in driving business operations.

CO2: To acquire knowledge about Personal Selling involves progressing through cognitive stages such as understanding, applying, and analyzing the fundamental concepts and techniques.

CO3: To Understand the nuances of Sales Force Management

CO4: To analyze more about Sales Control and Sales Expenses Management

CO5: To describe the concepts of Distribution Channel Management

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	0	0	0	2	2	1	1	1	0	2	2	0	0	2	2
CO2	0	0	0	2	2	1	1	1	0	2	2	0	0	2	2
CO3	0	0	0	2	2	1	1	1	0	2	2	0	0	2	2
CO4	0	0	0	2	2	1	1	1	0	2	2	0	0	2	2
CO5	0	0	0	2	2	1	1	1	0	2	2	0	0	2	2

Unit 1

Concept, Evolution of Professional Selling, Objectives of Sales Management, Exchange Process, Key Decision areas in Sales Management, Sales Management Cycle. Sales Strategy Formulation: Market Analysis, Setting Sales Objectives, Designing Sales Strategy. Planning for Selling efforts: Personal selling Concept, Situations conducive to personal Selling, Diversity Of Personal Selling situations, Strategies Used by Salesmen, Process of Personal Selling, Choice of basic Selling Style, and New Approaches in Selling.

Unit 2

AIDAS Theory of Selling, "Right set of Circumstances" Theory, "Buying Formula" Theory, "Behavioral Equation" Theory Salesmanship and Sales-Promotion Concept, Essential Qualities of Successful Salesman Motivating & Compensating Sales Personnel Motivation "Help from management", Financial Motivation Techniques, Non-Financial Motivation Techniques, devising a Sales Compensation Plan, Types of Compensation Plan, Fringe Benefits, Negotiating Skills.

Unit 3

Sales Organization, managing of sales territory, Management of Sales Quota Recruitment and Selection

of Sales force, Training the sales force, Sales force motivation, Sales force compensation, Evaluating and controlling sales force

Unit 4

Reimbursement of Sales Expenses, Policies & Practices. Sales Budgeting & Control, Preparation of Sales Budget, Budget Implementation and Feedback Mechanism, Sales Control. Sales Meeting & Contest Planning & Staging of Sales Meeting, Sales Contests, Specific Objectives, and Contest Prizes. Managerial Evaluation of contest

Unit 5

Evolution of Marketing Channels, Retailing, wholesaling, Measuring Wholesale Performance, Franchising Distribution Channel Management, Evolution of Marketing Channels, Retailing, wholesaling, Measuring Wholesale Performance, Franchising,

Textbooks:

1. Panda Tapan K., Sahadev Sunil - Sales Distribution Management - Oxford University Press
2. Krishna K. Havaladar, Vasant M. Cavale - Sales and Distribution Management: Text and Cases – McGraw Hill

References:

1. Richard R. Still, Edward W. Cundiff, Norman A.P. Govoni - Sales Management: Decisions, Strategies & Cases - Pearson Education
2. Johnson F.M., Kurtz D.L., Scheuing E.E - Sales Management: Concepts Practice, and Cases - McGraw Hill
3. David Jobber, Geoffrey Lancaster - Selling and Sales Management - Pearson Education
4. Tanner, Honeycutt, Erffmeyer - Sales Management - Pearson Education
5. Mark W. Johnston, Greg W. Marshall - Sales Force Management – McGraw Hill

24OEL254

BASICS OF HUMAN RESOURCE MANAGEMENT

3 0 0 3

Course Objective:

This course is designed to highlight the importance of HRM in organizations and familiarize students with the process & mechanism of managing human resources students with the concepts & application of human resource practices followed in organisations.

Course outcomes:

The student will be able:

CO1: To Explain the importance of human resources and their effective management in organizations

CO2: To Demonstrate meanings of terminology and tools used in managing employees effectively

CO3: To Analyze the key issues related to administering the human elements such as motivation, compensation, appraisal, career planning, diversity, ethics, and training

CO4: To Develop an understanding of the challenges of human resources management.

CO5: To Develop necessary skill set in the students for the application of issues about Human Resource Management

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
CO 1	1	1	0	1	1	0	0	0	0	2	2	0	0	1	1
CO 2	1	1	0	1	1	0	0	0	0	2	1	0	0	1	1
CO 3	1	1	0	1	1	0	0	0	0	2	1	0	0	1	1
CO 4	1	1	0	1	1	0	0	0	0	2	1	0	0	1	1
CO 5	1	1	0	1	1	0	2	0	0	2	2	0	0	1	1

Unit 1

Perspectives in Human Resource Management: Meaning and Definition of HRM – Purpose and Role of HRM – HR policies- traditional role of HR.

Unit 2

Meeting Human Resource Requirements: Job Analysis, Job Description, Human Resource Planning, Recruitment, Sources of Recruitment, Selection Process, Methods – Interview, placement and Induction separation

Unit 3

Training and developing Employees: Training needs assessment, methods of training, types of training, development, performance appraisal, and various types of performance appraisal, career development

Unit 4

Motivation and leadership: Motivation-moral-theories of motivation-Leadership-theories of Leadership-promotion transfer Deviant workplace behaviour-Attrition

Unit 5

Industrial Relation & Labour Relations: Overview of Industrial Relation- Industrial Disputes- Negotiation-Discipline-Dispute settlement. Recent developments in HR-Strategic Human resource Management-Global trend & their influence on Practices

Textbooks:

- 1.V.S.P Rao - Human Resource Management - Konark Publishers
2. Gray Dessler - Human Resource Management - Pearson

References:

1. Edwin Flippo - Personal Management - Mei Ya publications
2. Dr. C.B Gupta - Human Resource Management – Sultan Chand and Sons

24OEL255

BASICS OF MANAGEMENT

3 0 0 3

Course Objective:

Upon completion of this course, students will understand core management concepts, principles, and social responsibility. They will gain knowledge of planning processes, organizational dynamics, and techniques for effective decision-making. Additionally, they will comprehend management concepts such as controlling, continuous improvement, and organizational design, enabling them to apply modern techniques for enhancing organizational performance.

Course Outcomes:

The student will be able:

CO1: Understand core management concepts & theories: functions, principles, & social responsibility.

CO2: To gain knowledge of planning concepts, processes, and techniques to make effective decisions.

CO3: Students will comprehend organizational dynamics including centralization, decentralization, staffing processes, and performance appraisal, fostering adeptness in managerial roles.

CO4: Understand concepts, nature, processes, and techniques of management, including controlling, and facilitating effective organizational decision-making and performance enhancement.

CO5: Apply modern techniques for continuous improvement, quality, change, well-being, problem-solving, and organizational design.

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
CO 1	1	0	0	1	1	0	0	0	0	1	2	0	0	1	1
CO 2	1	0	0	1	1	0	0	0	0	2	1	0	0	2	1
CO 3	0	0	0	1	1	0	0	0	0	1	1	0	0	2	1
CO 4	0	0	0	1	1	0	0	0	0	1	1	0	0	2	1
CO 5	0	0	0	1	1	0	1	0	1	1	2	0	0	2	1

Unit 1

Introduction to Management: Meaning, Nature and Importance, Functions and Principles of Management, Management V/S Administration. Development of Managerial Thought, Contribution by Taylor and Fayol Management by Exception and Management by objectives social responsibility of management.

Unit 2

Planning: Meaning-Nature and Importance, Elements, Concept, Process and Techniques, Barriers to effective planning, Forecasting, Decision Making, Concept and Process, Co-ordination

Unit 3

Organizing and Staffing: Concept, Nature, Principles and Significance. Centralization and Decentralization, Staffing, -Man Power Planning, Recruitment and Selection and Training, Performance Appraisal,

Unit 4

Direction & Controlling: Concept, Nature, Process and Methods, Controlling – Concept, Nature, Process and Techniques

Unit 5

Modern Management Techniques: Kaizen – Quality Circle -TQM – TPM – MIS – ISO – Change management – Stress management – Fishbone (ISHIKAWA) Diagram – Holacracy Rank and Yank – 20% time – Gamification – Flex working - Business ecosystem.

Textbooks:

1. Stephen P. Robbins, David A. Decenzo, 2016 - Fundamentals of Management - Pearson Education

2. Harold Koontz, O'Donnell and Heinz Weihrich - Essentials of Management - McGraw Hill
3. Robert Lussier - Management Fundamentals: Concepts, Applications, and Skill Development- Sage
4. Richard L. Daft - Principles of Management - Cengage Learning
5. Robbins – Management - Pearson Education

References:

1. L.M. Prasad – Principles and Practice of Management- Sultan Chand and Sons
2. Peter Drucker -Practice of Management - Harper
3. Chhabra - Business Organization and Management – Sun India Publication
4. M. C. Shukla - Business Organization and Management – S. Chand
5. Dr. C. B. Gupta – Business Organization and Management – Sultan Chand and Sons
6. Srinivasan, Chunawala – Management Principles and Practice – New Age International
7. Tripathy - Principles of Management – McGraw Hill
8. Sherlekar- Modern Business and Organization and Management – Himalaya Publishing

240EL256 INTRODUCTION TO ENTREPRENEURSHIP DEVELOPMENT 3 0 0 3

Course Objective: To enable students to understand the various terms and concepts related to Entrepreneurship Development

Course Outcomes:

The student will be able:

CO1: To understand the various concepts of Entrepreneurial management

CO2: To get an idea of incubation and entrepreneurship **CO3:**

To have a clear picture of social entrepreneurship **CO4:** To explore family business and Entrepreneurship

CO5: To know about startups and entrepreneurship councils in India

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	1	0	0	1	1	1	1	0	0	1	1	0	0	0	0
CO2	1	0	0	1	1	0	0	0	0	1	1	0	1	0	0
CO3	1	0	0	1	1	0	0	1	0	1	1	0	0	1	1
CO4	2	0	1	1	1	0	1	1	1	1	2	2	3	1	1
CO5	3	1	2	1	1	2	1	1	2	2	3	0	2	0	3

Unit 1

Introduction to Entrepreneurship and Its Evolution, Roles of an Entrepreneur, Idea Generation, Screening, Selection and Managing Resources, Leading and Building the team in an enterprise, Strategic Planning for Business, Forms of Ownership , Franchising - form of Business Ownership ,Financing Entrepreneurial Ventures ,Managing growth, expansion and winding up of business , Valuation of a new company ,Corporate entrepreneurship, Entrepreneurship in the era of Globalization: Environment and Strategy

Unit 2

Entrepreneurship, Creativity and Innovation, Centre of Innovation, Incubation and entrepreneurship
- An expert Interview Entrepreneurship: Role of stimulating creativity, Creative teams and managerial responsibilities, Innovation and entrepreneurship: types and sources of innovation, Creativity and Innovations in Start Ups: A case of Altmat

Unit 3

Introduction to social entrepreneurship, Innovation and entrepreneurship in social context, Start-ups, early venture issues, Startups in India, Interviews of Founders and Supporters.
Sustainability of non-profit organizations, Financing and risks in social enterprises, Business Strategies and Scaling up.

Unit 4

Family Business: Concept, Characteristics, and Kinds of family Business, Conflict and Conflict resolution in Firm, managing leadership & succession planning in family business, Succession Planning, Succession and Continuity, Women entrepreneurship: issues, challenges, Women issues and encouraging change in family business: A case analysis of Wastengage Pvt. Ltd.

Unit 5

Financing the Entrepreneurial Business Funding and Start-up and Entrepreneurship Councils in India, Arrangement of funds, Exercise on the writing of project report Entrepreneurial Financing and Risk. Appraisal of loans by financial institutions, Role of Commercial Banks in financing Business Entrepreneurs, Venture Capital Entrepreneurship Institutions in India - A Visit to EDII

References:

1. Anna Maria Bliven - Entrepreneurship Essentials You Always Wanted To Know - Vibrant Publishers
2. Abha Mathur - Entrepreneurship Development - Taxmann

24OEL257

UNDERSTANDING TRAVEL AND TOURISM

3 0 0 3

Course objective:

Helps the students will gain a comprehensive understanding of tourism and understand the diverse nature of tourism such as culture, place, global/local perspectives, and experience.

Course Outcomes:

The student will be able:

CO1: To Contextualize tourism within broader cultural, environmental, political and economic dimensions of society with basic concepts and contents of tourism.

CO2: To Interpret and evaluate tourism as a phenomenon and as a business system and to understand the impact of tourism at individual, local, national, regional and global levels

CO3: To Interpret practical, theoretical and personal skills required for management roles within a variety of international hotel and tourism organizations.

CO4: To provide knowledge to students in concise and understandable format so that students could learn and apply these concepts in their career.

CO5: To develop transferrable skills among the students for managing various operations efficiently so that they could be ready to join the tourism industry.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	1	0	0	1	1	0	0	0	0	1	1	0	1	1	0
CO2	1	1	0	1	1	0	0	0	0	1	1	1	1	0	0
CO3	1	1	0	1	0	0	0	0	0	1	1	0	1	0	0
CO4	1	0	0	1	0	0	0	0	0	1	1	0	1	0	0
CO5	1	1	0	1	1	0	0	0	0	1	1	1	1	1	0

Unit 1

Evolution of Tourism through the Ages - 'Renaissance', 'Age of Grand Tours'. Socio-Cultural Processes and Development of Tourism in Modern Age - Factors Affecting Growth of Tourism- Tourism Boom In The 19th And 20th Centuries- Rise Of International Tourism- Definition And Concept Of Tourism – Types Of Tourism - Tourism As An Industry.

Unit 2

Tourism- Definition, Types, Determinants- Difference between Travel and Tourism- Concepts of Excursion, Holiday, Sightseeing, Tourists and Mass Tourism - Significance of Tourism- Tourism Systems – 5 A's of Tourism - Motivations and deterrents for travel.

Unit 3

Travel Agency -Types of Travel Agencies - Tour Operators - working of a Tour Operator - Tourism Products: Definition, Concept, Characteristics and Classification - Tourism resources.

Unit 4

Nature Based Tourism Products: Islands and Beaches - Deserts and Hill Stations - Protected Areas: Wildlife Sanctuaries, National Parks And Biosphere Reserves - Adventure And Eco-Tourism - Types - Inbound, Outbound Inter-Regional Intra – Regional Tourism, Domestic, International Tourism- Adventure- Health – Business- Conferences - Conventions - Sports, Religious - Senior Tourism- Special Interest Tourism Like Culture or Nature Oriented- Ethnic or 'Roots'

Unit 5

Tourism Marketing Mix - 8 P's, Seasonality- Indian tourism seasons - Role of Ministry of Tourism, Central and State Government in developing and promoting tourism in India - Tourism Organizations WTO, IATA, PATA, ASTA, UFTAA, IATO, TAAI, and ICAO.

Textbooks:

1. Christopher Hollway - The Business of Tourism – Prentice Hall
2. Cooper, Fletcher et al - Tourism Principles and Practices – Prentice Hall
3. Govt. Of India - Tourism Policy of India

References:

1. Kamra, Mohinder Chand - Basics of Tourism: Theory Operation and Practice – Kanishka Publishers
2. AK Bhatia - Tourism Development: Principles and Practices - Sterling Publishers

24OEL258

SUPPLY CHAIN MANAGEMENT

3 0 0 3

Course Objective:

To understand the basic concepts of supply chain management.

Course Outcomes:

The student will be able:

CO1: To understand the basic concepts of Supply Chain Management and its evolution.

CO2: To identify the significance of Supply Chain Integration.

CO3: To describe the types of sourcing and methodologies

CO4: To ascertain the relevance of outsourcing in the supply chain

CO5: To understand the strategic role of the supply chain.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	1	1	0	0	0	0	1	0	0	1	1	0	0	1	1
CO2	1	1	0	0	0	0	1	0	0	2	2	0	0	1	1
CO3	1	1	0	0	0	0	0	0	0	2	2	0	0	1	1
CO4	1	1	0	0	0	0	0	0	0	1	2	0	0	2	2
CO5	1	1	0	0	0	0	0	0	0	1	1	0	0	1	1

Unit 1

SCM: Definition – Objectives – Evolution – Importance -Difference between logistics and supply chain management – decisions involved in supply chain -SCM activities – push/pull supply chain.

Unit 2

Supply chain Integration-meaning – Stages of supply chain integration-Internal and External Integration – barriers of internal integration- global supply chain – value chain – management of supply chain.

Unit 3

Sourcing and Supply Management: Introduction-importance, Objectives. Sourcing process; types of sourcing- global, single and multiple sourcing – role and importance of inventory management- inventory control – meaning – techniques of inventory control.

Unit 4

Outsourcing in SCM: Meaning -Need-Outsourcing risks-outsourcing process -outsourcing -New opportunities in SCM outsourcing-Myths of SCM outsourcing.

Unit 5

Strategic role of the supply chain – strategic partnership – alliances – retail supply chain management – role of logistics in retail supply chain management – customer focus in supply chain- complaint handling – developing a customer service strategy.

Textbooks:

1. Chopra Sunil and Peter Meindl - Supply Chain Management: Strategy, planning and operation, Prentice Hall, Englewood Cliffs - New Jersey.
2. Bloomberg – Logistics - Pearson
3. Donald J. Bowersox, David J. Closs - Logistical Management - McGraw Hill

References:

1. Satish C. Ailawadi - Rakesh Singh - Logistics Management – Prentice Hall of India
2. Donald Waters – Logistics - Palgrave Macmillan

3. Krishnaveni Muthiah - Logistics Management and World Seaborne Trade - Himalaya Publishing House
4. Ashok Sharma, Sarika Kulkarni - Supply Chain Management - McGraw Hill

24OEL259

INTRODUCTION TO MARKETING

3 0 0 3

Course Objective:

The course of marketing will be appreciated through the fundamentals of marketing. The course primarily to understand the major elements of marketing mix with emphasis to product gives the basis of marketing.

Course Outcomes:

The student will be able:

CO1: To Develop a comprehensive understanding of foundational marketing concepts, theories, and principles.

CO2: To Analyze and interpret consumer behavior patterns, including factors influencing buying decisions and market segmentation strategies.

CO3: To Explore various marketing strategies such as product development, pricing, distribution, and promotion, and their application in diverse business scenarios.

CO4: To Acquire practical skills in conducting market research, utilizing research methodologies, and interpreting data for informed marketing decisions.

CO5: To Demonstrate critical thinking and problem-solving abilities by applying marketing concepts to real-world situations through case studies, projects, and discussions.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	2	1	0	2	1	0	1	2	3	0	1	2	3	0
CO2	2	3	2	1	0	2	1	0	1	2	3	0	1	2	3
CO3	1	0	3	2	1	0	2	1	0	1	2	3	0	1	2
CO4	0	1	0	3	2	1	0	2	1	0	1	2	3	0	1
CO5		1	2	1	3	2	1	0	2	1	0	1	2	3	0

Unit 1

Fundamental concept of marketing - Market- meaning, definition, features, classification of the market, introduction to marketing, definition and scope of marketing, the evolution of marketing concepts, the importance of marketing in business, marketing and selling, Marketing mix- meaning, definition, elements of the marketing mix.

Unit 2

Consumer behavior – meaning, definition, factors influencing consumer behavior, buying process and decision-making, market segmentation- definition, benefits, the pattern of segmentation, targeting- meaning, strategies and benefits, positioning – benefits, and product positioning strategies.

Unit 3

Marketing Strategies- meaning and definition of marketing strategies, steps in drawing up marketing

strategies, Product development, and life cycle- marketing strategies based on PLC Pricing strategies, Distribution channels, and logistics

Unit 4

Promotional Techniques, - meaning of promotion, promotion mix, Advertising and public relations, Sales promotions and direct marketing, Digital marketing and social media strategies.

Unit 5

Market Research and Analysis- meaning, Importance of market research, research methodologies, Data analysis and interpretation.

Textbook:

1. Philip Kotler, Gary Armstrong - Principles of Marketing - Pearson

References:

1. Kevin Lane Keller, Philip Kotler - Marketing Management - Pearson
2. Del I. Hawkins, David L. Mothersbaugh - Consumer Behavior: Building Marketing Strategy – McGraw Hill
3. Naresh K. Malhotra, Satyabhushan Dash - Marketing Research: An Applied Orientation - Pearson
4. Dave Chaffey and Fiona Ellis-Chadwick - Digital Marketing: Strategy, Implementation and Practice – Pearson

24OEL260

FILM APPRECIATION

0 1 2 3

Course Objective:

This course offers an experiential approach to film appreciation, combining theoretical insights with practical analysis. Students will watch and critically evaluate a variety of films, learning to appreciate cinematic techniques, storytelling, and cultural impact. Designed as an open elective, the course aims to enhance students' understanding and enjoyment of films.

Course Outcome (CO):

By the end of this course, students will be able to:

- Identify and analyse key cinematic techniques used in films.
- Understand and appreciate the narrative structures and storytelling methods in films.
- Critically evaluate films from different genres and cultural backgrounds.
- Articulate informed critiques and analyses of films both verbally and in writing.
- Develop a personal aesthetic and critical approach to film appreciation.

Unit 1

Introduction to Film Appreciation

Understanding film as an art form and cultural product- Basic film terminology shot, scene, sequence, mise-en-scene, Viewing and analyzing short films: identifying basic elements.

Unit 2

Cinematic Techniques and Storytelling

In-depth study of shots, angles, and camera movements- Exploring the role of editing, sound, and lighting in storytelling- Screening and analysis: comparing different directorial styles

Unit 3

Masters of Cinema

Alfred Hitchcock: Suspense and psychological thrillers- Akira Kurosawa: Epic storytelling and visual style- Quentin Tarantino: Non-linear narratives and stylized violence- Charlie Chaplin: Comedy and social commentary- Satyajit Ray: Realism and humanism in cinema.

Unit 4

Film Genre

Introduction to major film genres: drama, comedy, horror, science fiction, documentary- Characteristics and conventions of each genre- Screening and discussion of representative films from each genre

Unit 5

Practical Film Analysis Workshop

Hands-on film analysis sessions- Group projects: Analyzing selected films and presenting findings- Final project: in-depth analysis of a chosen film.

References:

1. Bordwell, David, and Kristin Thompson - Film Art: An Introduction – McGraw Hill Education
2. Corrigan, Timothy, and Patricia White - The Film Experience: An Introduction - Bedford/St. Martins
3. Giannetti, Louis - Understanding Movies - Pearson
4. Monaco, James - How to Read a Film: Movies, Media, and Beyond - Oxford University Press
5. Phillips, William H - Film: An Introduction - Bedford/St. Martins

24OEL261

INTRODUCTION TO MEDIA STUDIES

3 0 0 3

Course Objective:

This introductory course in Media Studies aims to provide non-media students with a foundational understanding of the principles, theories, and practices within the field of media and communication. By the end of the course, students will be able to analyze and critically evaluate media texts, understand the role of media in society, and demonstrate proficiency in key concepts such as media literacy, communication theories, media industries, and ethical considerations.

Unit 1

Understanding Media and Communication

Definition of media and communication - Functions and roles of media in society - Basic communication models (e.g., Shannon-Weaver model) - Theories of mass communication (e.g., agenda-setting theory, cultivation theory)

Unit 2

History and Evolution of Media

Evolution of print media (e.g., newspapers, books) - Rise of electronic media (e.g., radio, television) - Impact of digital media and the internet

Unit 3

Media Industries and Technologies

Overview of media industries (e.g., advertising, film, journalism) - Technological innovations in media production and distribution - Media convergence and its implications - Economic models of media production and distribution

Unit 4

Media Literacy and Criticism

Definition and importance of media literacy - Key concepts in media criticism (e.g., representation, ideology, framing) - Strategies for analyzing media texts (e.g., semiotics, narrative analysis) - Ethical considerations in media production and consumption.

Unit 5

Media and Society

Media effects on attitudes, behavior, and culture - Representation of gender, race, and class in media - Globalization and media flows - Media regulation and censorship

References:

1. Richard Campbell, Christopher R. Martin, Bettina Fabos - Media & Culture: An Introduction to Mass Communication – Macmillan Learning
2. Marshall McLuhan - Understanding Media: The Extensions of Man – MIT Press
3. Richard Campbell, Christopher R. Martin - Media Essentials: A Brief Introduction - Bedford/St Martins
4. W. James Potter - Introduction to Media Literacy - SAGE
5. Paul Marris and Sue Thornham - Media Studies: A Reader – New York University Press
6. James Curran, Nick Couldry - Media and Society: Production, Content, and Participation
7. David Barrat - Media Sociology - Routledge
8. John Fiske - Introduction to Communication Studies – Taylor & Francis
9. Arthur Asa Berger - Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches – SAGE

24OEL262

INTRODUCTION TO PSYCHOLOGY

3 0 0 3

Course Objective:

This course offers a comprehensive introduction to the principles, theories, and applications of psychology. Through exploration of various psychological phenomena, students will gain insight into human behavior, cognition, emotion, and development. Topics covered include research methods, biological bases of behavior, sensation and perception, learning and memory, motivation and emotion, personality, social psychology, and psychological disorders.

Course Outcomes:

CO1: Recall and summarize key concepts and theories in psychology.

CO2: Explain the fundamental principles and theories that govern human behavior and mental processes.

CO3: Apply psychological concepts to analyze and interpret real-world scenarios.

CO4: Evaluate and critique psychological research studies and methodologies.

CO5: Design basic research studies and formulate hypotheses informed by psychological principles.

CO6: Create and organize hierarchies of psychological concepts and theories according to Bloom's Taxonomy, demonstrating higher-order thinking skills in analysis and synthesis. Syllabus:

Unit 1

Foundations of Psychology

Overview of psychology, History of psychology, Research methods and ethics

Unit 2

Biological and Cognitive Processes

Biological bases of behavior, Sensation and perception, Learning and memory

Unit 3

Motivation, Emotion, and Development

Motivation and emotion, Lifespan development, Theories of personality

Unit 4

Social Psychology

Social cognition and influence, Group dynamics, Cultural influences on behavior

Unit 5

Psychological Disorders and Interventions

Classification and diagnosis of disorders, Etiology and treatment approaches, Mental health awareness and stigma reduction, Review and Application, application of psychological principles to real-life situations

References:

1. Scott O. Lilienfeld, Steven J. Lynn, Laura L. Namy, Nancy J. Woolf - Psychology: From Inquiry to Understanding - Pearson
2. James W. Kalat - Introduction to Psychology – Wadsworth Publishing
3. Wayne Weiten - Psychology: Themes and Variations – Cengage Learning
4. Don Hockenbury, Sandra Hockenbury - Discovering Psychology - W.H. Freeman & Co
5. Robert S. Feldman - Essentials of Understanding Psychology – McGraw Hill
6. Gregory J. Feist, Erika L. Rosenberg - Psychology: Perspectives, Connections – McGraw Hill
7. Saundra K. Ciccarelli, J. Noland White - Psychology: An Exploration - Pearson
8. Laura A. King - The Science of Psychology: An Appreciative View – McGraw Hill

Course Objective:

This course introduces students to the foundational concepts, theories, and issues within gender studies. Through interdisciplinary approaches, students will explore the social, cultural, historical, and political dimensions of gender, with a focus on understanding how gender shapes individuals' experiences, identities, and societies.

Course Outcomes:

CO 1: Demonstrate an understanding of key concepts and theories within gender studies.

CO 2: Analyse the intersections of gender with other social categories such as race, class, sexuality, and nationality.

CO 3: Evaluate historical and contemporary issues related to gender inequality and social justice.

CO 4: Develop critical thinking skills through the examination of gendered representations in media, literature, and popular culture.

CO 5: Apply gender theories to real-world contexts and contemporary debates.

CO 6: Communicate effectively about gender-related topics through written and oral presentations.

Unit 1**Introduction to Gender Studies**

Introduction to Gender Studies as an academic discipline, Historical perspectives on gender roles and expectations, Key concepts: sex, gender, sexuality, and intersectionality, Feminist theories and their contributions to gender studies.

Unit 2**Gender and Identity**

Social construction of gender identities, Gender socialization and its impact on individuals, Transgender and non-binary identities, Intersectionality: Gender, race, class, and sexuality.

Unit 3**Gender and Power**

Patriarchy and its manifestations, Gender inequality in education, employment, and politics, Violence against women and LGBTQ+ individuals, Feminist activism and resistance movements.

Unit 4**Gender, Media, and Culture**

Gender stereotypes in advertising and the media, Gender representations in film, television, and literature, The role of social media in shaping gender identities and perceptions, Queer culture and LGBTQ+ representation in media.

Unit 5**Gender in Global Contexts**

Globalization and its impact on gender roles and relations, Gender and development: Empowerment vs. exploitation, Feminist perspectives on global issues such as poverty, migration, and environmental justice, Transnational feminism and solidarity movements.

References:

1. Judith Butler - Gender Trouble: Feminism and the Subversion of Identity - Routledge
2. Kimberlé Crenshaw - Intersectionality – The New Press
3. Simone de Beauvoir - The Second Sex – Vintage Classics
4. Bell Hooks - Feminism is for Everybody: Passionate Politics - Routledge
5. Julia Serano - Whipping Girl: A Transsexual Woman on Sexism and the Scapegoating of Femininity – Seal Press
6. Bonnie G. Smith - Global Feminisms Since 1945 – Taylor & Francis
7. Michael S. Kimmel - The Gendered Society – Oxford University Press

24OEL264**CONSTITUTION AND MEDIA ETHICS****3 0 0 3****Course Objective:**

This course provides an introduction to the principles and concepts of media ethics within the framework of the Indian Constitution. Students will explore the intersection of media practices with legal and ethical considerations, focusing on foundational principles of freedom of speech, press freedom, and the responsibilities of media professionals as enshrined in the Indian Constitution.

Through case studies and discussions, students will develop critical thinking skills to analyze ethical dilemmas in media production and consumption within the Indian context.

Course Outcomes:

CO1: Recall and summarize key constitutional principles relevant to media ethics, including fundamental rights and duties outlined in the Indian Constitution.

CO2: Explain the ethical responsibilities and challenges faced by media professionals in India in the context of constitutional rights.

CO3: Apply ethical theories and frameworks to analyze real-world media scenarios and dilemmas within the Indian legal and cultural landscape.

CO4: Evaluate the ethical implications of media content and practices using critical reasoning and judgment, with consideration for Indian constitutional principles.

CO5: Design ethical guidelines and strategies for media production and consumption informed by Indian constitutional principles and ethical theories.

CO6: Create and defend reasoned arguments regarding media ethics issues within the Indian context, demonstrating higher-order thinking skills in analysis and synthesis.

Unit 1**Introduction to the Indian Constitution and Fundamental Rights**

Overview of the Indian Constitution: historical background, drafting process, and salient features, Fundamental rights guaranteed by the Indian Constitution, including freedom of speech and expression, freedom of the press, and right to information, Fundamental duties of Indian citizens and their relevance to media ethics.

Unit 2

Ethics in Journalism and Reporting in India

Journalistic ethics and codes of conduct in the Indian context. Objectivity, bias, and fairness in reporting within the Indian media landscape. The role of media in shaping public opinion and democratic discourse in India.

Unit 3

Ethics in Digital Media and Social Networking in India

Ethical considerations in online journalism and social media platforms in India. Privacy, anonymity, and surveillance issues in the Indian digital space. Challenges of combating fake news, misinformation, and digital manipulation in India.

Unit 4

Advertising, PR, and Corporate Communication Ethics in India

Ethics in advertising and marketing communications in the Indian market. Public relations ethics and professional responsibility in India. Corporate social responsibility and ethical communication practices in Indian businesses.

Unit 5

Media Regulation and Legal Issues in India: Media laws and regulations governing print, broadcast, and digital media in India. Ethical dilemmas in media coverage of legal proceedings in India. Media censorship, prior restraint, and freedom of information issues in India. Unit 6: Ethical Decision Making and Application in the Indian Media Context. Case studies and ethical dilemmas in media production and consumption in India.

Suggested References

1. K. Augustine - Media Ethics: Truth, Fairness and Objectivity
2. V. S. Gupta - Media Ethics: Cases and Controversies
3. R. K. Singh - Ethics in Journalism
4. V.N. Shukla - Indian Constitution: Text, Context and Interpretation
5. M. Neelamalar - Media Ethics: A Global Approach - PHI
6. Ganga S. Jhala - Mass Communication Ethics and Indian Philosophy
7. S. S. Gulshan - Mass Media Laws and Regulations in India
8. Kanchan K. Malik - Journalism Ethics in Indian Context

Course Objective:

Students will develop a basic understanding of calligraphy techniques, tools, and styles. They will learn to create beautiful letterforms and explore the expressive potential of calligraphy.

Course Outcomes:

CO1: Identify calligraphy tools and materials. Recall the historical significance of calligraphy.

CO2: Explain the principles of calligraphy strokes and spacing. Describe different calligraphy styles.

CO3: Practice basic calligraphy strokes. Create simple letterforms and words.

CO4: Critique calligraphy compositions for balance and aesthetics. Compare various calligraphy scripts.

CO5: Assess personal progress in calligraphy skills. Evaluate the effectiveness of different writing surfaces.

CO6: Design personalized calligraphy projects (e.g., greeting cards, quotes). Experiment with embellishments and flourishes.

Unit 1**Introduction to Calligraphy History and Styles**

Explore the origins of calligraphy. Study different calligraphy scripts (e.g., Gothic, Italic).

Unit 2**Foundational Techniques**

Learn pen angles, pressure, and rhythm.

Practice basic strokes (thin upstrokes, thick downstrokes).

Unit 3**Letterforms and Alphabets**

Master individual letterforms (uppercase and lowercase).

Create words using calligraphic alphabets.

Unit 4**Decorative Flourishes and Embellishments**

Add artistic elements (swashes, loops) to lettering.

Experiment with decorative touches.

Unit 5**Personal Calligraphy Projects**

Apply skills to create personalized pieces.

Reflect on the expressive possibilities of calligraphy.

References:

1. David Haris - The Calligrapher's Bible - Herbert Press
2. Sheila Waters - Foundations of Calligraphy – John Neal Book Seller
3. Eleanor Winters - Mastering Copperplate - Dover Publications
4. David Harris - The Art of Calligraphy: A Practical Guide to the Skills and - Dorling Kindersley
5. Molly Suber Thorpe - Modern Calligraphy - St. Martin's Griffin Publication
6. Julien Chazal - Calligraphy: A Complete Guide - Stackpole Books

Course Objective:

Students will develop a basic understanding of branding techniques, strategies, and creative elements. They will learn how to create and manage effective brand identities.

Course Outcomes:

CO1: Identify key branding concepts and terminology. Recall the importance of consistent brand messaging.

CO2: Explain the elements that contribute to a strong brand identity. Describe the role of branding in marketing and communication.

CO3: Develop basic brand guidelines (e.g., logo usage, color palette). Create simple brand collateral (e.g., business cards, letterheads).

CO4: Evaluate existing brand identities (case studies). Analyze brand consistency across different touchpoints.

CO5: Assess the effectiveness of branding strategies. Critique brand messaging for alignment with organizational goals.

CO6: Design a basic brand identity for a fictional company. Develop a brand positioning statement.

Unit 1**Introduction to Branding Concepts**

Definition of branding. Importance of brand consistency. Brand vs. product.

Unit 2**Elements of Brand Identity**

Logo design and visual identity. Brand colors, typography, and imagery.

Unit 3**Brand Strategy and Positioning**

Target audience identification. Unique selling proposition (USP). Brand positioning matrix.

Unit 4**Brand Communication and Marketing**

Creating brand messages. Social media branding. Content marketing for brand awareness.

Unit 5**Brand Management and Evaluation**

Brand audits and assessments. Tracking brand performance. Rebranding considerations.

References:

1. Michael Johnson - Branding: In Five and a Half Steps – Thames and Hudson
2. Donald Miller - Building a Story Brand – Harper Collins
3. Alina Wheeler - Designing Brand Identity - Wiley
4. Marty Neumeier - The Brand Gap – New Riders Publication
5. Al Ries, Laura Ries - 22 Immutable Laws of Branding – Profile Books
6. David Airey - Identity Designed: The Definitive Guide to Visual Branding - Rockport Publishers

Course Objective:

Introduction to Indian Sculptures is a captivating journey through the artistic heritage of India, where stone, metal, and wood come alive in intricate forms. This course delves into the soul of Indian culture, exploring the evolution of sculptural traditions across different periods and regions. From the serene grace of Mauryan sculptures to the vibrant Chola bronzes, students will unravel the stories embedded in each chisel mark. We'll discuss techniques, materials, and the spiritual context that shaped these masterpieces. By the end of this course, students will not only appreciate the aesthetics but also be inspired to create their own sculptural expressions, echoing the timeless legacy of Indian art.

Course Outcomes:

CO1: Recall basic facts about Indian sculpture.

CO2: Explain the significance of different styles and materials used in Indian sculpture.

CO3: Analyze and interpret specific works of Indian sculpture.

CO4: Explore the cultural and historical context of various Indian sculptural style.

CO5: Assess the aesthetic value of different sculptures.

CO6: Produce their own artworks inspired by Indian sculptural traditions

Unit 1**Introduction to Indian Sculpture**

Definition of sculpture. History of Indian sculpture. Techniques and materials used in Indian sculpture.

Unit 2**Early Indian Sculpture:**

Mauryan period sculpture. Gandhara art. Mathura art

Unit 3**Medieval Indian Sculpture:**

Gupta period sculpture. Chola bronzes. Hoysala sculptures

Unit 4**Late Medieval and Early Modern Indian Sculpture:**

Vijayanagara sculptures. Mughal period sculptures

Unit 5**Contemporary Indian Sculpture:**

Exploration of modern and contemporary Indian sculptors

References:

1. John Guy - Indian Temple Sculpture - Victoria & Albert Museum Publication
2. Heinrich Zimmer - The Art of Indian Asia: Its Mythology and Transformations - Motilal Banarsidass Publishers
3. Pratap Aditya Pal - Indian Sculpture: A Catalogue of the Los Angeles County Museum of Art Collection - University of California Press

4. Vidya Dehejia - The Sensuous and the Sacred: Chola Bronzes from South India – Amer Federation of Arts Publication
5. Susan Huntington - The Art of Ancient India - Motilal Banarsidass Publishers
6. Ananda K. Coomaraswamy - The Dance of Shiva: Fourteen Indian Essays - Oriental Book Company

24OEL268

INTRODUCTION TO FIGURE DRAWING

0 1 2 3

Course Objective:

In this course, students will explore the art of capturing the human form through drawing. We'll delve into the rich history of figure drawing, from ancient classical sculptures to contemporary interpretations. Students will learn essential techniques, study anatomy, and experiment with light and shadow. By the end of the course, they'll not only appreciate the beauty of the human body but also create their own expressive figure drawings.

Course Outcomes:

CO1: Recall basic facts about figure drawing.

CO2: Explain the significance of different techniques and materials used in figure drawing.

CO3: Analyze and interpret specific works of figure drawing.

CO4: Explore the cultural and historical context of various figure drawing styles.

CO5: Assess the aesthetic value of different figure drawings.

CO6: Produce their own artworks inspired by figure drawing traditions.

Unit 1

Introduction to Figure Drawing

Definition of figure drawing. History of figure drawing. Techniques and materials used in figure drawing.

Unit 2

Basic Anatomy

Proportions and measurements. Skeletal structure. Muscular structure

Unit 3

Light and Shadow

Value scales. Chiaroscuro. Cast shadows.

Unit 4

Composition and Perspective

Rule of thirds. Golden ratio. One-point, two-point, and three-point perspective

Unit 5

Advanced Techniques

Gesture drawing. Foreshortening. Cross-hatching

References:

1. Andrew Loomis - Figure Drawing for All It's Worth – Titan Books
2. Jack Hamm - Drawing the Head and Figure – Tarcher Perigee Publication
3. David K. Rubins - The Human Figure: An Anatomy for Artists – Penguin Books
4. Sarah Simblet, John Davis - Anatomy for the Artist – Dorling Kingsley
5. Kimon Nicolaides - The Natural Way to Draw – Read Books
6. Burne Hogarth - Dynamic Anatomy - Watson-Guption Publications

24OEL269**INTRODUCTION TO PRODUCT SKETCHING****0 1 2 3****Course Objective:**

This course aims to introduce students to the fundamental principles of sketching in the context of product design. The course will cover both 2D and 3D sketching techniques, emphasizing the importance of visual communication in the design process. Students will learn to: Understand the role of sketching in product design. Develop basic sketching skills using different materials. Apply perspective and shading techniques to represent 3D forms. Communicate design ideas effectively through sketches. Explore the concept of family of forms and metaphors in design.

Course Outcomes:

- CO1:** Identify different types of sketching materials.
CO2: Explain the significance of sketching in the design process.
CO3: Create 2D and 3D sketches of simple objects.
CO4: Critique and analyze existing product sketches.
CO5: Generate new forms through sketching.
CO6: Assess the impact of metaphors in shaping design concepts.

Unit 1**Introduction to 2D and 3D Form**

Basics of line drawing and shape representation. Radii manipulation in 2D and 3D forms.

Unit 2**Exploration of Surface Textures**

Techniques for depicting different material textures. Rendering textures in sketches.

Unit 3**Form Transition**

Understanding how forms transition from 2D to 3D. Sketching form variations.

Unit 4**Imagination and Insight**

Using metaphors to inspire new forms. Developing creative sketches.

Unit 5**Sketching Techniques**

Perspective drawing in product design. Effective use of line and shadow.

References:

1. Koos Eissen, Roselien Steur - Sketching: Drawing Techniques for Product Designers
2. Erik Olofsson and Klara Sjolen - Design Sketching
3. Scott Robertson - How to Draw: Sketching and Drawing Objects and Environments from Your Imagination – Design Studio Press
4. Hardi Meybaum - The Art of Product Design: Changing How Things Get Made - Wiley
5. Bill Buxton - Sketching User Experiences: The Workbook - Morgan Kaufmann
6. **Conrad B. Rider - Sketching for Product Design and AEC**

24OEL270

BASICS OF WATER COLOUR PAINTING

0 1 2 3

Course Objective:

By the end of this course, students will be able to: Understand the history and significance of watercolour painting as an art form. Master foundational techniques for creating beautiful watercolour paintings. Apply watercolor painting skills to create expressive and evocative artworks. Explore various watercolour painting styles and their unique characteristics. Develop an appreciation for the aesthetics and versatility of watercolour painting.

Course Outcomes:

CO1: Understand the history and significance of watercolour painting as an art form. **CO2:**

Develop an appreciation for the aesthetics and versatility of watercolour painting. **CO3:**

Apply watercolour painting skills to create expressive and evocative artworks.

CO4: Explore various watercolour painting styles and their unique characteristics.

CO5: Critique your own work and that of others in terms of composition principles.

CO6: Apply design concepts to create visually engaging artworks.

Unit 1

Introduction to Water colour Painting History and Styles

Explore the origins of watercolour painting and its cultural significance. Study different watercolour painting styles (such as traditional, contemporary, and experimental).

Unit 2

Foundational Techniques

Learn about brush types, sizes, and shapes. Practice basic techniques (such as washes, glazes, and layering).

Unit 3

Colour Theory and Mixing

Master colour theory concepts (such as hue, saturation, value). Experiment with colour mixing to create harmonious palettes.

Unit 4

Composition and Design

Learn about composition principles (such as balance, contrast, rhythm). Apply design concepts to create visually engaging artworks.

Unit 5

Project Work and Personal Expression

Apply watercolour painting skills to create personalized projects (such as landscapes, portraits, or still lifes). Reflect on the expressive potential of watercolour painting.

References:

1. Tom Hoffmann - Watercolor Painting: A Comprehensive Guide for Artists - Watson-Guption Publication
2. Erik Olofsson and Klara Sjolen - Design Sketching
3. Gordon MacKenzie - The Watercolorist's Essential Notebook: Keep Painting! A Treasury of Tips to Inspire Your Watercolor Painting Adventure - North Light Books
4. Michael Reardon - Watercolor Techniques: Painting Light and Color in Landscapes and Cityscapes - North Light Books
5. Chuck Long - Watercolor Success! 52 Essential Tips for Painting Better Watercolors
6. Kelly Klapstein - The Art of Watercolor Lettering: A Beginner's Step-by-Step Guide to Painting Modern Calligraphy and Lettered Art - Quarry Books
7. Haridas Nareekal - Understanding Watercolour: A Book on Watercolour Painting

24OEL271 BASICS OF LANDSCAPE PAINTING IN WATER COLOURS 0 1 2 3

Course Objective:

By the end of this course, students will be able to: Understand the significance of landscape painting in art history and its role in visual storytelling. Apply foundational watercolour techniques to create expressive and realistic landscape artworks. Analyze and interpret various landscape elements (such as skies, trees, water, and mountains) in their paintings. Evaluate their own work in terms of composition, colour harmony, and mood. Create original landscape paintings that evoke emotions and connect with viewers.

Course Outcomes:

- CO1:** Understand the significance of landscape painting in art history.
- CO2:** Analyze and interpret various landscape elements in paintings.
- CO3:** Apply foundational watercolour techniques to create expressive landscape artworks.
- CO4:** Evaluate your own work in terms of composition and colour harmony.
- CO5:** Critique landscape paintings based on their emotional impact.
- CO6:** Create original landscape paintings that connect with viewers.

Unit 1

Introduction to Landscape Painting

Explore the historical context of landscape painting. Understand the role of landscapes in visual storytelling.

Unit 2

Tools and Materials for Landscape Painting

Learn about watercolour brushes, papers, and pigments suitable for landscapes. Experiment with different brush strokes and textures.

Unit 3

Foundational Techniques for Landscapes

Practice wet-on-wet and wet-on-dry techniques. Study colour mixing for natural elements (such as grass, rocks, and water).

Unit 4

Elements of Landscape Composition

Analyze the visual components of landscapes (horizon lines, focal points, foreground-background balance). Explore techniques for creating depth and perspective.

Unit 5

Specific Landscape Elements

Study how to paint skies (clouds, sunsets, and atmospheric effects). Explore techniques for trees, foliage, and water (rivers, lakes, and reflections). Creating Mood and Emotion in Landscapes: Understand how colour choices and lighting impact the mood of a landscape. Experiment with different approaches to evoke emotions in your paintings.

References:

1. Ron Ranson - Watercolor Landscape
2. Gordon MacKenzie - **The Watercolorist's Essential Notebook: Keep Painting! A Treasury of Tips to Inspire Your Watercolor Painting Adventure - North Light Books**
3. Michael Reardon - **Watercolor Techniques: Painting Light and Color in Landscapes and Cityscapes - North Light Books.**
4. Tom Hoffmann - **Watercolor Painting: A Comprehensive Guide for Artists - Watson-Guption Publication**
5. Chuck Long - **Watercolor Success! 52 Essential Tips for Painting Better Watercolors**
6. Haridas Nareekal - **Understanding Watercolour: A Book on Watercolour Painting**
7. Charles LeClair - **The Art of Watercolor: Techniques and New Directions – Prentice Hall**

24OEL272

BASICS OF OIL PAINTING

0 1 2 3

Course Objective:

This course serves as an introduction to the materials and techniques used in oil painting. Emphasis will be placed on developing mastery of techniques, understanding composition, and exploring color as a vehicle for visual expression.

Course Outcomes:

CO1: Students will **demonstrate knowledge** of various oil painting techniques, including brushwork, color mixing, and surface preparation.

CO2: Students will be able to **describe** the aesthetics and techniques used by old masters and contemporary painters.

CO3: Students will **apply** contour, gesture, and value (tones) in their oil paintings.

CO4: Students will **explore** principles of composition and design, creating dynamic compositions in their artwork.

CO5: Students will **develop a unique personal vision** in their oil paintings, integrating technical

skills with creative expression.

CO6: Students will **create and critique** works of fine art using aesthetic principles, evaluating their own and others' paintings.

Unit 1

Introduction to Oil Painting Techniques

Materials and tools. Color mixing. Brushwork and application

Unit 2

Composition and Design

Principles of composition. Creating dynamic compositions

Unit 3

Still Life Painting

Observational skills. Rendering form and texture

Unit 4

Figure Painting

Anatomy and proportions. Capturing gesture and movement

Unit 5

Landscape Painting

Perspective and depth. Atmospheric effects

References:

1. Harold Speed - Oil Painting Techniques and Materials - Dover Publications
2. Kathleen Staiger - The Oil Painting Course You've Always Wanted - Watson-Guption Publication
3. Ian Sidaway - Color Mixing Bible - Watson-Guption Publication
4. Suzanne Brooker - The Elements of Landscape Oil Painting - Watson-Guption Publication
5. Ralph Mayer - The Artist's Handbook of Materials and Techniques – Viking Publication
6. Linda Cateura - Oil Painting Secrets from a Master - Watson-Guption Publication

24OEL273

ANCHORING AND PROGRAMME CASTING

0 1 2 3

This course is designed to equip students with the essential skills required for effective anchoring and media presentation. Through a combination of theoretical instruction, practical exercises, and hands-on projects, students will learn the fundamentals of on-camera performance, scriptwriting, audience engagement, and the use of media technology. The course will also address the ethical considerations and professional standards necessary for a successful career in media presentation.

Course Objectives:

- To develop on-camera performance and presentation skills.
- To master the techniques of scriptwriting and live reporting.
- To enhance the ability to engage and interact with audiences effectively.
- To learn the technical aspects of media production, including lighting, sound, and teleprompter use.
- To understand the ethical considerations and professional standards in media presentation.

Unit 1

Fundamentals of Anchoring

Introduction to anchoring and media presentation, Role and responsibilities of an anchor
Voice modulation, body language, and facial expressions, overcoming stage fright and building on-camera confidence, Practicum: Basic anchoring exercises and on-camera introductions.

Unit 2

Scriptwriting and Content Development

Principles of scriptwriting talk shows and interviews, Structuring scripts for different formats: news bulletins, live reports, feature stories, writing engaging headlines and lead-ins, Techniques for ad-libbing and improvisation, Practicum: Writing and delivering news scripts.

Unit 3

Audience Engagement and Interaction

Techniques for engaging and retaining audience attention, Effective use of language and storytelling in media presentation, conducting interviews: Asking effective questions and managing responses, handling live audience interactions and on-air call-ins, Practicum: Simulated live broadcasts and interview sessions.

Unit 4

Technical Skills and Media Technology

Basics of camera operation and shot composition, Understanding and using teleprompters effectively, Lighting and sound techniques for on-camera presentation, Introduction to video editing and post-production basics, Practicum: Recording and reviewing practice segments with technical setups.

Unit 5

Professional Standards and Ethics

Ethical considerations in media presentation and journalism, managing bias and maintaining objectivity, Dealing with breaking news and sensitive topics responsibly, Professional standards and best practices for anchors, Practicum: Case studies and ethical dilemma discussions.

References:

1. C.A. Tuggle, Forrest Carr, Suzanne Huffman - Broadcast News Handbook: Writing, Reporting, and Producing – McGraw Hill
2. Kenneth T. Kawamoto - Television News Anchoring: A Handbook for the Television News Professional – AITBS Publishers
3. Selected articles, case studies, and multimedia resources

24OEL274

BASICS OF PHOTOGRAPHY

0 1 2 3

Course Objective:

This course aims to equip students with comprehensive knowledge and practical skills in photography techniques and practices essential for effective communication. Through a combination of theoretical learning and hands-on exercises, students will develop a deep understanding of various photographic concepts, tools, and methods, enabling them to create compelling visual narratives and imagery.

Course Outcome (CO):

By the end of this course, students will be able to:

CO1: Learn basic shooting techniques, including focus and sharpness.

CO2: Explain the relationship between aperture, shutter speed, and ISO in achieving proper exposure.

CO3: Explore various framing techniques.

CO4: Explain the concept of white balance and its importance in different lighting conditions.

CO5: Develop advanced shooting techniques and explore specialized areas of photography such as macro or street photography.

CO6: Create and present a photography project, demonstrating an understanding of various concepts and techniques learned throughout the course.

Unit 1

Introduction to Photography

Introduction to camera types, components, and basic operations -Hands-on exercises: Camera handling and basic shooting techniques, Focus and sharpness.

Unit 2

Basics Framing and Composition

Focus Attention, Rule of thirds, leading lines, balancing elements in a frame, and framing techniques.

Unit 3

Fundamentals of Exposure

Camera Operation and Manual Settings. - Understanding the exposure triangle: aperture, shutter speed, and ISO. - Exposure metering modes and techniques. - Depth of field and its creative applications. Motion blur control and techniques.

Unit 4

Lighting Techniques

White balance and its uses in different lighting situations. - Natural light vs. artificial light: characteristics and applications. - Understanding light quality, direction, and intensity. - Using reflectors, diffusers, and artificial lighting equipment. - Hands-on exercises: Lighting setups and portrait photography.

Unit 5

Project

Hands-on exercises: shooting techniques and exploration of photography.

Project and presentation on different topics in photography.

References:

1. Michael Langford - Langford's Basic Photography: The Guide for Serious Photographers – Focal Press/Routledge
2. Fil Hunter, Steven Biver, Paul Fuqua - Light Science and Magic: An Introduction to Photographic Lighting – Focal Press/Routledge
3. Michael Freeman - The Photographer's Eye: Composition and Design for Better Digital Photos – Focal Press

Course Objectives:

The objective of this course is to provide students with hands-on experience in the fundamental techniques and skills necessary for videography. Students will learn the basics of camera operation, lighting, sound recording, editing, and the overall process of creating high-quality video content. By the end of the course, students will complete a short video project showcasing their skills and creativity in various videography techniques.

Course Outcomes (CO):

By the end of this course, students will be able to:

CO1 Recall terminology related to digital video camera settings, lenses, camera support systems, audio settings, basic light setup, and composition.

CO2 Understand the fundamental principles of digital videography including resolution, frame rates, camera settings, camera support systems. Knowing basic lighting setup, shot types and different compositions.

CO3 Apply technical skills in operating digital cameras, camera support system, lighting setups, and audio recording equipment to effectively capture high-quality video footage in various shooting environments.

CO4 Critically evaluates video compositions in video productions, identifying strengths and areas for improvement.

CO5 Assess their own video projects and those of their peers, providing constructive feedback based on aesthetic principles, technical execution, and storytelling effectiveness.

CO6 Design and execute a comprehensive digital video project, considering pre-production planning, production logistics, and post-production workflows. Create a video project showcasing diverse videography skills.

Unit 1

Introduction to Videography and Equipment

- Types of digital video cameras, lenses, and their functions.
- Camera settings: resolution and frame rate.
- Basic camera operations: focusing, white balance, and exposure.
- Introduction to tripods, stabilizers, and other support equipment.

Unit 2

Lighting Techniques

- Types of lights: key light, fill light, back light.
- Lighting setups: three-point lighting and natural light usage.
- Color temperature and white balance adjustment.

Unit 3

Sound Recording and Audio Equipment

- Importance of sound in videography.
- Basics of sound recording: levels, clarity, and background noise.
- Syncing audio with video.

Unit 4

Video Shooting Techniques and Composition

- Basics of shot composition and framing.
- Camera movements: pans, tilts, tracking, and zooms.
- Script and shot planning.

Unit 5

Video Editing and Post-Production

- Introduction to video editing software (e.g., Adobe Premiere, Mobile video editing applications)
- Basic editing techniques: cutting, transitions.
- Adding titles and credits.

References:

Brown, B. - Cinematography: Theory and Practice: Image Making for Cinematographers and Directors - Focal Press.

Rabiger, M - Directing: Film Techniques and Aesthetics - Routledge.

24OEL276

INTRODUCTION TO FASHION PHOTOGRAPHY

0 1 2 3

Course Objective:

The primary objective of the Fashion Photography course is to equip students with the skills and knowledge necessary for capturing fashion images. Students will explore the intersection of fashion, aesthetics, and visual storytelling through photography. By the end of the course, they should be proficient in creating high-quality fashion photographs.

Course Outcomes:

CO1: Learn basic shooting techniques, including focus and sharpness.

CO2: Apply principles of composition, and camera techniques to create fashion images.

CO3: Critically evaluate fashion photographs in terms of aesthetics and lighting choices.

CO4: Compare and work with natural light and studio lighting setups for outdoor and studio fashion shoots.

CO5: Apply their knowledge through practical shooting techniques, exploring various aspects of fashion photography.

CO6: create and deliver presentations on different fashion photography topics, enhancing their communication abilities.

Unit 1

Introduction to Photography

Introduction to camera types, components, and basic operations -Hands-on exercises: Camera handling and basic shooting techniques, Focus and sharpness.

Unit 2

Foundations of Fashion Photography

Introduction to Fashion Photography: Overview of Visual Aesthetics in Fashion: Composition rules, Styling and posing.

Unit 3

Fundamentals of Exposure

Camera Operation and Manual Settings. - Understanding the exposure triangle helps fashion photography: aperture, shutter speed, and ISO. Depth of field and its creative applications. -Motion blur control and techniques.

Unit4

Fashion Lighting Techniques

Natural Light vs. Studio Lighting: Outdoor fashion shoots, Studio equipment - setups (softboxes, reflectors, etc.)

Unit 5

Project

Hands-on exercises: shooting techniques and exploration of fashion photography.

Project and presentation on different topics of fashion photography.

References:

1. Bruce Smith - Fashion Photography: A Complete Guide to the Tools and Techniques of the Trade - Amphoto Books
2. Eliot Siegel - The Fashion Photography Course: First Principles to Successful Shoot - The Essential Guide - Thames & Hudson Publication

24OEL278

FILM THEORY

3 0 0 3

Course Objective:

This course provides a fundamental introduction to film theory, focusing on essential concepts, historical perspectives, and basic analysis techniques. Designed as an open elective, it aims to equip students with the tools to understand and appreciate films critically.

Course Outcomes (CO):

By the end of this course, students will be able to:

CO1: Identify and analyse different types of shots, angles, and camera movements, and explain their significance in film storytelling.

CO2: Understand and apply key editing techniques and concepts to evaluate the role of the editor in shaping a film's narrative structure and rhythm.

CO3: Recognize and differentiate between diegetic and non-diegetic sound and analyse the functions and techniques of sound in creating mood, realism, and audience engagement.

CO4: Define and discuss the importance of film genres, analyse common genre conventions and expectations, and understand the evolution and blending of genres over time.

CO5: Compare and contrast major film theories such as formalism, realism, feminist theory, auteur theory, and structuralism, and apply these theories to the analysis of films.

Unit 1

Shots, Angles, Camera Movements, and Mise-en-Scene.

Definition and importance of shots in film: long shot, medium shot, close-up, extreme close-up
Camera angles: high angle, low angle, eye-level, Dutch angle- Camera movements: pan, tilt, tracking, dolly, crane, handheld, zoom- Mise-en-scene: elements and significance (setting, costume, lighting, composition)

Unit 2

Editing in Film

Definition and importance of editing in film- Types of editing: continuity editing, montage, cross-cutting, jump cuts- The role of the editor: pacing, rhythm, and narrative structure- Key concepts: match on action, shot/reverse shot, eyeline match, parallel editing.

Unit 3

Sound in Film

Importance of sound in film: diegetic vs. non-diegetic sound- Elements of sound: dialogue, sound effects, music, silence- Functions of sound: creating mood, enhancing realism, guiding audience attention-Techniques: sound bridges, sound perspective, off-screen sound.

Unit 4

Film Genre

Definition and importance of genre in film- Analysis of common genres: horror, comedy, drama, science fiction, film noir- Genre conventions and audience expectations- Evolution of genres over time and genre blending.

Unit 5

Overview of Film Theory

Formalism vs. realism-Feminist film theory: the male gaze and gender representation-Auteur theory: significance and critique-Structuralism and semiotics: basic principles and application.

References:

1. Bordwell, David, and Kristin Thompson - Film Art: An Introduction – McGraw Hill.
2. Nowell-Smith, Geoffrey - Making Waves: New Cinemas of the 1960s – Continuum
3. Bazin, André - What Is Cinema? Vol. 1 - University of California Press

24OEL279

EVENT MANAGEMENT

3 0 0 3

Course Objective:

This course aims to equip students with the knowledge, skills, and practical experience necessary to plan, coordinate, and execute successful events across various industries. Through theoretical learning, hands-on exercises, and real-world case studies, students will develop proficiency in event management principles, including budgeting, marketing, operations, legal compliance, and ethical considerations. By the end of the course, students will be prepared to excel as competent and ethical event managers capable of delivering memorable and impactful events.

Course Outcomes:

CO1: Demonstrate proficiency in planning, coordinating, and executing various types of events.

CO2: Apply budgeting and financial management principles to effectively manage event finances.

CO3: Develop comprehensive event marketing strategies utilizing both traditional and digital channels.

CO4: Exhibit proficiency in vendor selection, negotiation, and management for successful event execution.

CO5: Understand and apply legal and ethical considerations in event planning and execution.

CO6: Evaluate the success of events through post-event analysis and apply lessons learned to future event management endeavours.

Unit 1

Introduction to Event Management

Understanding the concept and scope of event management, Historical overview of event management, Types of events and their characteristics, Role, and responsibilities of an event manager.

Unit 2

Event Planning and Coordination

The event planning process: from conception to execution, Budgeting and financial management for events, Vendor selection, negotiation, and management, Logistics, and operations management for events.

Unit 3

Marketing and Promotion for Events

Developing event marketing strategies, utilizing traditional and digital marketing channels, Creating promotional materials and campaigns, Sponsorship acquisition and management.

Unit 4

Event Execution and Operations

On-site management and coordination, Handling emergencies and crisis management, Guest and attendee management, Evaluating event success and post-event analysis.

Unit 5

Event Legal and Ethical Considerations

Legal aspects of event management: contracts, permits, and insurance, Ethical considerations in event planning and execution, Risk management strategies for events, Sustainability practices in event management.

References:

1. Razaq Raj, Sumeet Malik - Event Management: Principles and Practices - SAGE
2. Judy Allen - Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives, and Other Special Events - Wiley
3. Leonard H. Hoyle - Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions - Wiley
4. Tarlow Peter and Uysal Muzaffer - Risk Management in Events: An Introduction -
5. Judy Allen - The Business of Event Planning: Behind-the-Scenes Secrets of Successful Special Events - Wiley
6. Laura Capell - Event Management for Dummies – John Wiley and Sons

Course Objective:

The objective of the course on documenting social issues is to equip students with the knowledge, skills, and ethical understanding necessary to effectively research, document, and communicate about contemporary social issues through various mediums such as writing, photography, videography, and multimedia presentation.

Course Outcomes:

CO 1: Identify and analyse key social issues in contemporary society.

CO 2: Develop proficiency in a range of research methods for documenting social issues.

CO 3: Demonstrate competence in visual storytelling through photography and videography.

CO 4: Develop strong writing skills for advocating social change through various mediums.

CO 5: Create multimedia presentations to effectively communicate social issues to diverse audiences.

CO 6: Understand the ethical considerations involved in documenting and presenting social issues.

Unit 1**Introduction to Social Issues Documentation**

Understanding the importance of documenting social issues, Identifying key social issues in contemporary society, Ethical considerations in documenting social issues.

Unit 2**Research Methods for Social Issues Documentation**

Conducting literature reviews on social issues, Data collection techniques: interviews, surveys, and observation, Introduction to qualitative and quantitative analysis methods.

Unit 3**Visual Documentation of Social Issues**

Photography techniques for social documentation, Videography and documentary filmmaking basics, Visual storytelling and its impact on social change.

Unit 4**Writing for Social Change**

Narrative journalism and feature writing, Op-ed and advocacy writing, crafting compelling narratives to raise awareness and inspire action.

Unit 5**Multimedia Presentation and Distribution**

Creating multimedia presentations using various platforms, Strategies for effective distribution and outreach, Leveraging social media and online platforms for maximum impact.

References:

1. Sheila Curran Bernard - Documentary Storytelling: Creative Nonfiction on Screen - Focal Press
2. John W. Creswell - Qualitative Inquiry and Research Design: Choosing Among Five Approaches - SAGE
3. Gillian Rose - Visual Methodologies: An Introduction to Researching with Visual Materials - SAGE
4. Howard S. Becker - Writing for Social Scientists: How to Start and Finish Your Thesis, Book, or Article - University of Chicago Press
5. Seth Gitner - Multimedia Storytelling for Digital Communicators in a Multiplatform World - Routledge

24OEL281**COMMUNICATION STRATEGIES FOR EVENT MANAGEMENT****2 0 1 3****Course Objectives:**

To introduce the students to the techniques of business communication. To inculcate the skills of event management.

Course Outcomes:

CO1: Describe Business communication and Event Management.

CO2: Apply the principles of event management.

CO3: Demonstrate the use of various media tools to manage events.

CO4: Develop the ability to communicate effectively in business situations.

CO – PO MAPPING:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1				2	2										
CO2		2												1	
CO3			2										1		
CO4	2					2									

Unit 1

Introduction to Event Management and Communication - Defining events, Types of events, Event Team, Principles of event Management, SWOT Analysis, Introduction to communication - principles, forms and objectives of communication, barriers to effective communication, types and techniques of effective communication. The cross-cultural dimensions of business communication. Business and social etiquette.

Unit 2

Event Planning, Team Management and Group communication - Event Planning - Creativity, Taking a brief, Timelines and budgeting, Event Calendar, Creation of Check list, Group communication - importance, meetings, group discussions. Video conferencing. Reporting an event - types of business reports - format, choice of vocabulary, coherence and cohesion.

Unit 3

Marketing of Events and presentation- The Need for Marketing, Event Promotion, Tools of Promotion - Advertising, Public Relations, Media kit, Direct Marketing, Word of Mouth, Hospitality, Websites, The Promotion Schedule, Planning a Promotion Campaign for an Event. Event Sponsorship, Event Organizer, Event Partners, Event Associates, sponsorships. Techniques of Presentation.

Unit 4

Business Communication and propaganda - Understanding Business Communication – types and techniques – PR strategies - methods of propaganda – use of media (print and electronic) – use of celebrities.

Unit 5

Writing press releases and reports - Define Press Release – features of press release – need for press release and reports – drafting press release and report for an event – media relations for business promotion

REFERENCE BOOKS:

1. Devesh Kishore, Ganga Sagar Singh - Event Management: A Blooming Industry and an Eventful Career - Har-Anand Publications
2. Swarup K. Goyal - Event Management - Adhyayan Publishers

SUGGESTED READING:

1. Savita Mohan - Event Management and Public Relations - Enkay Publishing House
2. Semenik - Promotion and IMC - Thomson.
3. Hory Sankar Mukerjee - Business Communication: Connecting at Work
4. Bryan a Graner: HBR Guide to Better Business Writing- 2013
5. Lesiler & Flat lay - Basic Business communication - McGraw Hill.
6. Savita Mohan - Event Management and Public Relations - Enkay Publishing House.
7. Steve Mandel - Effective Presentation Skills: A Practical Guide for Better Speaking
8. Devesh Kishore, Ganga Sagar Singh - Event Management: A Booming Industry and an Eventful Career - Har-anand Publications
9. Swarup K. Goyal - Event Management - Adhyayan Publisher
10. Savita Mohan - Event Management and Public Relations - Enkay Publishing House.
11. Anton Shone, Bryn Parry - Successful Event Management - A Practical Handbook
12. July Allen - Event Planning - The ultimate guide - Wiley
13. S.J. Sebellin Ross - Public Relations – Kindle edition

Evaluation Pattern:

Assessment Component	Weightage (Internal)	Weightage (External)
Continuous Assessment	30 (Lab 20 + Theory 10)	
Mid Term	30	
End Sem		40

24OEL282 EFFECTIVE LEADERSHIP THROUGH NON-VIOLENCE IN COMMUNICATION 3 0 0 3

Course Objectives:

To understand the principles of non-violent communication and its role in effective leadership.

To comprehend the importance of positive thinking, trust and connection in building relationships To develop the skill of group work through empathetic communication

To engage in discussions and debates on ethical leadership practices and the importance of non-violence in communication.

Course Outcomes:

CO1 Identify the principles of non-violent communication.

CO2 Apply strategies for building trust and fostering connection in communication

CO3 Develop emotional intelligence for effective leadership.

CO4 Create a culture of respect, inclusivity, and collaboration.

CO5 Implement non-violent communication in everyday leadership scenarios.

CO-PO MAPPING:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3													2	
CO2		2													
CO3				3											
CO4					3										3
CO5								3							

Unit 1

Introduction to Non-violent Communication-Communication as an essential soft skill-Understanding the principles of non-violent communication – importance of empathy and active listening in leadership-principles of democracy in communication - Assertive communication, Aggressive communication, and Passive communication

Unit 2

Building trust and connection- Strategies for building trust and fostering connection in communication – conflict resolution techniques through non-violent communication

Unit 3

Emotional Intelligence in Leadership - Developing emotional intelligence for effective leadership - managing emotions and reactions in communication. - positive thinking - principles of cooperation and fellowship.

Unit 4

Cultivating a Positive Work Environment- Creating a culture of respect, inclusivity, and collaboration – addressing power dynamics and promoting equality in communication- Team work and productive results.

Unit 5

Sustaining Non-violent Communication Practices - Implementing non-violent communication in everyday leadership scenarios – strategies for continuous improvement and growth in communication skills – ethical leadership practices

REFERENCE TEXTS:

1. Marshall B Rosenberg - Nonviolent Communication: A Language of Life - PuddleDancer Press
2. Brene Brown - Daring Greatly: How the Courage to be Vulnerable Transforms the Way We Live, Love, Parent, and Lead – Penguin Books
3. Travis Bradberry, Jean Greaves - Emotional Intelligence 2.0 - Perseus Books Group
4. Daniel Coyle - The Culture Code: The Secrets of Highly Successful Groups - Random House Business
5. Kerry Patterson, Joseph Grenny, Ron MaMillan, Al Switzler - Crucial Conversations: Tools for Talking When Stakes are High – McGraw Hill

Evaluation Pattern:

Assessment Component	Weightage of Marks
Continuous Evaluation (Class Tests, Assignments, Class Activities)	20
Mid Term Examination	30
End Semester Examination	50
Total	100

24OEL283

BASICS OF PSYCHOLOGY AND PERSONALITY DEVELOPMENT

3 0 0 3

Course Objectives:

To understand the basic principles of psychology and personality development. To enable the students to understand self and others.

To familiarise the students with the dynamics of personality development.

To enhance the students’ personality to make them fit for various professional avenues.

Course Outcomes:

CO 1: Explain the basic concepts of Psychology with reference to personality development.

CO 2: Define and analyze personality - self and others.

CO 3: Classify the factors of personality development.

CO 4: Analyse the dynamics of personality development.

CO 5: Use theoretical knowledge to develop better personality disposition.

CO-PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	1	2	0	2	0	0		0	0	0					

CO2	1				3			2							
CO3		1							3						
CO4										1	2				
CO5						1	2								

Unit 1

Introduction to Psychology - The Pioneers and Basic Concepts – Freud - Jung – Adler - Study of personality as an aspect of Psychology

Unit 2

Definition and concept of personality - Factors of personality development: Biological - Psychological - Environmental

Unit 3

Theories of Personality- Cognitive Processes - Memory, learning, and cognition - Language development and communication - Problem-solving and decision-making

Unit 4

Social Psychology - Social influence and group dynamics - Attitudes, stereotypes, and prejudice - Interpersonal relationships and communication

Unit 5

Personality Development - Theories of personality - Factors influencing personality development - Self-concept, self-esteem, and identity formation - Assessment of personality: Approaches and Methods - Self-Report - Personality Inventory.

CORE READING:

1. Morgan, Clifford - A Brief Introduction to Psychology - McGraw Hill
2. Siccarelli, Soundra K, Glenn E. Meyer – Psychology - Pearson
3. Ewen, R.B. - An Introduction to Theories of Personality - Lawrence Earlbaum Associates
4. Baron, R.A. – Psychology - Pearson
5. Hall, Calvin S., Gardner Lindsay, John B. Campbell - Theories of Personality - Wiley Student Edition

SUGGESTED READING:

1. Feldman, Robert S - Understanding Psychology - McGraw Hill
2. Onkar, R.M. - Personality Development and Career Management - S. Chand
3. 3.Baronn,R.A. - Social Psychology - Ally and Bacon
4. Mcgrath, E.H. S.J. - Skills for All - Prentice Hall of India

Evaluation Pattern:

Assessment Component	Weightage of Marks
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Continuous Evaluation (Class Tests, Assignments, Class Activities)	20
Mid Term Examination	30
End Semester Examination	50
Total	100

24OEL284

INTRODUCTION TO SCI-FI STUDIES

3 0 0 3

Course Objectives:

To understand Science fiction as a literary genre

To understand the contemporary trends in Science fiction To

understand the basic orientations in Sci-fi studies **Course**

Outcomes:

CO1: Describe the general nature of science fiction

CO2: Classify the Subgenres

CO3: Analyse the major techniques dealt with SF.

CO4: Appraise the relevance of foundational texts and concepts to contemporary Science Fiction

CO5: Compare and contrast Current Cyberpunk fiction and film and other contemporary forms

CO-PO MAPPING:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3														
CO2		3											1		
CO3	1		3												
CO4				3											
CO5					3										1

Unit 1

Introduction - Definition, Characteristics, and evolution of science fiction, Difference between Science Fiction, Speculative Fiction and Fantasy Fiction, World Building in Science Fiction

“Utopia and Science Fiction”- Raymond Williams “How

We Became Posthuman”- Katherine Hayles **Unit 2**

Fiction – *Snow Crash* – Neal Stephenson

Unit 3

Short Stories - “The Distance of the Moon” - Italo Calvin

“I, Robot”- Issac Asimov

Unit 4

Poems - “A Martian Sends a Post card Home”- Craig Raine

“A Portrait of the Artist”-Vandana Singh

Unit 5

Films - *2001: A Space Odyssey* - Stanley Kubrick, *Interstellar* - Christopher Nolan

Blindness - Fernando Meirelle

REFERENCES:

1. Roberts, Adam - Science Fiction, 2nd ed, Routledge
2. Parrinder, Patrick (ed) - Science Fiction: A Critical Guide (1979), Longman Publishers
3. Bould, Mark et.al. (ed) - The Routledge Companion to Science Fiction (2009), Routledge
4. Gunn, James and Michael Candelaria – 2005 - Excerpt from Speculations on Speculation: Theories of Science Fiction - Scarecrow Press
5. Williams, Raymond. 1978. - Utopia and Science Fiction: Science Fiction Studies # 16 Vol. 5 (Part 3): 203-14
6. Hayles, Katherine. 1999 - Chapter 10 (247-82) in How We Became Posthuman. Chicago, Ill. - University of Chicago Press.

SUGGESTED READING:

1. Brave New World - Aldous Huxley
2. The Handmaid’s Tale - Margaret Atwood
3. Harvest - Manjula Padmanabhan
4. Frankenstein - Mary Shelley
5. Blade Runner - Scott, Ridley

Evaluation Pattern:

Assessment Component	Weightage of Marks
Continuous Evaluation (Class Tests, Assignments, Class Activities)	20
Mid Term Examination	30
End Semester Examination	50
Total	100

24OEL285

CAMPUS NOVELS

3 0 0 3

Course Objectives:

To familiarise the students to the genre of Campus/Academic novels To understand the socio-political background of academia.

To initiate discussions on the growth of Campus novels. To critically analyse the past and present academic novels.

Course Outcomes:

CO 1: Identify genre specific elements of Campus Novels

CO2: Analyse the socio-political background of academic novels.

CO3: Compare and contrast different works to identify trends and shifts from past to present campus novels.

CO4: Critically analyse the role of academics in the transformation of society.

CO – PO MAPPING:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3				0	0		0	0	0					
CO2		2										2			
CO3					2										2
CO4						2									

Unit 1:

Introduction to Campus Novel/Academic Novels – growth and development of Campus Novel.

Unit 2:

The Bachelor of Arts – R. K. Narayan

Atom and the Serpent – Prema Nandakumar

Unit 3:

The Drunk Tantra – Ranga Rao

Unit 4:

Lucky Jim – Kingsley Amis

Unit 5:

Chemistry - Weiki Wang

CORE READING:

1. R. K. Narayan - *The Bachelor of Arts* - Indian Thought Publication
2. Ranga Rao - *The Drunk Tantra* - Penguin Books
3. Kingsley Amis - *Lucky Jim* - Penguin Books
4. Prema Nandakumar - *Atom and the Serpent* -Affiliated East-West Press
5. Weike Wang – *Chemistry: A Novel* – Knopf Publication

SUGGESTED READING:

1. Elaine Showalter - *Faculty Towers: The Academic Novel and Its Discontents* - Oxford University Press
2. Jenny Stringer - *The Oxford Companion to Twentieth-Century Literature in English* - Oxford University Press
3. Janice Rossen - *The University in Modern Fiction: When Power is Academic* - Palgrave Macmillan
4. Mark Bosco, Kimberly Rae Connor - *Academic Novels as Satire: Critical Studies of an Emerging Genre* - Edwin Mellen Press
5. Mortimer R. Proctor - *The English university novel* - University of California Press
6. Kenneth Womack - *Postwar Academic Fiction: Satire, Ethics, Community* - Palgrave Macmillan

Evaluation Pattern:

Assessment Component	Weightage of Marks
Continuous Evaluation (Class Tests, Assignments, Class Activities)	20
Mid Term Examination	30

End Semester Examination	50
Total	100

24OEL286

TECHNICAL COMMUNICATION

3 0 0 3

Course Objectives:

To introduce the students to the fundamentals of the mechanics of writing. To facilitate comprehension of various formal written communication. To initiate critical and logical thinking in a professional set up. To enhance their technical presentation skills.

Course Outcomes:

CO1: Identify the mechanics of writing and the elements of formal correspondence.
 CO2: Summarise technical documents.
 CO3: Use the basic elements of language in formal correspondence.
 CO4: Interpret information and organize ideas in a logical and coherent manner. CO5: Write technical documents with accuracy and clarity.

CO-PO MAPPING:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	0	0	0	3	0	0	0	0	0	2	0	0	0	0	0
CO2	2	0	0	3	0	0	0	0	0	2	2	2	0	0	1
CO3	0	0	0	3	0	0	0	0	0	2	0	0	0	0	0
CO4	2	0	0	3	0	0	0	0	0	2	2	2	0	2	1
CO5	2	0	0	3	0	0	0	0	0	2	2	2	0	0	1

Unit 1

Introduction to Technical communication - Definition, Aspects and forms of technical communication, importance of technical communication, technical communication skills (Listening, speaking, reading, writing), linguistic ability – vocabulary, tone, and style in technical communication **Unit 2**

Comprehension of Technical Materials/Texts (reading and listening comprehension) - Interpreting and summarizing technical texts, Note taking and note making - Listening to technical talks, conversation, discussion, etc.- reading comprehension based on technical topics

Unit 3

Introduction to various kinds of technical documents - Research and Information Gathering - Finding and evaluating relevant information -Technical Document Design and Layout – drafting a brief technical article – use of Infographics (Visual elements) - Proper citation practice - Ethical Considerations in Technical Writing - Plagiarism, intellectual property, and responsible communication.

Unit 4

Technical Writing, Grammar, and Editing - Technical writing process - drafting and revising, Basics of grammar and punctuation, common errors in writing and speaking, editing strategies to achieve appropriate technical style - Planning, drafting, and writing Official Notes, Letters, E-mail, Resume, Job

Application, Minutes of Meetings, technical reports, and proposals.

Unit 5

Oral presentation of technical documents – effective ppts for presentation – proper use of AI tools

CORE READING:

1. Raman, Meenakshi and Sharma, Sangeeta - Technical Communication: Principles and Practices - Oxford University Press
2. Hirsh, Herbert. L - Essential Communication Strategies for Scientists, Engineers and Technology Professionals, II Edition - IEEE press
3. Anderson, Paul. V - Technical Communication: A Reader-Centred Approach. 5th Edition - Harcourt Brace College Publication
4. Michael Swan - Practical English Usage - Oxford University Press

SUGGESTED READING:

1. Strunk, William Jr., White. EB - The Elements of Style - Alliyen & Bacon
2. Riordan, G. Daniel, Pauley E. Steven - Technical Report Writing Today, VIII Edition (Indian Adaptation) - Biztantra
3. L. U. B Pandey - Practical Communication: Process and Practice - A.L.T.B.S Publication
4. Sharma, R C, Mohan, Krishna - Business Correspondence and Report Writing - McGraw Hill

Evaluation Pattern:

Assessment Component	Weightage of Marks
Continuous Evaluation (Class Tests, Assignments, Class Activities)	20
Mid Term Examination	30
End Semester Examination	50
Total	100

24OEL287

ENGLISH FOR ACADEMIC WRITING

3 0 0 3

Course Objectives:

To improve the English language skills for academic purposes. To make students familiar with academic style and presentation in writing. To produce good academic content.

Course Outcomes:

- CO1:** Identify relevant information from academic discourses.
CO2: Apply strategies of active reading and comprehension.
CO3: Develop clear, coherent and engaging content for specific academic purposes.
CO4: Write different types of academic content in English.
CO5: Evaluate academic reports

CO-PO MAPPING:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	2					1									
CO2	3				2										
CO3		2		3							3				

CO4				3							3	3	2		
-----	--	--	--	---	--	--	--	--	--	--	---	---	---	--	--

Unit 1

Introduction to Academic Writing. Define English for academic purposes. Difference between listening, reading, writing, and speaking in everyday situations and in academic contexts. Listening, reading, writing, and speaking in academic contexts.

Activities:

- a) Various academic and non-academic/everyday situations are given to the students, and they are expected to indulge in conversations/communication in each specific situation. This activity would bring out how the nature of communication (style, tone, choice of words, perspective, flow, logic, opinions, personal dynamics etc.) differs in each situation and how the demands of each situation are different.
- b) A writing task based on different contexts (academic, non-academic, casual, formal, informal, official, personal etc.) could be given. Analyse how do you differentiate between fact and opinion? What is the purpose of the communication? What is your tone? Is it appropriate? Are there assumptions and generalizations? Is there logic? Is it effective?

Unit 2

Strategies for active reading & comprehension – identifying main ideas and making inferences. Differentiate between fact and opinion – identifying the purpose, argument, tone, bias, generalizations, and errors in reasoning. Make notes and summarize the main arguments, evaluate, and present the information.

Activities:

- a) Various articles (business, entertainment, news, blogs, etc.) would be given to students as sample assignments. Students will analyse the articles and express their understanding of the content. Develop an academic vocabulary. Identify the problems in the comprehension of academic discourses.
- b) Read a text and answer - factual and inferential questions, evaluate an argument, what are the main ideas? Is the argument sound? is the author biased? Is the tone & style of the author appropriate? Does the author make any generalizations? Any errors in logical reasoning?

Unit 3

Purpose and features of academic writing – planning, organizing information - paraphrasing and summarizing information – use of references, quotations, definitions, examples, visual representations – writing introduction, development of ideas, core arguments, conclusions – re- writing and proof reading – ensuring cohesion, logical reasoning, academic style, academic vocabulary.

Activities:

- a) Draft an essay – ensure that all the vital elements of academic writing are properly followed in the exercise.
- b) Design a survey questionnaire – Apply every aspect of effective reading, comprehension and writing in the exercise.

Unit 4

Academic integrity, avoiding plagiarism (intended/unintended), guidelines on paraphrasing, incorporating information from various sources, acknowledging/citing original sources of information and ideas. Ethical values of trust, respect, fairness, and honesty in academic writing.

Activities:

- a) Read a text, identify and evaluate internet sources and other resources used to prepare the write-up. Identify the unacknowledged sources and materials. Prepare a report on plagiarism. Discuss how it affects the academic and ethical integrity of the author.

Unit 5

Draft reports - survey, assessment, lecture, events, etc., study materials, questionnaires, digital content for specific academic purposes. Discussions and critical evaluation of the written documents.

Activities:

- a) Prepare reports on socially/academically relevant topics. Evaluate the reports and engage in constructive criticism and discussions and suggest revisions.

CORE READING:

1. Swales, John M, Feak, Christine B. - Academic Writing for Graduate Students. 3rd Ed. - The University of Michigan Press
2. Silvia, Paul J. - How to Write a Lot: A Practical Guide to Productive Academic Writing - American Psychological Association
3. Bailey, Stephen - Academic Writing: A Handbook for International Students, Fifth Ed. - Routledge
4. Savage Alice - Effective Academic Writing - Oxford University Press
5. Raman, Usha - Writing for the Media - Oxford University Press

SUGESTED READING:

1. Garrand, Timothy - Writing for Multimedia and the Web: A Practical Guide to Content Development for Interactive Media - Routledge
2. Lincoln, Jeremy - Create Passive Income with Digital Content: Accumulate \$100 in Writing, Music, Photos, Illustrations, Videos, Cartoons and Apps - Jeremy Lincoln
3. Wallwork, Adrian - English for Academic Research: Writing Exercises. 2nd Ed. - English for Academic Research Series

Evaluation Pattern:

Assessment Component	Weightage of Marks
Continuous Evaluation (Class Tests, Assignments, Class Activities)	20
Mid Term Examination	30
End Semester Examination	50
Total	100

24OEL288

ENGLISH FOR INFORMAL COMMUNICATION

2 0 1 3

Course Objectives:

To familiarize the students with a variety of inter-personal communication

To enhance the learner's communication skills (LSRW)

To enable the learner to use English effectively in informal situations.

Course Outcomes:

CO1: Recognize the importance of context and audience in communication choices.

CO2: Use language skills to attain conversational proficiency.

CO3: Summarise Speech and Telephonic Communication

CO4: Practice real-life Conversation Skills (Role play)

CO5: Engage in Discussions and Presentation Skills.

CO-PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1				2	2										
CO2						2				3					
CO3							1				2				
CO4	2								3						
O5		2												3	

Unit 1

Basics of Communication - Elements of communication (Formal & Informal - Communication barriers, Socio-psychological barriers)

Unit 2

Developing conversational ability - Describing people, process, procedures, objects - Telling stories, narrating events, Reading Dialogues. Listening to commentaries, dialogues, telephone conversations and interviews.

Unit 3

Making short speeches, Extempore, Telephonic Communication, making notes and summaries, taking messages, Picture description (framing story based on picture/visual)

Unit 4

Conversation Practice in real life situations: (shops, markets, bank, hospitals, etc.)

Asking for help and direction, booking rooms for guests, accepting invitations, making complaints effectively, expressing regrets, negotiating, and persuading people, expressing sympathy, Apologizing, giving a conversation with a total stranger, telephonic conversations.

Unit 5

Discussions on news events, debates, enactment, interviews (how to conduct one's self formally in an informal set-up), presentations, Group Discussions (Brainstorming sessions for increasing productivity), Role Play, conversation in actual situations, announcements, compering, commentaries, introducing guests. Presentations and interpersonal communication

CORE READING:

1. Turk Christopher - Effective Speaking. Spon press – Taylor and Francis
2. Kamlesh Sadanand, Susheela Punitha - Spoken English: A Foundation Course. Part I & II - Orient Longman
3. Kenneth Anderson, Joan Maclean, Tony Lynch - Study Speaking – Cambridge University Press
4. Mohan, Krishna Singh - Speaking English Effectively - Macmillan

SUGGESTED READING:

1. Hargie, Owen. Ed - The Handbook of Communication Skills - Routledge
2. Barker, Alan - Improve Your Communication Skills - Kogan Page
4. Bygate, Martin – Speaking – Oxford University Press
 4. Kamlesh, Susheela Punitha - Spoken English: A Foundation Course Part A & B – Orient Longman
 5. Roger Mason - Speaking on Special Occasions – Teach Yourself Publication
 6. O'Neil, R - English in Situations – Oxford University Press
 7. Taylor, Grant - English Conversation Practice - Mc Graw Hill
 8. Spencer. D. H. - English Conversation Practice - Oxford University Press

Evaluation Pattern:

Assessment Component	Weightage (Internal)	Weightage (External)
Continuous Assessment	30 (Lab 20 + Theory 10)	
Mid Term	30	
End Sem		40

24OEL289

ORIENTATION IN CREATIVE WRITING

2013

Course Objectives:

To introduce to the students to the art and craft of creative writing. To strengthen their creative talents and writing skills.

To motivate the students to engage themselves in creative writing. To analyse and appreciate literary works.

Course Outcomes:

CO1: Recognize the basic elements of creative writing.

CO2: Interpret the creative elements of various literary genres.

CO3: Use the creative skills for literary production.

CO4: Analyze given literary texts.

CO5: Compose a creative work

CO-PO MAPPING:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3														
CO2		3													
CO3	1			3											
CO4					3										
CO5	1														3

Unit 1

Introduction to Creative Writing: Overview of different forms of creative writing - Creativity – Inspiration and imagination- Experience as the raw material- Influences-Language as the instrument. John Steinbeck- “Letter to Edith Mirrielees”

Unit 2

Elements of Creative Writing - Character development - Plot structure - Setting and atmosphere - Dialogue and narrative voice

Katherine Mansfield - "The Life of Ma Parker"

A.C. Doyle – "The Adventure of the Speckled Band"

Unit 3

Writing Techniques - Point of view - Show, don't tell - Use of sensory details - Experimenting with different writing styles

O Henry - "The Last Leaf"

William Wordsworth "Daffodils"

Unit 4

Genre Studies - Exploring different genres such as fiction, poetry, drama, and creative non-fiction - Understanding the conventions and characteristics of each genre

Lewis Carroll – Alice in Wonderland [Abridged version] Tales from Panchatantra (Selected five tales).

Unit 5

Workshop and Feedback - Peer review sessions - Revising and editing techniques - Developing a personal writing style - Presentation of final projects.

CORE READING:

1. William Zinsser - On Writing Well: The Classic Guide to Writing Non-Fiction - HarperCollins
2. Anjana Neira Dev, Anuradha Marwah, Swati Pal - Creative Writing: A Beginner's Manual - Pearson
3. Lewis Carroll - Alice in Wonderland (Abridged) - Wonder House Books
4. Paul Mills - The Routledge Creative Writing Course Book - Routledge

REFERENCES:

1. Abrams, M.H. - A Glossary of Literary Terms, Seventh Edition - Heinle Publication
2. Prasad, B. - A Background to the Study of English Literature - Macmillan
3. Bernays, Anne, Pamela Painter - What If: Writing Exercises for Fiction Writers - William Morrow & Company
4. Robert Scholes, Nancy R. Comley, Carl H. Klaus, Michael Silverman - Elements of Literature: Essay, Fiction, Poetry, Drama, Film – Oxford University Press
5. Hal Zina Bennet - Write from the Heart: Unleashing the power of Your Creativity - New World Librar
6. Sylvan Bamet, William E. Cain - A Guide to Writing about Literature - Pearson
7. Heather Leach, Robert Graham - Everything You Need to Know About Creative Writing: (But Knowing Isn't Everything...) - Continuum International Publishing Group

ONLINE RESOURCES:

1. http://www.chillibreeze.com/articles_various/creative-writer.asp
2. <http://www.contentwriter.in/articles/writing/>
3. <http://www.cbse.nic.in/cw-xiilcreative-writing-xii-Unit-1.pdf>.(downloadable tree)

Evaluation Pattern:

Assessment Component	Weightage (Internal)	Weightage (External)
Continuous Assessment	30 (Lab 20 + Theory 10)	

Mid Term	30	
End Sem		40

24OEL290 ENGLISH FOR COMPETITIVE EXAMINATIONS AND INTERVIEWS 3 0 0 3

Course Objectives:

To enhance the students' vocabulary and grammar to effectively communicate ideas and meet the requirements of competitive examinations.

To develop the students' critical thinking abilities to analyse and evaluate information, draw logical conclusions, and solve complex problems encountered in competitive exam questions.

To develop listening, speaking, reading, and writing skills for success in competitive examinations and interviews.

Course Outcomes:

CO1: Recall the fundamental concepts of English language.

CO2: Apply verbal, analytical and problem-solving skills.

CO3: Interpret the information given.

CO4: Compose diverse types of professional documents in error free language.

CO5: Demonstrate techniques and skills in facing interviews

CO-PO MAPPING:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	1	0	0	1	0	0	0	0	0	1	2	0	0	0	1
CO2	3	1	0	1	1	0	1	0	0	2	3	2	1	2	2
CO3	2	2	1	0	1	0	1	0	0	1	3	1	1	2	3
CO4	2	0	0	2	1	0	1	0	0	1	2	2	0	1	1

Unit 1

Vocabulary – synonyms and antonyms, verbal analogy, cloze test, idioms and phrases, one-word substitutions, words often confused and misused, misspelt words – homonyms, homophones and homographs.

Unit 2

Grammar – phrases and clauses, prefixes and suffixes, active and passive voice, reported Speech, conjunction, prepositions, tenses, connectives, comparative adjectives, articles, concord, error detection.

Unit 3

Reading Comprehension – sentence rearrangement, para jumbles, sentence and paragraph completion, critical thinking

Unit 4

Descriptive writing – writing short and long messages – essay writing, precis writing, expository, argumentative, descriptive, persuasive, narrative styles - Writing for specific purposes – email writing, picture description, circulars, memo, reports, proposals, describing visual representations (graphs, diagrams, etc.) – official and business letters

Unit 5

Facing interviews – preparations – guidelines – Human Resource and soft skills development – understanding personal strengths and weaknesses – developing knowledge base (general- subject – professional) - confidence building – resourcefulness – Mock interviews (conducting and attending)

Activities: Practice tests to be administered for all components of the syllabus.

Innovative Games and activities involving various aspects of vocabulary and grammar can be planned.

Samples of descriptive writing can be displayed, and the writings of the students can be checked and edited by giving suggestions for improvement.

Tests involving all vocabulary, grammar, reading comprehension and descriptive writing can be administered based on samples of various competitive examinations.

CORE READING:

1. Bakshi. S.P. - Objective General English - Arihant Publication
2. Gupta. S.C. - General English for all Competitive Course - Arihant Publication
3. Khare, Pulkit - Essays for Civil Services and other Competitive Exams - Arihant Publication
4. Singh, A.K.- Corrective Grammar - MB Publications
5. Kiran Prakashan, - Competitive General English, 1st Edition – Kiran Prakashan Publication

SUGGESTED READING:

1. Lewis, Norman - Word Power Made Easy - Goyal Publishers & Distributors
2. Prasad, Hari Mohan, Uma Sinha - Objective English for Competitive Examination - McGraw Hill

Evaluation Pattern:

Assessment Component	Weightage (Internal)	Weightage (External)
Continuous Assessment	30	
Mid Term	20	
End Sem		50

24OEL291

INTRODUCTION TO COMIC STUDIES

3 0 0 3

Course Objectives:

To familiarise students with the development of comic studies

To explore the social, and political significance of the comic genre To

study the representation of cultural elements in comics

To understand and analyse comics as part of popular culture

Course Outcomes:

CO1: Describe the tenets and history of Comic Studies

CO2: Identify the relevance of comic study in contemporary literature

CO3: Discuss the fields and trends of comic studies.

CO4: Appraise the influence of the comic medium in politics and society

CO5: Evaluate representations of culture in comic narratives.

CO-PO MAPPING:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3														
CO2	1	3													
CO3			2												
CO4				3											
CO5					3	1									

Unit 1

Introduction - Definition and history of comics - Different forms of comics (comic strips, comic books, graphic novels, webcomics) - Key terms and concepts in comic studies

1. *Understanding Comics: The Invisible Art* by Scott McCloud
2. *The Power of Comics: History, Form, and Culture* (Chapters 2 and 3 on the history of comic books) Edited by Rancy Ducan and Mathew J Smith

Unit 2

Comic Strips, Cartoons and Cartoon Movies

1. *The Very Best of the Common Man* by R.K. Laxman
2. *Calvin and Hobbes* by Bill Watterson
3. "Why Comics Studies?" by Angela Ndalians

Unit 3

Comics, Memoirs, and Graphic Medicine

1. *Fun Home: A Family Tragicomic* by Alison Bechdel
2. *Marbles: Mania, Depression and Me* by Ellen Forney
3. "Graphic medicine: Comics as medical narrative" by Ian Williams

Unit 4

Asian Comics

1. *Uncle Pai's Folk Tale Collection* by Amar Chithra Katha
2. *Beast Master Vol I* Manga series by Kyousuke Motomi,
3. "Adult Manga: Culture and Power in Contemporary Japanese Society" by Sharon, Kinsella.

Unit 5

New Trends- Comics Journalism, Urban Comics

1. *Safe Area Gorazde* by Joe Sacco
2. *Corridor* by Sarnath Banerjee
3. "Drawing on the Facts: Comics Journalism and the Critique of Objectivity." by Isabel Macdonald

CORE READING:

1. McCloud, Scott - *Understanding Comics: The Invisible Art* - HarperCollins
2. Laxman, R.K. - *The Very Best of the Common Man* – Penguin Publishing
3. Ducan, Rancy, Mathew J Smith. Eds. - *The Power of Comics: History, Form, and Culture* - The Continuum International Publishing Group
4. Watterson, Bill - *The Calvin and Hobbes Portable Compendium Set 1* - The Andrews McNeel Publishing

5. Bechdel, Alison - Fun Home: A Family Tragicomic - Random House
6. Marbles: Mania, Depression, Me- Ellen Forney - Penguin Publishing
7. Pai, Anand. Ed - Uncle Pai's Folk Tale Collection - Amar Chithra Katha
8. Motomi, Kyouzuke - Beast Master Vol. I - Viz Media
9. Sacco, Joe - Safe Area Gorazde - Jonathan Cape
10. Banerjee, Sarnath – Corridor - Penguin Books
11. Ndalianis, Angela - Why Comics Studies? - Cinema Journal. 50. 113-117. 10.1353/cj.2011.0027.
12. Williams, Ian - Graphic medicine: Comics as medical narrative. Medical humanities. 38. 21-7. 10.1136/medhum-2011-010093.
13. Macdonald, Isabel - Drawing on the Facts: Comics Journalism and the Critique of Objectivity - The Comics of Joe Sacco: Journalism in a Visual World, 2015, pp. 54-66, <https://doi.org/10.2307/j.ctt15zc587>.

SUGGESTED READING:

1. Ndalianis, Angela - Why Comics Studies? - Cinema Journal, vol. 50, no. 3, 2011, pp. 113–17. JSTOR, <http://www.jstor.org/stable/41240726>.
2. Dey, Abilash - The Austere and Mute Glory of R K Laxman's Cartoons and Illustrations - Indian Scholar, 2015, pp. 1-9
https://www.academia.edu/33630711/THE_AUSTERE_AND_MUTE_GLODY_OF_R_K_LAXMAN_S_CARTOONS_AND_ILLUSTRATIONS
3. Ewert, C. Jeanne - Reading Visual Narrative: Art Spiegelman's "Maus", Narrative, vol. 8, no. 1, 2000, PP. 87-103, JSTOR, <https://www.jstor.org/stable/20107202>.
4. Lydenberg, Robin - Reading Lessons in Alison Bechdel's Fun Home: A Family Tragicomic. College Literature, vol. 44, no. 2, 2017, pp. 133-65, JSTOR, <http://www.jstor.org/stable/44507177>
5. Cresson, Jodi - Company, counterbalance, and closure in Ellen Forney's Marbles, Journal of Graphic Novels and Comics, vol. 10, no. 2, 2018, pp. 259-272, <https://www.tandfonline.com/doi/citedby/10.1080/21504857.2018.1480506?scroll=top&needAccess=true>
6. Norris, Craig - Manga, Anime and Visual Art Culture. The Cambridge Companion to Modern Japanese Culture, edited by Yoshio Sugimoto, Cambridge UP, 2009, pp. 236–60.
7. Goswami, Nilakshi - Ideological History, Contested Culture, and the Politics of Representation in" Amar Chitra Katha. Status Quaestionis 20 (2021).
8. Macdonald, Isabel - Drawing on the Facts: Comics Journalism and the Critique of Objectivity. The Comics of Joe Sacco: Journalism in a Visual World, 2015, pp. 54-66, <https://doi.org/10.2307/j.ctt15zc587>.
9. Macdonald, Isabel - The Comics of Joe Sacco: Journalism in a Visual World, 2015 - Universal Press of Mississippi.
10. Frazer, Benjamin - Danger, Disease, and Death in the Graphic Urban Imagination. Visible Cities, Global Comics: Urban Images and Spatial Form, University Press of Mississippi, 2019, pp. 174–216. JSTOR, <http://www.jstor.org/stable/j.ctvpbnq63.9>.

Evaluation Pattern:

Assessment Component	Weightage (Internal)	Weightage (External)
Continuous Assessment	20	
Mid Term	30	
End Sem		50

Course Objectives:

To introduce students to food studies

To familiarise students with the techniques and the narrative styles of food literature To introduce students to different food cultures

Course Outcomes:

CO1: Comprehend the basic framework of food studies.

CO2: Understand food systems and their pluralistic nature.

CO3: Appraise the cultural and literary roots in various forms of food narratives.

CO4: Critically analyze food writings and appreciate varied representations.

CO5: Examine contemporary Indian food culture in the context of globalization.

CO-PO MAPPING:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO 15
CO1	1	1	2												
CO2					2		2								
CO3	2			2											
CO4								2			2				
CO5									2	3					

Unit 1

Basics of Food studies - key concepts, interdisciplinarity, and orientations in Food Studies (Historical, cultural, sociopolitical, environmental aspects) - Critical approaches to Food justice, gender, race, power, and class structure - Social constructions based on diet pattern, and food practices - culinary memoirs (discussion)

Unit 2

Food writing – stories, memoirs, blogs, travel writings - structures and representations

Jhumpa Lahiri: *Indian Takeout*

Unit 3

Food in the context of Globalization - Impact of other food cultures on indigenous food practices in India.

Ashis Nandy: *The Changing Popular Culture of Indian Food: Preliminary Notes*

Unit 4

Sociological implications of food and culinary practices

Margaret Mead : *The Changing Significance of Food* Tamil

movie: *Kakka Muttai (2014)*

Unit 5

Food Fiction, short stories

Bhabani Bhattacharya: *So Many Hungers*

Gita Hariharan: *Remains of the Feast*

CORE READING:

1. Banerji, Chitrita - Eating India: An Odyssey into the Food and Culture of the Land of Spices - Bloomsbury
2. Jumpa Lahiri. (n.d.) - Indian Takeout
3. Bhattacharya, B. - So many hungers - Orient Paperbacks.
4. Hariharan, Githa - The Art of Dying and Other Stories - Penguin Books
5. Malhotra, Simi, et al - Food Culture Studies in India - Springer Nature

SUGGESTED READING:

1. Marte, Lidia. 2007 - Foodmaps: Tracing Boundaries of 'Home' Through Food Relations - Food and Foodways.
2. Mintz, Sidney - Sweetness and power. The place of sugar in modern history – Penguin Books
3. Gilbert and Porter - Introduction to Eating Words
4. Dianne Jacob (from Will Write for Food) - What, Exactly, Is Food Writing?
5. Terry Eagleton - Edible Ecriture
6. Alfonso Morales - Growing Food and Justice: Dismantling Racism through Sustainable Food Systems
7. Robert Gottlieb, Anupama Joshi - Growing and Producing Food
8. Unbroken Ground. 2016 film
9. <https://youtu.be/3EzKp7Cteys?feature=shared>
10. Documentary film - We Feed the World.
https://youtu.be/KAuA_slgM_w?feature=shared
11. Khilnani, Sunil - The Idea of India – Penguin Books
12. Vasudhaiva Kutumbakam - Short Film - Zee Entertainment Company Ltd

Evaluation Pattern:

Assessment Component	Weightage (Internal)	Weightage (External)
Continuous Assessment	20	
Mid Term	30	
End Sem		50

24OEL293**FILM AND LITERATURE****3 0 0 3****Course Objectives:**

This course delves into the fascinating intersection of film and literature, examining how these two art forms influence each other, share common themes, and employ distinct storytelling techniques. Through a combination of film screenings, readings, discussions, and critical analysis, students will gain a deeper appreciation for both mediums.

Course Outcomes:

CO1: Identify the distinct narrative structures and techniques employed in both film and literature.

CO2: Compare storytelling methods, recognizing how filmmakers and authors convey meaning.

CO3: Analyze film adaptations of literary works

CO4: Explore the literary and cinematic interfaces in films

CO5: Appraise adaptations of literary works into films.

CO-PO MAPPING:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3														
CO2		3													
CO3				3			1								
CO4					3										
CO5															3

Unit 1

Introduction to Film and Literature-Defining film and literature -Comparative analysis of storytelling methods-Adaptation Theory - The art of adaptation: From page to screen- Case studies: Successful and unsuccessful adaptations.

Unit 2

Literary Classics on Film-Screening and discussion: Adaptations of Shakespearean plays -Analyzing fidelity to the source material

Unit 3

Genre Studies- Film noir and hardboiled detective fiction -Gothic literature and horror films

Unit 4

Visual Storytelling Techniques-Cinematography, mise-en-scène, and editing -Reading film as a visual text

Unit 5

Modern Literature and Contemporary Cinema-Exploring postcolonial literature and global cinema - Independent films and their impact-Themes and Motifs - Love and tragedy in literature and film- The hero's journey across mediums – writing film reviews (assignment)

TEXTS AND MATERIAL:

1. Charlie Kaufman - "Adaptation" (book and film)
2. Jane Austen - "Pride and Prejudice" (book and film adaptation)

REFERENCE TEXTS:

1. Villarejo, Amy - Film Studies: the Basics - Routledge
2. Hayward, Susan - Key Concepts in Cinema Studies - Routledge
3. Bywater, Tim, Thomas Sobchack - Introduction to Film Criticism - Pearson India
4. Corrigan, Timothy, J. - A Short Guide to Writing about Film - Pearson India
5. Kupsc, Jarek - The History of Cinema for Beginners. Chennai - Orient Blackswan
6. Dix, Andrew - Beginning Film Studies - Viva Books
7. Stam, Robert, Alessandra Raengo - Literature and Film: A Guide to Theory and Adaptation - Oxford: Blackwell
8. Seger, Linda, Edward Jay Whetmore - From Script to Screen: A Collaborative Art of Film Making
9. Kooperman, Paul - Screenwriting: Script to Screen - Insight Publications
10. Annete Kuhn - Oxford Dictionary of Film Studies
11. Linda Hutcheon - A Theory of Adaptation
12. Wilfred L. Guerin - "A Handbook of Critical Approaches to Literature"

SUGGESTED VIEWING LIST:

1. Michael Radford's *Il Postino*
2. Robert Wiene's *The Cabinet of Dr. Caligari*
3. Sergei Eisenstein's *Battleship Potemkin*
4. Victorio De Sica's *Bicycle Thief*
5. John Ford's *Stagecoach*
6. Mehboob's *Mother India*
7. Satyajit Ray's *Pather Panchali*
8. Abbas Kiarostami *Ten*
9. George Melies: *An Impossible Voyage*
10. Lumiere brothers: *Arrival of a Train S*
11. Charlie Chaplin: *Modern Times*
12. Werner Herzog: *Aguirre, Wrath of God*
13. Francis Ford Coppola: *The Godfather*
14. Orson Welles: *The Magnificent Ambersons*
15. Jean Luc-Godard: *Breathless*
16. Styajith Ray's *Films*
17. V. K. Prakash: *Karmayogi* [Malayalam]

Evaluation Pattern:

Assessment Component	Weightage (Internal)	Weightage (External)
Continuous Assessment	30	
Mid Term	20	
End Sem		50

24OEL294**COMPUTER AIDED LANGUAGE LEARNING****3 0 0 3****Course Objectives:**

To familiarize the students with the world of technology-based language learning

To introduce them to various on-line learning platforms

Course Outcomes:

CO1: Recognize language-technology interface, impacts and developments in ICT.

CO2: Describe technology assisted teaching- learning as paradigm shift in instructional practices

CO3: Relate the impact of Communication technology on ELT and pedagogy

CO4: Use the possibilities of online learning and resources

CO5: Analyse contemporary trends in instructional technology

CO-PO MAPPING:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	2								1						
CO2		2													
CO3	1			2											

CO4						2								1	
CO5		2											2		

Unit 1

English in the Age of Globalization - Language Education and Technology-Impact of ICT- Introduction to Computer-Aided Language Learning (CALL) and its benefits - Computer Supported Collaborative Learning-Digitized Texts-Digital Game-Based Learning-Use of Multimedia.

Activity: Create a quiz. Prepare a visual story

Unit 2

Language Learning Software and Applications - Introduction to popular language learning software and apps - Interactive exercises and activities for language practice - Virtual classrooms and online language learning platforms (SWAYAM, MOOC, etc.) – interactive websites for language learning.

Activity: Analyze blog posts, Wikipedia articles, or interactive websites.

Unit 3

Digital Language Learning - Incorporating multimedia resources in language lessons - Using social media and online resources for language practice - presentation software - creating a good ppt.

Activity: prepare ppt presentations on specific topic

Unit 4

Use of E-learning apps - Gamification and Language Learning - Gamified language learning apps and platforms - Benefits of gamification in language learning – explore online dictionary and thesaurus

Activity: Online Dictionary Scavenger Hunt - Assign students specific language features (idioms, phrasal verbs, synonyms). Ask them to explore online dictionaries (e.g., WordWeb, Merriam-Webster) to find examples and meanings.

Unit 5

Using technology for language assessment - Automated feedback and evaluation tools - Monitoring student progress and performance in CALL environments - multi-literacies and translanguaging -Supporting learners of specific needs.

Activity: Take up some online grammar tests

CORE READING

1. Crystal David - The Language and the Internet - CUP
2. Warschauer, Mark, Shetzer, Heidi - Internet for English Teaching - Virginia
3. Thorne, Steven L, Mary, Stephen (Eds) - Language Education and Technology - Springer **SUGGESTED**

READING/E-RESOURCES

1. Cunnings, J.(et al.) (Eds.) - International Handbook of English Language Teaching - Springer
2. Ranandya, W.A. (et al.) (Eds.) - English Language Teaching Today - Springer
3. Pawlak, Miroslav, Antonin Larissa (Eds.) - Essential Topics in Applied Linguistics and Multiculturalism - Springer
4. Pawlak, Miroslav(et al.) (Eds.) - Issues in Teaching, Learning and Testing Speaking in a Second Language - Springer

www.bbc.co.uk/learningenglish , www.learningenglish.voanews.com / www.esl-lab.com/
www.eslpdf.com/www.englishbanana.com , E-book available at www.englishskillsone.com

Evaluation Pattern:

Assessment Component	Weightage (Internal)	Weightage (External)
Continuous Assessment	30	
Mid Term	20	
End Sem		50

24OEL295

THEATRE AND COMMUNICATION

3 0 0 3

Course Objectives:

To acquaint students with the concept of theatrical communication To underscore the significance of communication through theatre To understand the interfaces of performance and communication To analyze the concept of theatrical communication with reference to Indian and world drama.

Course Outcomes:

- CO1:** Illustrate the history of theatre and its cultural relevance.
- CO2:** Compare different forms of dramatic expressions.
- CO3:** Explore the classical Indian and western theatre aesthetics.
- CO4:** Investigate the concepts of modern drama.
- CO5:** Evaluate different theatrical styles and their impact.

CO-PO MAPPING:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3														
CO2		3													
CO3				3											
CO4					3										
CO5															3

Unit 1

Introduction to Drama and Theatre Arts – History of Theatre – Theatre as a dramatic art of communication - Cultural Relevance of Theatre.

Unit 2

Elements of Drama – Differences between Screen Play and Performance - Histrionics - verbal communication- facial expressions, body language, proxemics, and proximity.

Girish Karnad: *Nagamandala*

Unit 3

Classical Theatre – Aesthetics of Indian Theatre –Bharata’s *Natyashastra*- Folk Theatre – Aesthetics of Western Theatre – Aristotle’s *Poetics*.

Unit 4

Pioneers of Modern drama- The ideas of Ibsen, Shaw, and Brecht on theatre. Henrik Ibsen. ***A Doll's House*** – for **Detailed study.**

Unit 5

Modern Theatre – Theatre of Cruelty – Absurd Theatre – Street Theatre –Epic Theatre – Avant Garde Theatre – Post Drama.

REFERENCES:

1. Dr. N.P. Unni (Tr) – Natyasastra
2. John Russell Brown – The Oxford Illustrated History of Theatre
3. Robert Leach – Makers of Modern Theatre: An Introduction
4. D P. Pattanayak, Peter J Claus – Indian Folklore
5. Richard Schechner – Performance Studies: An Introduction
6. Phillip Zarrilli – Indian Theatre Traditions of Performance
7. Williams, Raymond - Drama in Performance - Open University Press
8. Simon Shepherd and - Drama/Theatre/Performance - Routledge

Evaluation Pattern:

Assessment Component	Weightage (Internal)	Weightage (External)
Continuous Assessment	30	
Mid Term	20	
End Sem		50

24OEL296

WOMEN’S WRITING IN INDIA

3 0 0 3

Course Objectives:

To provide students with a comprehensive understanding of women’s writing in India. To provide an understanding of the socio-political issues addressed by women writers. To provide an overview of historical, contemporary, and feminist perspectives. To encourage creative expression and critical engagement with gender issues in literature.

Course Outcomes:

- CO1:** Recognise the historical context of women’s writing in India.
- CO2:** Explore the themes of gender identity, patriarchy, and empowerment in women’s writing.
- CO3:** Analyse major works and writing styles of prominent women writers in India
- CO4:** Explore social, cultural and political perspectives in the writings
- CO5:** Analyse emerging voices and themes in contemporary women’s literature

CO-PO MAPPING:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3														
CO2		3													
CO3				3											
CO4					3										

